**Instructions:**

* Fill in company & contact information in the top 2 boxes
* Describe one or more capabilities in the subsequent boxes
* Transcribe the title of your capability onto the Customer Matching Matrix (excel file)
* Send both documents to [chris.gane@dcpm.co.uk](mailto:chris.gane@dcpm.co.uk) and [bill.peterson@trade.gov.uk](mailto:bill.peterson@trade.gov.uk)

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| --- | --- |
| Insert your company logo above | **Put your company name here**  Contact:  Email:  Cell:  Website: |
|
| **Put the title of your technology, product or service here**  **Max 120** words to describe your technology, product or service you’re offering. Don’t describe your company, the website link will do that. Add a picture to highlight your capability ->   * Describe what differentiates your product or service in the marketplace – be specific with values eg X% lighter, Y mW less power, Z times faster etc * What is unique about this capability, what are you doing differently to your competitors and why is that relevant to the customer’s requirement? * Be specific about anything innovative/disruptive about your capability that would enhance the current or next generation of the customer’s products * Are you planning or in progress with a product improvement programme, what benefit will it bring compared to the competition?   Everyone thinks they are “world class”, “market leading” etc so be specific about your USP and how you can make the customer more competitive. Try and quantify every claim. Make the reader’s job easy so you get invited to discuss your proposition further | |
| **Second Capability if applicable**  You may add additional descriptions if you have more than one capability that matches the customer requirements. | |