



Case Study

Incremententa helps company to focus on one wildly important goal.

Void Polymers is a company specialising in ground breaking materials science with lots of different commercial possibilities.

- **Problem**

The company recognised that during its growth it took its eye off its ultimate goal and therefore became unfocused reacting to commercial opportunities and subsequently frequently changing direction.

- **Support provided by Incremententa**

Incremententa provided monthly coaching to a member of the senior leadership team focusing on the specific elements of strategic goals and accountability and responsibility of the senior leadership team. Incremententa helped introduce a Prosper plan focusing on one wildly important goal which was then broken down into easily digestible objectives. Responsibilities and accountabilities were then clearly defined to provide clarity.

- **Outcome**

- Company aligned towards one goal
- Leading to an eventual successful Series A raise.

For further information about how Incremententa can help to support your business email enquiries@incremententa.co.uk or call 0116 2793652