

## Innovation Projects

### C&W Low Carbon Programme



This project will offer a coherent package of support that will enhance the energy and resource efficiency of Coventry & Warwickshire SMEs, support local SMEs to diversify into the low carbon economy and enable the development of new low carbon products through supporting SMEs to develop and adopt new low carbon technologies.

The project led by Coventry City Council will promote Energy Efficiency and Renewable Energy Use within SMEs through one to one diagnostic support, workshops and providing revenue grants to invest in low carbon technologies and reduce energy usage. The grants are available for the development and market testing of new to market products and technologies, diversification from existing products and the development of low carbon versions. Coaching and mentoring and workshops (topics such as BIM software) to support the commercialisation of new products will also be provided.

The project will support 75 SMEs to promote Research, Innovation and the Adoption of Low Carbon Technologies in small businesses.

### Focus Digital



This innovation project will support the acceleration to market and/or internal implementation of new products, services and process within the digital media/ICT domain by SMEs in Coventry and Warwickshire, Birmingham and Solihull, Black Country and The Marches.

It will provide support to SMEs through a combination of workshops (e.g. social media, web optimisation), development support, usability studies and capital and revenue grants.

The project will help 160 enterprises to engage and invest in innovation after provision of technical expertise and knowledge, to allow SMEs to take the next step in product development.

### Innovate 2 Succeed



Propel your Business with Innovate 2 Succeed - Helping ambitious businesses manage innovation and grow.

Innovate 2 Succeed is an innovation management support programme designed to scale up your company. Innovation is one of the driving forces behind all ambitious businesses, helping them

expand and succeed. But bringing ground breaking ideas to market, attracting investment, embracing international opportunities and scaling up can be challenging. Innovate 2 Succeed helps you nurture innovation more effectively, rapidly commercialise concepts and grow your bottom line.

With up to nine days of funded guidance, tailored to your needs Innovate 2 Succeed gives you the resources, tools and expertise to:

Stimulate innovation

- Improve innovation management
- Develop internal processes

Access funding and markets

- Find new sources of finance
- Tap into new clients and customers

Commercialise and grow

- Build and enhance your business model
- Protect and harness ideas
- Launch marketing campaigns
- Step up exports

Innovate 2 Succeed is open to SMEs who are able to demonstrate innovation and growth potential and is a fully funded programme to support ambitious businesses just like yours.

Innovate 2 Succeed recognises the critical role innovation can play in your company's growth. The programme is designed to help your company overcome barriers to growth and innovation in order to develop new products and services and bring them to market. It is delivered over four phases:

#### 1. Analysis

One of our specialist innovation advisers works with you to identify the innovation challenges, opportunities and growth areas in your organisation. Topics covered include strategic management, leadership, process improvements, business performance and innovation culture.

#### 2. Action

Our innovation adviser works with you to agree an action plan. This sets out how you can tackle barriers to developing a framework and culture which fully harnesses your innovation management and commercialisation potential.

#### 3. Delivery

Your business receives tailored support through a bespoke package of modules, delivered mostly face-to-face but also remotely. This can include collaboration with organisations such as research centres, universities, finance and funding providers and other national programmes.

#### 4. Review

Your business works with our adviser to carry out a full programme review, assessing impact and planning next steps for sustainable commercialisation and growth.

Modules may include:

- Strategic management
- Process improvement
- Accessing international markets
- Embedding entrepreneurship into business operations
- Innovation culture

- Investment readiness
- Lean business practices
- Protecting and exploiting ideas
- Access to finance and investment
- Innovation in selling, digital marketing and export capability

## Innovation Networks



Do you have a great idea for a new product, process or service?

Innovation Networks is a grant scheme offering grants of up to £10,000 to SMEs who are working with at least 2 other businesses to develop innovative new products, processes or services.

### WHAT'S ON OFFER?

Revenue grants are available to cover product development costs such as parts and materials, prototype development, testing and I.P protection.

OR

Capital grants are available to cover costs of tooling and machinery needed to develop your new product.

### APPLYING FOR FUNDING

The grants are quick and easy to apply for. We recommend you contact us first to discuss whether your project fits the criteria and then we can provide support with putting an application together.

Applicants need to be SMEs located in one of the following LEP areas: Coventry & Warwickshire, Black Country and Greater Birmingham and Solihull.

## Innovative Coventry and Warwickshire



This project will ensure that the benefits of innovation and new technology are felt in the local economy of Coventry and Warwickshire. The area's urban and rural centres will be used as test-beds for emerging technologies in the fields of data capture, energy usage, IT connectivity, smart systems, digital technology and health and assistive technologies.

The project is led by Coventry City Council and will provide a range of usability solutions for SMEs with products in the development cycle including user focus groups, interviews and questionnaires, co-creation sessions, usability walkthroughs, expert appraisals and end user panel reviews and workshops providing information on testing.

The project aims to encourage collaboration between the knowledge base, innovative businesses and local authorities, and support 75 SMEs to develop, test and market new products.

## Proof of Concept



**European Union**  
European Regional  
Development Fund

Proof of Concept is a grant scheme offering grants of up to £4,000 to SMEs who are considering the viability of new products.

This support aims to help determine and shape the commercial potential and routes to market of innovative new ideas through proof of concept activity. Ensuring that you focus your research, design and innovation resources on viable ideas helps to increase the likelihood and decrease the timescales involved in bringing innovative new products and processes to market.

Support is offered through grants to SMEs based in Coventry and Warwickshire to enable structured proof of concept activity to be carried out covering external costs relating to IP due diligence and protection, market research / analysis / assessment, business plan and prototype development related to an innovative new product or process.

The grants are quick and easy to apply for. We recommend you contact us first to discuss whether your project fits the criteria and then we can provide support with putting an application together.

## Technology Start-up



**European Union**  
European Regional  
Development Fund

This business support initiative provides entrepreneurs who have a technological or knowledge based business idea, with free consultancy support to get them registered as a new legal entity and provides a firm foundation from which to grow and develop their new company.

The project will provide 1:1 coaching and mentoring which will be delivered alongside a series of workshops & seminars on various business related topics such as strategy development, business planning, finance, sales & marketing, market knowledge, social media and LinkedIn.

It will support 60 new business start-ups, assist 100 potential entrepreneurs to be enterprise ready and link beneficiaries to incubation facilities & support at the Technology Park.

If you would like further information on any of the opportunities available from CUE Business Solutions please contact us using the link [here](#)