

The User's Needs as a basis for commercial development

Catherine Jenkinson, Jenx Ltd

Catherine talked us through the development of her company Jenx Ltd. She herself worked as a Paediatric Physiotherapist and during this period it was the lack of equipment to meet the needs of her client group which began the process. The first ideas for seats and standing frames were sketched out by Catherine and made by her husband in their garage. Other colleagues and parents saw the products and asked where they could be purchased and a company was formed !

As the company grew Catherine has had many roles – design, marketing, human resources and strategic development but her main input is aimed at the needs of the child, their carers and their professionals.

Catherine finished her talk with a plea to referrer's to **PLEASE** be at the **assessment if you have requested one- you know the child and their needs best.**