



TickleFLEX

About TickleFLEX

TickleFLEX was invented by Peter Bailey, the Insulin Injection Aid is a great example of an innovative product. Peter is a successful inventor, who has pioneered several breakthrough technologies.

In 2005, Peter was diagnosed with Type 1 diabetes. This led him to invent a needle assistant for insulin dependent diabetics. In its first twelve months, TickleFLEX won the 2016 Best Product Design Award.

The Challenge

The business had a lot of opportunity but needed to set a strategy, Peter had identified a need for finance to support his ambitious growth plans.

Peter also sought to get the highly innovative product into international markets, however lacked the expertise to get break international markets.

The Solution and Impact

Coast to Capital Growth Hub Advisor, Amanda Geel, recognised TickleFLEX as a highly innovative product, Amanda helped Peter create an impact-driven one-page strategy, offering finance, exporting and strategic support.

Using her extensive networks, Amanda introduced Peter to the West Sussex Health and Life Science Cluster and local entrepreneur Bola Lafe.

This resulted in Bola and Peter becoming strategic partners with Bola giving expertise in company infrastructure and an agreement for Opus Innovation to sell TickleFLEX products. Since the support the business has further grown and looks to gain further national and international recognition.



Peter Baily, MD of TickleFlex said:

“Serendipity struck. A chance mention by one of my co-finalists drew me towards Coast to Capital Growth Hub and the indomitable Amanda Geel”



The TickleFLEX Insulin Injection Aid (above), making insulin injection safer, more comfortable and consistent.

The product is now gearing up for global recognition and growth.

To find out more contact us at:

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