

Project VIA – Valuing Intellectual Assets in Renewables Companies in the Highlands and Islands Company Profile



WINDSERV.COM

Windserv Ltd is a company that is in the very early stages of development. It aims to provide monitoring and maintenance services to wind farm developers. Its formation was predicated on Scottish Power's interest in introducing new market players into the market for wind farm monitoring.

Initially this interest was expressed during dialogue at Board level in Scottish Power and subsequently potential suppliers to Scottish Power were asked to compete to be recognised as preferred suppliers.

One of the founders of Windserv, was keen to receive support for his start up company and accepted the invitation from the Intellectual Asset Centre (IA Centre) to join Project VIA to concentrate on the development of its IA and to focus on an appropriate business model.

Windserv had secured a German Technology partner with operational experience to meet this challenge. However after the partnership was initiated, there were several changes of personnel in the German Technology Partner. The variability in contacts had an impact on the strength of the relationship capital with Windserv. This introduced delays in responding to Scottish Power's procurement process, so much so that vital information was not supplied in time for submission of an expression of interest to Scottish Power in September 2009.

Windserv was given a phased turndown from Scottish Power in November and were informed that their submission had not pre-qualified them as a preferred supplier into the market.

Feedback to date has indicated that Windserv's proposal was rejected on a lack of operational evidence on health and safety, primarily due to the German partner's evidence not being made available in time.

Just recently, the German partner has responded positively at the highest level to remedy the position and to re-establish relations with Scottish Power. The German partner has indicated that it wishes to take a 70% stake in the business.

A meeting has been requested with Scottish Power to reconsider the present position, but so far it has not been possible to pin down a date for the meeting.

Further discussions with Scottish Power and other utilities are required to ascertain whether there is any opportunity in the future for Windserv to succeed.

"This is an excellent opportunity for a Scottish Company to enter this market. We have the required partnerships now to take the business forward. The experience shows the important role that relationship capital plays at all levels within businesses and how it affects progress when a public procurement process is involved." Graham Bibby, MD, Windserv