

# enterprise europe network



Innovate  
UK  
EDGE

Working in partnership



Innovate  
UK



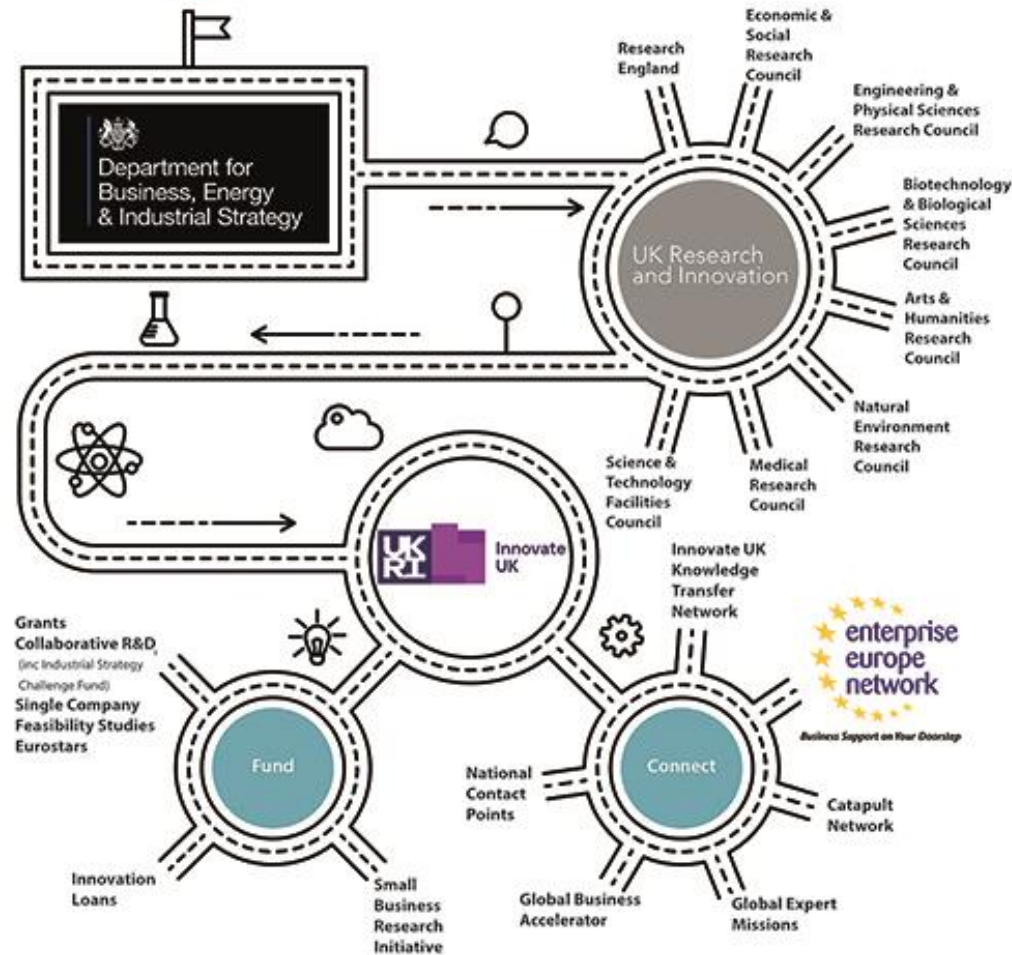
Innovate  
UK



Business Support on Your Doorstep



[www.enterprise-europe.co.uk](http://www.enterprise-europe.co.uk)



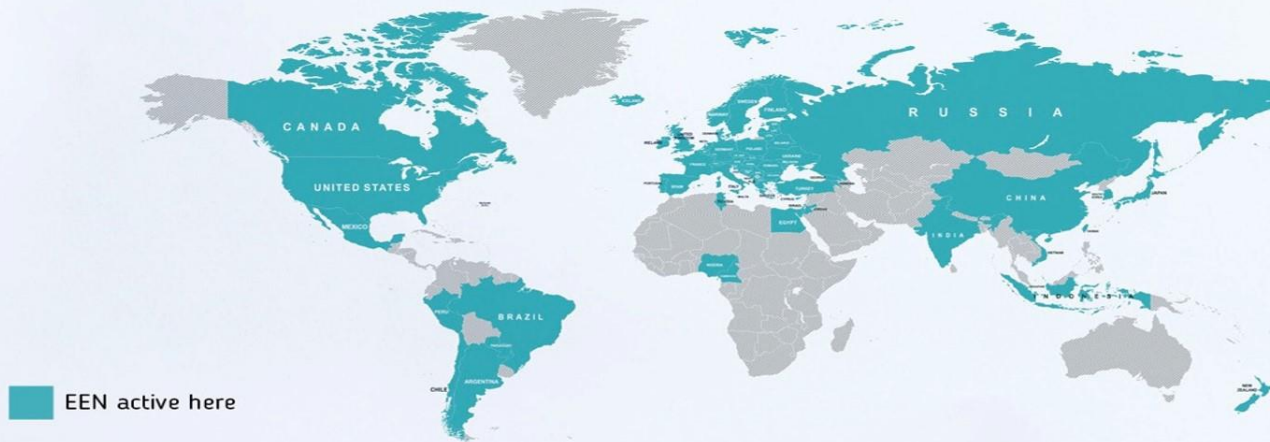
# Introducing Enterprise Europe Network

Harness our scope and reach

65  
Countries

600  
Partners

3000  
Experts



# Enterprise Europe Network offers

- 10,000 research, technology and business opportunities
- Expert advisers supporting connectivity
- Partnership database features thousands of companies
- Match-making at conferences and trade fairs
- Regular missions and brokerage events



# Innovation Growth Services includes



# Covid -Key support areas



**Finance:** Cash flow / Burn rate / Sources of credit



**Operations:** Continuity of operations / Staff availability



**Marketing:** Collaboration / New opportunities / Competitors



**Supply chain:** Availability of parts & stock / Payment terms

# Covid Key support areas (cont.)



**Staff:** Restructuring / Retention strategy / Retraining



**Government support:** Grants / Loans / Employee staff retention



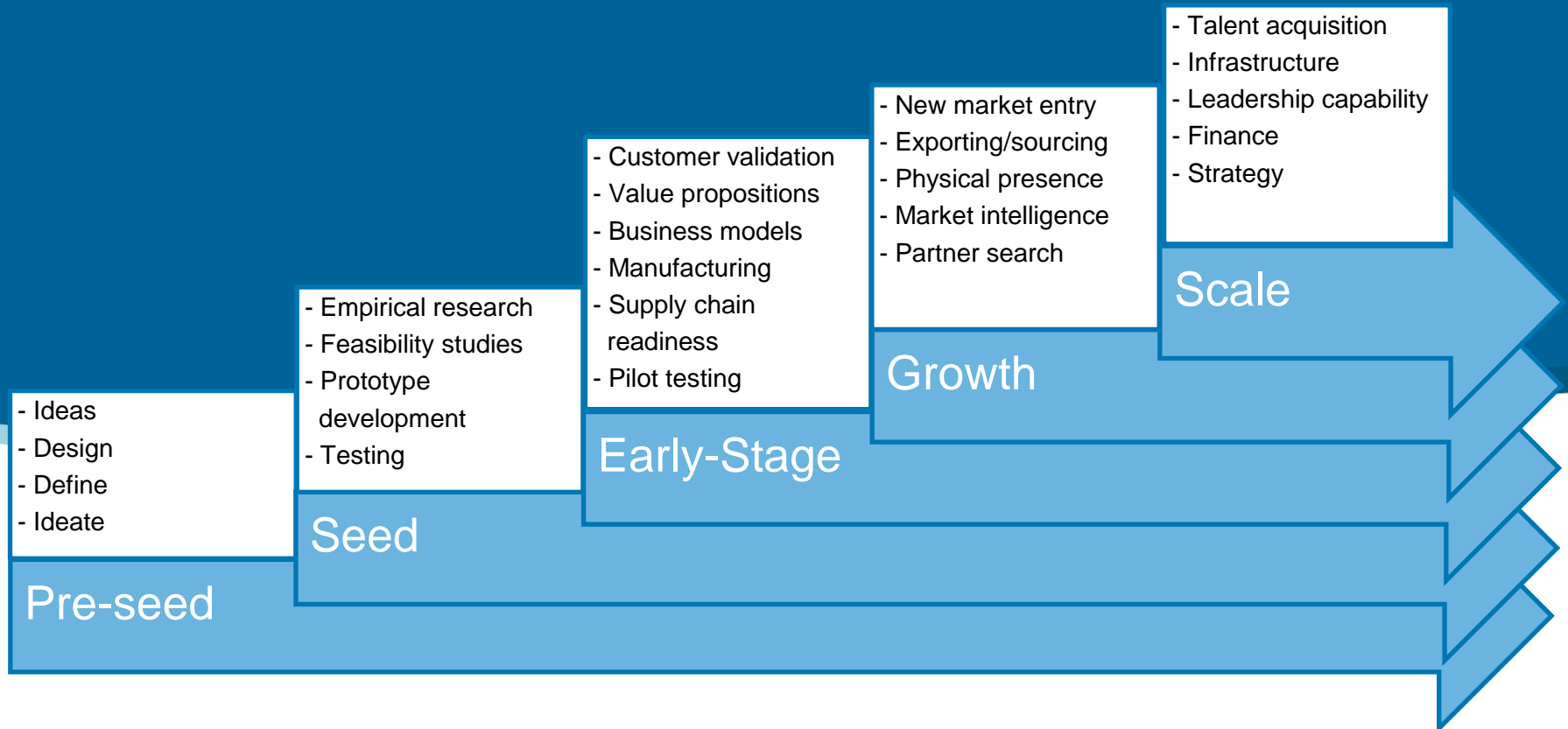
**Investors:** Access to finance / Existing & new investors / Banks



**Business Model:** Review / Pivot

**For all companies: 5 days of adviser time**

# Growth Stages





# Introducing Innovate 2 Succeed

Innovate 2 Succeed offers up to 7 days of fully-funded and tailored coaching, mentoring and advisory support to help ambitious SMEs make a commercial success of their innovations.

The focus is on highly innovative companies that are:

- Scaling up
- Have a high degree of ambition and international goals
- Includes support to early stage or pre-revenue technology SME's

# Innovate 2 Succeed continued:

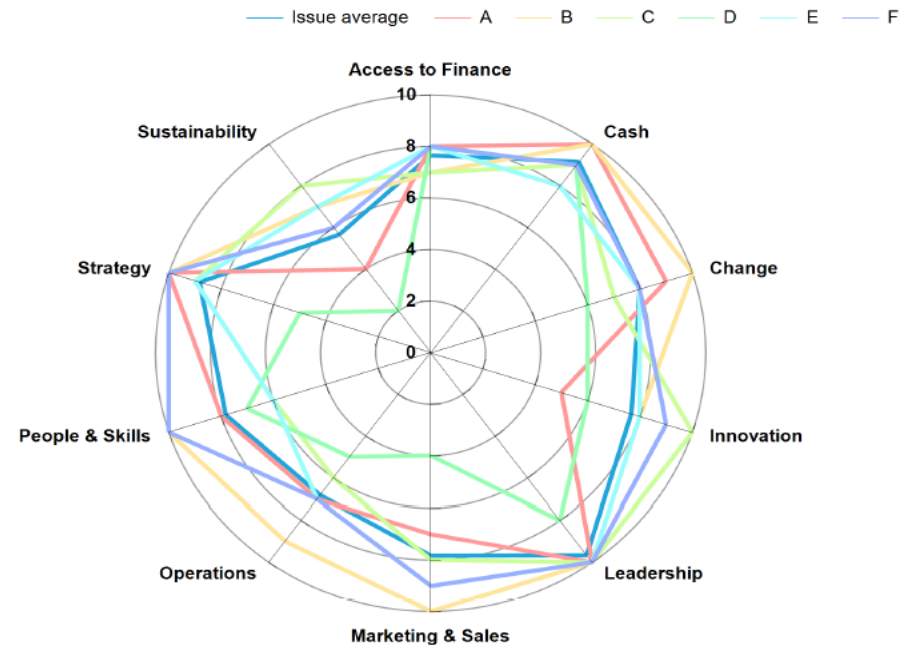
Innovate 2 Succeed is designed to de-risk and support innovation and to identify and overcome the particular barriers to growth

- GROWTHmapper™
- Strategic planning sessions
- Business model canvas
- Innovation project canvas

# Example GROWTHmapper™ report

## Individual responses

- Provides an overview of the business in relation to the 10 key business growth issues
- Shows the spread of opinion within the senior management team and the average team score against each of the key issues



# Innovate 2 Succeed can help to:





**Results** (innovation KPIs, business KPIs)



**Support for growth** (engagement with the innovation support landscape)



**Finance for growth** (planning and forecasting, access to finance, debt and equity finance options)



**Intellectual property** (IP audit, IP management, freedom to operate)

# Innovate 2 Succeed statistics



**75%**

Cite an improvement  
in their approach to  
innovation



**88%**

Reported the support  
they received from the  
Innovate 2 Succeed  
programme helped  
reduce barriers to  
growth through  
innovation



**54%**

Have created  
jobs already  
and 75% will do  
so in the future



**95%**

Are satisfied or very  
satisfied with the  
quality of the  
service they  
received on the  
Innovate 2 Succeed  
programme



**92%**

Said the support  
exceeded or was in  
line with their  
expectations

Source: Kada Report 2019

[www.enterprise-europe.co.uk](http://www.enterprise-europe.co.uk)



Innovate  
UK





# Innovate 2 Succeed Client Testimonials

"Our priorities are continuing to scale the business, finding more customers. The key measure of success for a company is to sell products.

We'll do this by developing the sales and marketing strategy. The Innovate 2 Succeed support is already helping review our strategy and has provided us with further tools."

**Dr Carpenter – Chairman.  
FlexiSolar**

"The Innovate 2 Succeed programme was organised, flexible and we found all of the tools, techniques and advice really useful.

Our adviser was fantastic and very knowledgeable; they fully understood our business and were able to identify how we could improve in areas such as innovation and risk management."

**Nelson Nazareth – Managing  
Director, BioGene**

"Benefits to the business have included upgrades to processes and procedures as well as bringing products to market.

The confidence that senior management have gained in business strategy and leadership can be used ongoing to develop the business into the future."

**Graham Spink, Managing  
Director, AWM**

# Eligibility/Suitability



## Partnership offer:- My role, Location

- Client access via your website to the largest international Innovation network in the world, clients can search collaboration opportunities on a global scale
- Access to a central e-gateway contact point for Clients
- Client Access to Innovation Growth Advisers
- Client Access to International Partnership Advisers
- Content for Tech UK newsletters
- Knowledge of Global missions, client opportunities

# Contact us

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