



## “Future Horizons Launches Start Up Company Support Service”

**London, UK, 3 November 2008:** Starting a new business in the electronics industry is tough enough in itself, with professional research reports and industry expert’s advice tipping even the most wealthiest start up’s budget; add to this the recent global economic downturn, and a near-term outlook is starting to look bleak. In direct response, Future Horizons has extended its services once again, encapsulating the ever-important Start Up Market, offering a business support package comprising market research, networking and project appraisal.

Launching the new service, Malcolm Penn, Chairman & CEO of Future Horizons Ltd. (Sevenoaks, England) said. “Activities like market research, industry analysis and product marketing are often considered an unnecessary and irrelevant expense. We disagree. We feel that access to this information helps hone the business strategy and sharpen the industry focus, but we also recognise the potentially prohibitive cost. As such we are putting our money where our mouth is to help solve this problem.”

The comprehensive package includes unrestricted company access to a range of Future Horizons market research reports, attendance at Future Horizons annual industry forecast seminars and networking Forums, a diagnostic appraisal of the start up market opportunity potential under a Non-Disclosure Agreement and guidance on potential investors and industry media contacts. With over 148 man-years of collective industry experience, the Future Horizons team of analysts and technologists are renowned for their honest expert advice and analytical thinking, this new service will help start ups drive forward their ideas and build that much needed market intelligence but without breaking the bank.

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Feedback from past Start Up clients includes:

"Future Horizons gave me the opportunity to meet a lot of key industry executives, something I could never have done under my own initiative."

"Tapping into Future Horizons impressive network of worldwide industry contacts got me answers to questions that were simply not available to me by any other means."

For further information on Future Horizons Start Up Support visit Future Horizons web site at [www.futurehorizons.com](http://www.futurehorizons.com) or e-mail [info@futurehorizons.com](mailto:info@futurehorizons.com)

### **About Future Horizons**

Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets.

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