



# **SOLIDWORKS for start-ups & entrepreneurs**

FREE access to SOLIDWORKS  
for NAAME Members

[www.visiativ.co.uk](http://www.visiativ.co.uk)



# WHY CAD for Manufacturing and Engineering?

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Today, advances in CAD software, like SOLIDWORKS, are revolutionising the way sophisticated products are designed, making development faster, safer, and more cost-effective.

## Reducing Risks, Enhancing Safety

CAD provides engineers with lifelike 3D simulations that eliminate the need for costly physical prototypes. This means precise modelling of crucial factors like weight, resistance, torque, and material behaviour—essential when operating in demanding or extreme conditions. These simulations save time, reduce human error, and significantly lower the risk of project failure.

## Accelerating Innovation

Pioneers across various sectors have relied on CAD for game-changing projects. From creating next-generation transportation solutions to developing advanced robotics, CAD enables the rapid development of innovative designs. As the industry continues to evolve, CAD empowers engineers to push boundaries and bring ambitious ideas to life.

## A Cost-Effective Future

CAD helps streamline the design process, freeing up resources to focus on affordability and accessibility. By reducing costs at the development stage, CAD brings us closer to a future where cutting-edge products and technologies become increasingly attainable for businesses of all sizes.

## Conclusion

SOLIDWORKS empowers manufacturers and engineers to turn ambitious concepts into reality—**faster, safer, and more affordably** than ever before.

In the following pages, you will be able to explore our **SOLIDWORKS for start-ups & entrepreneurs programme**, along with **case studies from businesses located in the East of England** that have successfully used SOLIDWORKS to drive tangible results. We hope these examples **inspire you** to consider how CAD software could support your own R&D projects.

## About Visiativ

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**At Visiativ, we enable innovation for our clients through a range of funding, technology and digital adoption products and services.**

Our digital engineering and manufacturing solutions empower employees to create, transform, collaborate and share, whether working on-site or remotely.

Trusted partner for over 25,000 companies worldwide, our highly qualified team of engineers, scientists and industry experts are here to help you. From 2D and 3D design to virtual testing, product data management to rendering, on-premise, online and even our own exclusive software range, we've got you covered.

Whatever you need to do, and no matter the size of your business, **we'll work with you** to ensure that you get the best out of your investment with us.

## Any Questions?

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If you have any questions after reading this information pack or would like to discuss your options further, please contact Chris Barker on:



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**We look forward to helping turn your ambitious ideas into reality.**



# NAAME Member Offer

Join our SOLIDWORKS for start-ups & entrepreneurs programme

[www.visiativ.co.uk](http://www.visiativ.co.uk)

# Get Solidworks Free!

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We would like to extend an opportunity for qualifying NAAME members to **receive 12 months' FREE access** to SOLIDWORKS 3D CAD, 3DEXPERIENCE Works, rendering, virtual testing and more...

## Why?

Establishing a business from the ground up can be tough. You've got to come up with and develop your product, next you've got to test it, then prepare it for production. Then you have to launch your business and market your brand, all while managing financial limitations and cash flow.

## How can VISIATIV help?

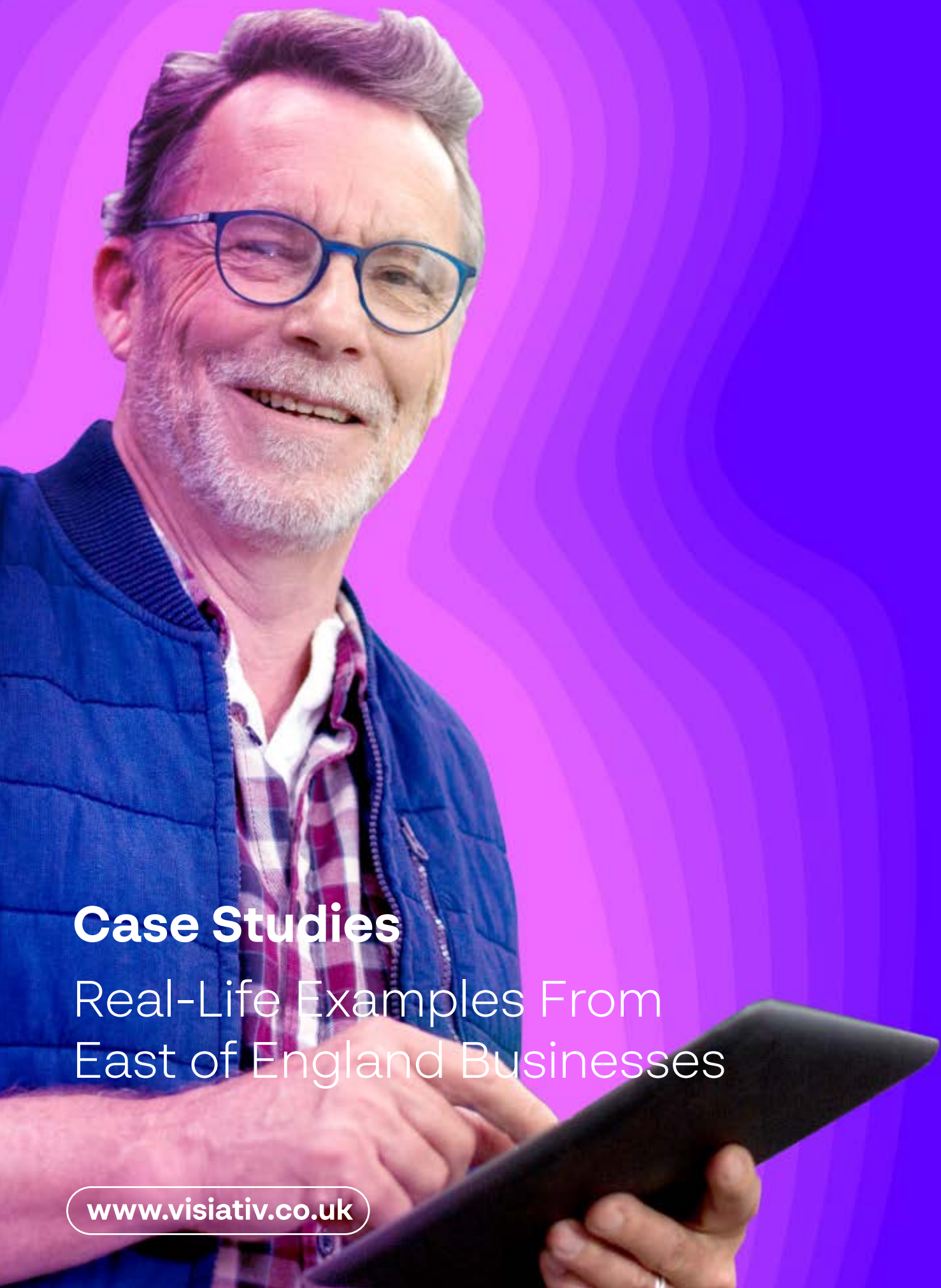
We want to assist you in transforming your innovative concepts into tangible products and ultimately a thriving business.

We're offering eligible early-stage businesses the opportunity to receive up to five complimentary licenses for each product within an extensive selection of 3DEXPERIENCE Works and SOLIDWORKS software. This comprehensive package encompasses every stage of the design journey, including initial design, costing, testing, proof-of-concept, direct 3D printing/manufacturing output, creation of marketing materials, and beyond.

## To qualify for this offer:

- You must have less than \$5 Million in funding and less than \$1 Million in aggregate lifetime revenue.
- Your product must be a physical product that can be designed and developed in SOLIDWORKS CAD software.
- Your product will be manufactured after development.
- You must have been in business for less than 5 years.
- You are not currently a SOLIDWORKS customer.

**To find out more about how you take advantage of this offer, and to kickstart your own digital transformation journey, contact Chris Barker on: +44 7534 418 544 or [chris.barker@visiativ.co.uk](mailto:chris.barker@visiativ.co.uk)**



## Case Studies

Real-Life Examples From  
East of England Businesses

[www.visiativ.co.uk](http://www.visiativ.co.uk)



## PCE Automation winning awards with SOLIDWORKS

**ENGINEERING  
THE FUTURE  
TOGETHER**

### **PCE AUTOMATION WINNING AWARDS WITH SOLIDWORKS**

Find out how Visiativ customer, PCE Automation Ltd, are using SOLIDWORKS 3D CAD and PDM to power their award winning bespoke automation solutions business.

Visiativ customer, PCE Automation Ltd provide bespoke turnkey automation solutions to an ever-expanding resume of clients in a wide variety of sectors. Fresh from winning The Queen's Award For Enterprise, we visited the PCE team at their head office in Beccles, Suffolk to find out why they decided to buy SOLIDWORKS 3D CAD from us way back in 2006 and why they're still using it today to power design and development at their award winning business.

PCE Automation was started by Managing Director, James Cook's Grandfather, Ernest James Cook in 1961. "he was a boat builder and I've grown up with the business", said Cook, "the company ethos is very much built around Visiativ tion and it's been at the core of what we do since those early days of 1961. Now we're disruptors in the markets of Fast Moving Consumer Goods, Ocular & Medical, Industrial Packaging and Industrial Automation and the solutions that we provide can really be adapted to a number of different sectors".

Visiativ and PCE first crossed paths in 2006 when they were investigating switching from 2D to 3D CAD. "I remember talking to Visiativ and they said SOLIDWORKS allows the designer to design", said Cook, "I was a unsure about this, you know, coming from a drawing board and then 2D CAD, but almost from day one it allowed me to see first hand on the screen, so rather than carrying all these images in my head as to how things were going to work, like clearances, fits, etc, or trying to decipher different coloured lines in a 2D package, now this was all in front of me".

“ **SOLIDWORKS really allowed PCE Automation to concentrate on design, you know the important things: Improving efficiency, speeds, everything our customers were looking for** ”

When it came to choosing a CAD system, the decision was pretty straightforward for the PCE team based on ease of use and it's popularity in the 3D CAD world. PCE's Mechanical Design Manager, Chris Booth said that one of the reasons for choosing SOLIDWORKS was "The intuitive nature of the program, decreasing that learning curve" and that "...a lot colleges and Universities teach it as a standard and the advantage to us is that our guys only have to concentrate on the automation rather than learning the CAD package as well".

Mark Rothon, Mechanical Designer at PCE is also quick to praise the benefits of SOLIDWORKS, stating: "It's incredibly useful as a very quick way to do concept design, bringing in pre-made blocks of components, for example. We use this near the start of a project for creating a 2D concept plan which will progress into 3D presentation. SOLIDWORKS is the perfect package for that, whether that's (traditionally) at face to face meetings/site visits, or in more recent times screen sharing online".



Bowl feed testing at PCE Automation

## USING SOLIDWORKS FROM CONCEPT TO MANUFACTURE

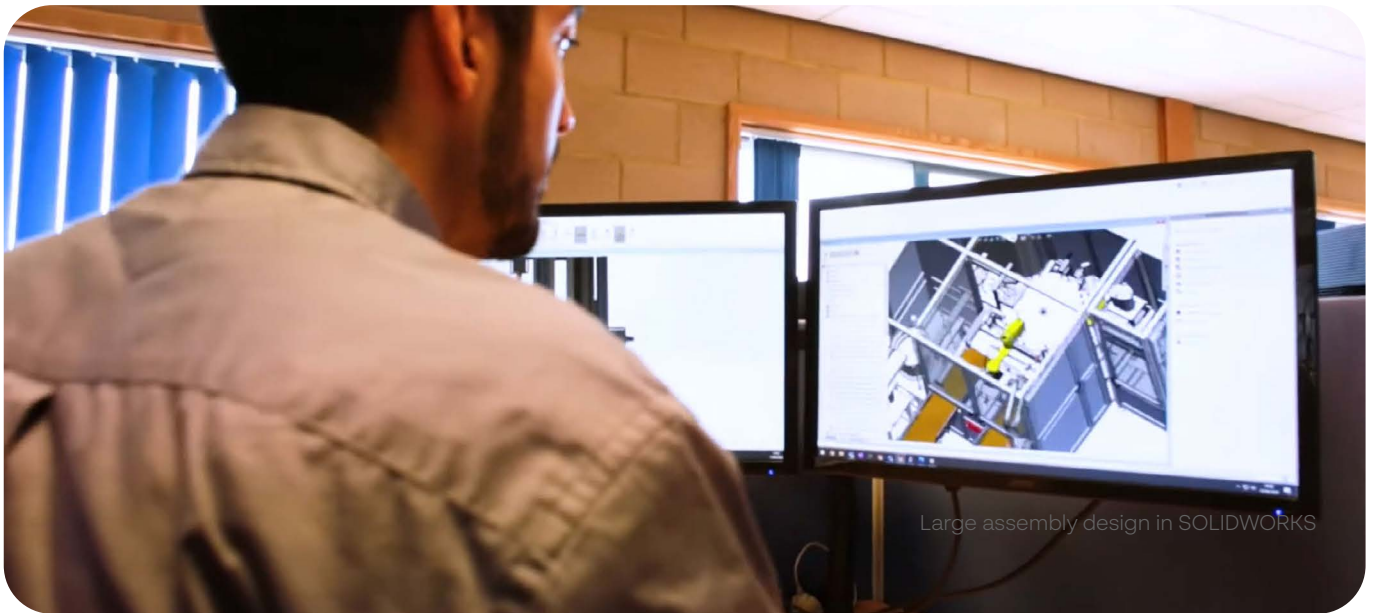
PCE Automation use SOLIDWORKS to produce professional 3D renders, which feature in their manuals and marketing tools and are then used to present conceptual ideas to their customers, before moving into fine detailing ready for manufacture. On the subject of manufacturing, Chris Booth said: "Since we've had the new CNC machine it's really sped up the manufacturing process. Our designers are able to export a STEP file from SOLIDWORKS and send it across to the machine shop where they run it straight into the machine. The drawing can follow to check post machining, but that initial speed is greatly increased".

PCE have an Aarburg Freeformer 3D Printer that's been used on multiple projects in conjunction with SOLIDWORKS. "The advantage of having a 3D printer onsite here means we can conceptualise the product, print and then test in a vastly reduced timeframe", said Booth.

Effective Data Management for any company is paramount, especially when multi-disciplinary teams are collaborating on large projects, and we were approached to find the right solution for PCE. Mark Rothon explains: "The Visiativ sales team were incredibly helpful when we were investigating SOLIDWORKS PDM (Product Data Management). They not only showed us how it worked and how we could make the best use of it, they were able to generate accurate costings for us, which allowed me to present the project to our board of directors".

**“ Time to market is an imperative requirement from our customers and SOLIDWORKS has allowed us keep pushing to keep ahead of our competition. The complexity of automation that we can deliver within short timeframes really gives us that competitive advantage ”**





“ I’m pleased to say we now have a fully working SOLIDWORKS PDM Professional system in place, allowing us to directly transport data into our MRP system, which then translates into parts being ordered, parts appearing, being fitted and machines being built on our shop floor ”

The Visiativ team work hard to make sure that every single customer gets the full benefit of their investment with us, and our annual SOLIDWORKS subscription package means customers like PCE know we’re there if they need assistance. Chris Booth explains: “I think the biggest benefit of having Visiativ as our reseller is the after-sales support we get from them. The Technical Support from Visiativ allows us to minimise downtime and keep loss of productivity to a minimum. With the support being live throughout the day, if we have an issue that Visiativ need to help us with it’s very easy for them to remote into our computers to highlight the issue or solve it first hand”.

It goes without saying that SOLIDWORKS is an important part of the puzzle at PCE Automation today, just as it has been since they started using it in 2006. It’s been fantastic for everyone at Visiativ to see them continue to grow over the years and we’re delighted to have played a part in that success. “In 2020 we were awarded The Queens Award For Enterprise and, whilst it’s an award PCE has won, SOLIDWORKS and Visiativ are right up there as key players within that”, said James Cook.

**Start your application now. Contact Chris Barker on:**

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# SOLIDWORKS BY THE NUMBERS

## POPULATION BREAKDOWN

7,500,000 USERS  
 400,000 COMPANIES  
 20,000 STARTUPS  
 110 COUNTRIES

## Technology is democratizing design IN EXCITING NEW WAYS

Today, designers, engineers, and makers have access to more data and information than ever before. It's enabling new **innovations and breakthroughs**, allowing individuals—and entire industries—to reimagine how they work.

In that spirit of data-driven design, here are some facts and figures illustrating why **SOLIDWORKS®** has spent the last 30 years as one of the **most trusted 3D CAD and product development solutions in the world.**

"**SOLIDWORKS** allowed me to take what was in my brain, my idea, my invention, and build it into something that **MILLIONS AND MILLIONS** of people now can use."

– JAMIE SIMINOFF, FOUNDER AND CHIEF INVENTOR, RING



We're **anywhere** and **everywhere** you want to work



SOLIDWORKS

### THE INDUSTRY STANDARD...

Compared to competitors, **SOLIDWORKS** was by far the most dominant term that showed up in a LinkedIn search\* of **all open 3D CAD-related design jobs** in the world.

\*LinkedIn search performed January 2024

**SOLIDWORKS** OTHER CAD-RELATED JOBS

	CHINA	82,224	6,419
	USA	79,993	3,185
	GERMANY	39,712	2,942
	JAPAN	31,544	804
	FRANCE	30,875	961
	U.K.	17,868	983
	NETHERLANDS	13,840	1,042
	BRAZIL	12,426	181
	INDIA	9,798	907
	CANADA	4,518	152
	ITALY	4,464	356
<b>TOTAL SEARCHES</b>		<b>327,262</b>	<b>17,482</b>

## SUPPORTING EVERY TYPE OF USER AT EVERY POSSIBLE LEVEL...



**400,000+**

**Companies and organizations** use SOLIDWORKS to create incredible products—from the goods and wares you use every day, to world-changing inventions.



**33,500+**

**Academic institutions** use and teach SOLIDWORKS.

**40,000+**

Makers, hobbyists, and DIYers use **3DEXPERIENCE®** **SOLIDWORKS for Makers** to unleash their imaginations and bring their ideas to life.



**20,000+**

Members in the **SOLIDWORKS for Startups** program are using SOLIDWORKS solutions to build their businesses.

**800+**

**Fab Labs** use SOLIDWORKS solutions to bring learning and innovation to their local communities.



## Better together

SOLIDWORKS users aren't just customers—they're a community. Anywhere you go in the world, you'll find **SOLIDWORKS User Groups** meeting up to learn, teach, and innovate together.

**340+**  
User Groups  
throughout the world

LIKE EVERY COMMUNITY,  
WE THRIVE ON COMMUNICATION.

WHEN USERS TALK, WE LISTEN.



90%

of SOLIDWORKS enhancements  
and new features are a result of  
customer feedback.

## INVESTING IN USERS' FUTURES WITH CONTINUOUS TEACHING AND TRAINING

400+

RESELLER PARTNERS

SOLIDWORKS Reseller Partners are certified experts in all things SOLIDWORKS with a mission to support and train users.

800,000+

CERTIFIED SOLIDWORKS USERS

The SOLIDWORKS Certification Program establishes an industry standard by which SOLIDWORKS professionals are evaluated.



25+

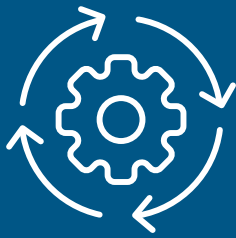
YEARS OF  
3DEXPERIENCE  
WORLD

3DEXPERIENCE World brings together 1,000s of designers, engineers, industry leaders, and more to connect, share knowledge, and have fun.

## A SOLUTION THAT GROWS WITH YOU

Connecting different people, data, and processes is becoming a top priority in all businesses.

SOLIDWORKS is enabling better cross-department collaboration with 3DEXPERIENCE Works, a product development portfolio made up of cloud-based manufacturing, data management, and simulation tools for SOLIDWORKS users.



As future business needs develop and trends change, SOLIDWORKS evolves to meet them.

60%

REDUCTION  
IN DESIGN TIME

CAD

The Center for Advanced Design greatly enhanced product development with the 3DEXPERIENCE Works portfolio.

20%

CUT TO PRODUCT  
DEVELOPMENT TIME

"The ability to take a product from concept through production all from within the same cloud-based environment naturally more efficient. With the flexibility of the 3DEXPERIENCE Works tool from inside a web browser, we've become a lot more agile."

-MARC MCCAULEY, CO-FOUNDER AND CO-OWNER, CENTER FOR ADVANCED DESIGN



For more than 30 years SOLIDWORKS has been evolving with our users and their industries. Making product development more accessible, scalable, and sustainable.

And we're just getting started. **Come grow with us.**

Start your application now. Contact Chris Barker on:

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# Sharing is growing