

Phona

The innovative pronunciation app for English language students; Say It



Challenge

Phona develops audio apps to improve speech clarity. Having successfully launched two pronunciation products in the EdTech space, for learners of English, the company wanted to develop a business plan for the HealthTech sector, specifically an adaptation of their Say It app for Speech Therapy. In addition, Phona wanted help to refine their proposition for using Say It as a tool to improve speaking clarity and listening comprehension for international NHS staff, thus improving doctor-patient communications.

HTAP Contribution

HTAP partnered Phona with James Barsby of Bristol Ventures. He quickly understood what we wanted to achieve and immediately engaged in helping us shape a robust plan for growth. Throughout the sessions, James continued to support us, challenge us, and contribute very practical suggestions as to how to achieve our aims.

Specific Industry Knowledge

James' insight, knowledge and enthusiasm for what we want to achieve have been instrumental in the success we've enjoyed over the past 8 months. Chris Sheehan of Oxford Innovations also provided extremely useful support and feedback to Phona as part of the HTAP scheme. He listened, advised and distilled his advice down into a series of tasks and challenges, which was a very effective approach. In particular, Chris' 'sales training 101' session was invaluable, and we will be putting it into practice over the coming months as we approach new clients.

Outcome

Phona was unrecognisable after the HTAP scheme - with new partnerships and collaborations in place, a new pricing structure and a real sense of confidence in the future. Without the support the HTAP scheme offered, Phona's growth would undoubtedly be moving forward at a much slower pace. The concise nature of the scheme really focusses the mind, and we've come out of the process with a much clearer vision of where we're going and how to achieve our aims.

"The HTAP scheme came along at just the right time for Phona. Our business needed advice and guidance to get a solid growth plan down on paper, and to build the confidence to go out and action it. We needed to review relationships with existing collaborators and develop our network in a strategic way to capitalise on new opportunities. HTAP guided Phona through all of this and I can truly say it has been transformational for our business. I'd recommend the scheme to any business looking to develop and grow new propositions in Healthcare Tech - fantastic support from very experienced and passionate mentors!"

Jenny Dance
Founder of Phona

phona.co.uk



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