



# INSPIRING INNOVATION

## The Five Stage Process For Successful Innovation in Business

A New Programme For SME Business Leaders Who Wish To Develop  
Innovative New Products or Services

**100% Funded For Eligible Companies**

**Stage 1: Ideation** - filling your 'innovative ideas pipeline' for new products, services or operational development - creating your custom 'ideas filter'

**Stage 2: Evaluation** - developing an 'innovation ready business' and preparing the business for innovation. Testing strategic fit, viability & synergy of new ideas

**Stage 3: Investigation** - market research, minimum viable product & proof of concept. Capturing the voice of the market and creating competitive advantage

**Stage 4: Development** - turning proven ideas into reality. Rapid development, technology readiness, collaborations and support mechanisms

**Stage 5: Commercialisation** - launch / introduction, channels and routes to market. Marketing, monitoring sweating the asset and maximising commercial return

For further information call:  
02476 236406 or email:  
[businesssolutions@cueltd.co.uk](mailto:businesssolutions@cueltd.co.uk)  
[www.cuebusinesssolutions.com](http://www.cuebusinesssolutions.com)

CUE Business Solutions  
TechnoCentre  
Puma Way  
Coventry  
CV1 2TT

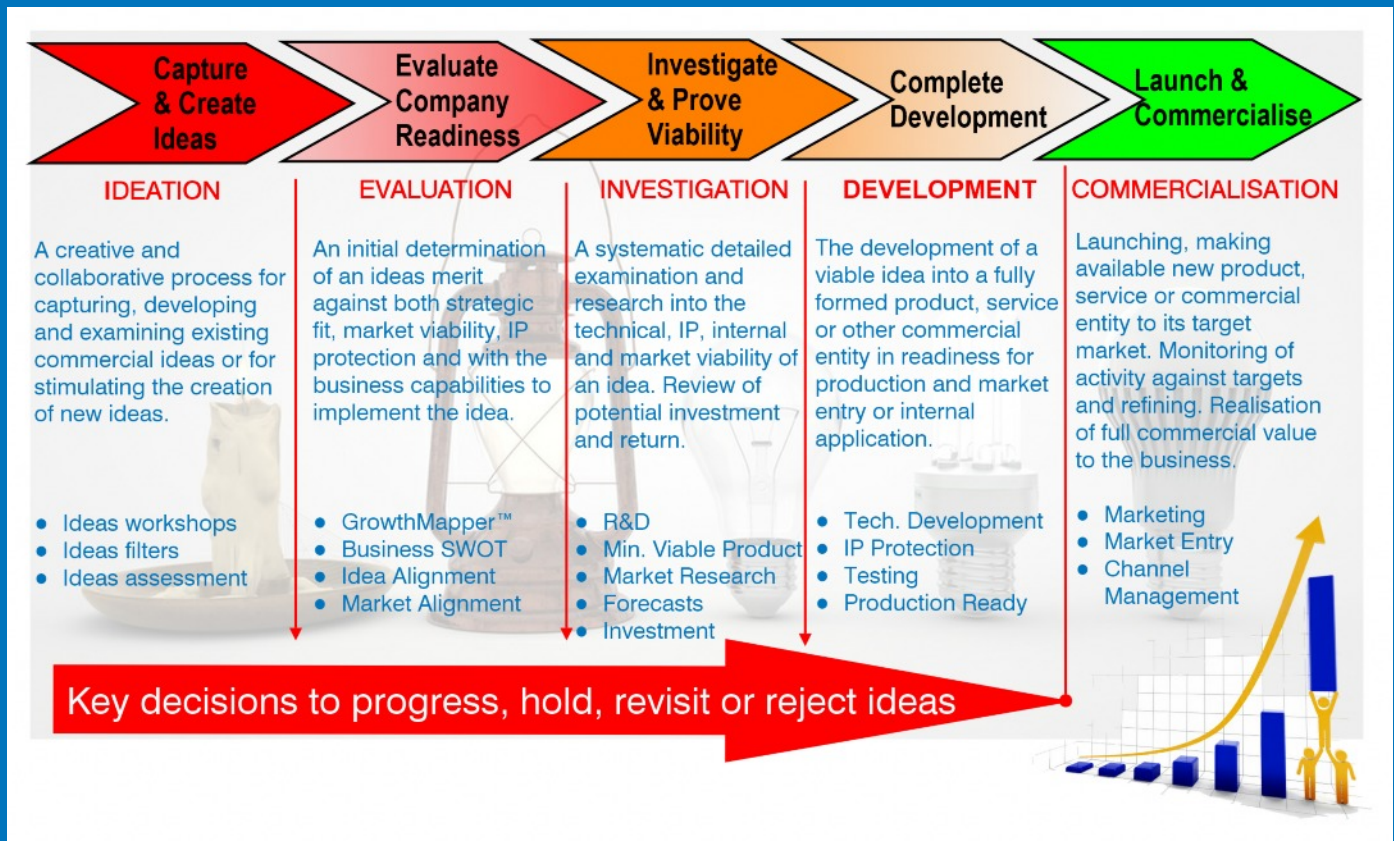


**European Union**  
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# INSPIRING INNOVATION

The aim of the 'Inspiring Innovation' process is to help businesses improve the number of new ideas they have, the quality of those ideas and the commercial success rate of those ideas.

The Inspiring Innovation programme is run as part of the Innovate 2 Succeed programme funded by Innovate UK & the European Regional Development Fund. Participating companies must meet the programmes SME eligibility requirements and be signed up to Innovate 2 Succeed before support can be given.

Inspiring Innovation is delivered either as 1:1 coaching with individual companies or by a five half day workshop programme with groups of non competing companies.

Inspiring Innovation is delivered under Innovate 2 Succeed and is 100% funded for eligible SMEs

For further information, eligibility requirements and programme booking please use the contact details below referencing 'Inspiring Innovation'

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