

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



Atmos Consulting Ltd provides consultancy on renewable energy projects, environmental matters and planning.

Atmos's service offerings centre on Renewable Energy Project life cycles. They evolve from Site Identification, through Feasibility, to Planning Applications. Specific Projects are also commissioned, including requests for wind modelling, radar and access studies that require specialist technical and environmental knowledge and expertise. GIS is used to support the above and to display interesting datasets such as ice throw risk from turbine blades and bird collision modelling.

Atmos joined Project VIA because of its MD's interests in introducing new product development processes and as it wished to build on the value of its intellectual assets. Working with the Intellectual Assets Centre (IA Centre) and the guidance of [Jackie Maguire from Coller IP Management](#), Atmos underwent an audit of its main Intellectual Assets (IA).

It was clear at the outset that Atmos's key asset was in its Human Capital and that the company was highly reliant on its staff. One product, Windscan was also under development.

Atmos held less of its value however in Relationship Capital and its branding. Its marketing messages were wide ranging and this made it difficult to understand what Atmos specialised in and how it was differentiated in a competitive marketplace.

In addition, Atmos entered Project VIA during the economic downturn and uncertainties of 2009. It experienced significant changes in personnel and in specialists that were previously leading activities in their field. Atmos therefore needed to undergo a major business review and restructuring using its IA to determine how to move forward.

A new business planning process involving the whole company is now being implemented to focus Atmos' vision and values and to firm up the way forward. The marketing manager has attended an e-marketing course and has now gained a marketing qualification and the client feedback process has been invigorated.

Copyright markings are now on proposals and further procedures have been implemented following infringement of data and drawings.

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To replace human capital, 3 young project managers have been recruited in the past 6 months and a sales manager has been recruited to implement an improved process for on-shore wind clients.

A new database and way of collecting bird data has been developed. This provides for quicker analysis and reduced errors.

Atmos has introduced plans to grow the business and recruit 6/7 new staff in 2010/11 and is already providing an increased Site Search Service with new commissions.

Recognising the importance of building value beyond human capital, Atmos has purchased new sophisticated GIS system to enhance Atmos's position in the provision of GIS services.

Atmos still has work to complete to finalise its marketing strategy. However, improvements have been made to the website to provide marketing messages and this process is ongoing.

From the process of its IA audit and the required Business Review, Atmos now has arrived at a much improved marketing focus. It provides expertise and advice to support commercial on shore renewable energy developments. These are medium to large scale – 1/2MW plus, especially where there is an environmental impact.

“My experience with Project VIA was excellent. Even though I joined the project half way through, I could not fault the course sessions. The timeliness in dealing with the restructuring issues that we have faced was amazing and it has helped us tighten up on the way in which we operate. I would recommend it to anyone.” Fraser Mackenzie, Atmos Consulting