

# SDO CONNECT

Insights, opportunities and connections to accelerate SME growth.

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## Recap of the Month

April marked the start of an exciting chapter for SDO Associates and we're looking forward to building on this momentum in the months ahead. We were proud to host our own event 'Swindon Defence - Networking & Insights' and were delighted by the level of interest received, with all exhibitor and delegate tickets selling out within just a few days. The event welcomed over 300 attendees and 200+ companies and featured a live Q&A panel alongside a range of exhibitors showcasing their capabilities. The strong response highlighted clear demand within the uncrewed systems sector, leading to the launch of the Uncrewed Systems Network - a series of six follow-on events. We also released

episode 4 of our Advance To Contract podcast: 'How a buyer trusts a supplier - building a credible offering', where we explore how the MOD assesses SMEs, and how trust, clarity, and risk perception influence bids. Additionally, we released another blog: 'UxS in UK Defence - Where Agile SMEs Can Win' this blog highlights where the UxS market is growing, where SMEs can add the most value, and how to turn technical expertise into commercial traction - a very relevant blog during this time period.

## Events



Our COO, Emily Hocking, and Junior Account Manager, Parokshee Jainwal, attended Undersea Defence Technology in London, bringing together industry experts and innovators to showcase the latest developments in undersea defence and maritime security.

With a busy events calendar ahead, ensuring the right preparation is key to maximising your impact and opportunities. If you're interested in learning how we can support your event activity, please get in touch or visit [SDO Associates](#) to find out more.



## Client News

We are pleased to continue supporting Helix as our partnership develops. Following the successful delivery of our initial Discovery Report, Helix has engaged SDO Associates to provide ongoing business development support focused on accelerating market engagement, strengthening industry connections, and identifying new growth opportunities. We look forward to continuing our collaboration and supporting Helix as it expands its presence within the sector.

## Meet the Associate: Ben Copperwheat



Ben founded Fresh Eyes Consulting to support organisations with the delivery and recovery of complex programmes, while also helping smaller businesses strengthen their project delivery capabilities. With experience across strategy, execution, and project management, Ben provides tailored and cost-effective support to clients.

**Ben's Tip:** Continually build connections and never burn the bridge - defence is a vast industry but surprisingly close-knit.

## Uncrewed Systems Network



Delegate and exhibitor tickets for the upcoming Uncrewed Systems Network series of events are now available via our website. We also have a limited number of sponsorship and speaker opportunities still available.

Secure your places today: <https://sdoassociates.com/usn/>

