

enterprise europe network

Helping ambitious SMEs
innovate and grow

een.ec.europa.eu

Innovate UK



The world's largest support Network for SMEs with growth ambitions



3000

LOCAL
EXPERTS



600+

LOCATIONS



60+

COUNTRIES
WORLDWIDE

Boosting growth and jobs

1

The Enterprise Europe Network is a key instrument in the EU's strategy to boost growth and jobs.

2

Launched in **February 2008** by the Commission's DG GROW (previously "Enterprise and Industry" ENTR)

3

Co-financed under the EU's **COSME** and **HORIZON 2020** funding programmes - encouraging competitiveness and innovation of European SMEs

4

Total funding of over **180 million EURO**

A broad range of services for growth-oriented SMEs

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Technology transfer

enterprise
europe
network

Propel your business

with Innovate 2 Succeed

Helping ambitious businesses
manage innovation and grow.

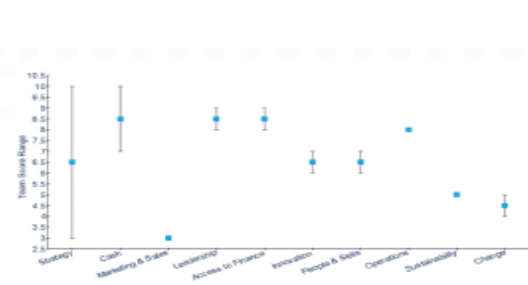
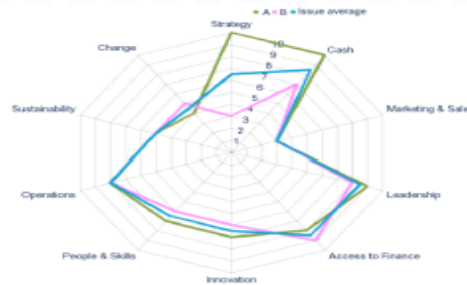


How it works: innovation support

- 2 - 9 days free coaching/mentor support
- GROWTHmapper™ diagnostic tool
- Foundation Modules to provide solid base
- Innovation Modules to enhance capacity
- Numerous tools and techniques
- Access to a team of advisers

Growth Mapper

GROWTHmapper[®] is facilitated by INSIGHT Reports that examine your business:



'Radar Plot' - 360° Average

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

'Radar Plot' - 360° Detail

- 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

Response Analysis

- Shows the mean score of the senior management team for each of the key issues and the range of team members' individual scores
- Indicates the range of agreement or disagreement within the senior management team in relation to the key business growth issues

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GROWTHmapper[®]
 giving business direction



Innovate UK



Stage 1 Project Set Up

Stage 2 Innovation Foundation Modules

Stage 3 Innovation Development

Stage 4 Review & Next Steps

Initial
Enquiry

Eligibility
Qualification

GROWTHMapper
Self Assessment
& Feedback

Innovation
Foundation
Stage

Innovation
Programme
Planning

Innovation
Implementation

i2s Project
Review &
Next
Steps

innovate2succeed

Innovation
Core
Modules

Innovation
Expert
Modules

GROWTHMapper
6 month follow
up review

3rd Party
Brokered
Services

Typical Scenarios

- Product to Market
 - Use BMC and VPC methodology
 - Identify Minimal Viable Proposition
 - Test and evaluate
 - Future plans

“Doing Innovation Better”

- Identify gaps in business
- Coaching to plug
- Innovation Ladder
 - Idea Generation
 - Idea Evaluation
 - Idea Protection
 - Idea Development
 - Idea to Market

Case Study

- Multicare Medical Ltd
- Market led demand for a new innovative patient bedside chair.
 - Market size UK est. 300,000 to 500,000 over 10 years
 - Chair target sales price £600
 - Target market share 20% - 60,000 to 100,000 £36m to £60m
- Product designs created by HDTI Coventry University funded)
- Innovate 2 Succeed supported with market viability, business planning and 3rd party partnering (for manufacture).

Coming Soon

New ERDF programmes from CUE



Innovation Networks

- C & W, GB&S, BC
- Purpose – to promote innovation
- 3 partners required
- Mini business plan as application
- Grants £2K (rural) - £12K at 40%
- Panel approval required

Proof of Concept

- Coventry & Warwickshire
- Purpose – to support early stage development
- Market assessment, IP searches, early stage prototyping
- Grants £4K - £10K at 40%
- Panel approval required

Innovative Coventry & Warwickshire

- Coventry & Warwickshire
- Purpose – to act as a test bed for new & innovative technologies
- CCC lead, 4 strands
- CUE – product development in assisted living and healthcare
- Workshops, usability studies, testing & reports

Focus Digital

- C & W, GB & S, BC and The Marches
- Purpose – accelerating new digital/ICT to market
- Workshops, 1 to 1 and usability studies
- Capital and revenue grants
- Typically £4K at 40%

Green Business Network

- Coventry & Warwickshire
- Purpose – to educate and promote resource efficiency
- CCC lead
- Workshops & 1 to 1s
- Variety of grants



IP AUDITS

Contact us

Visit

een.ec.europa.eu

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CUE Business Solutions