



Success stories

Serkel Solutions Pty Ltd

Digitised manufacturing in
cranial orthotic markets



First mover opportunity

Founded in 2017, Serkel Solutions Pty Ltd, is largely a pre revenue company specialising in the development and manufacturing of custom made, cranial remoulding helmets for the treatment of babies with a misshapen or uneven head using state of the art 3D printing.

The company's intention is to digitise the cranial orthotics market in partnership with orthotists, other healthcare professionals and their families, leveraging 3D printing to support the mass customisation of medical devices at scale in priority international markets.

Clarity re strategy and financials

Given the relatively early stage of development of the company and despite

the inherent risks, there is the potential to develop and grow within Australia and key international markets, albeit in what appears to be a small niche market. The company's near-term priorities were to transition from a loss making to a break-even position and to undertake market research to better understand the cranial orthotics' market and its commercial potential. Furthermore, of critical importance was to prepare a well informed and actionable business strategy and plan to provide clarity and alignment for both the Board and management as to the future direction and priorities of the company.

With support from the "Entrepreneurs Programme", Christine Cussen, Dr Joseph Dodd, and her team the company implemented a plan to not only stabilise the financial performance of the business but more importantly helped it to understand the financial levers to improve future financial performance. In addition, they developed and implemented the business strategy and plan for the company, completed the first phase of their digital marketing strategy including an upgrade to the website together with commencing the first phase of the company's research and

development. Pleasingly they achieved this by mentoring and coaching from the growth facilitator together with the use of recommended consultants and other advisers under the Entrepreneur's Programme.

"We were like bambi on ice without a clear direction for the future, with a poor understanding of the financials. We now have confidence in the numbers. solid foundations, and a clear path for the future."

Solid foundations with a clear future path

The company is implementing the first phase of its business strategy and tracks financial performance each month. In the words of the general manager, the impact personally and professionally has been phenomenal. From a leadership and operational standpoint, I now have far more confidence in what I am doing and feel I can drive the business forward.