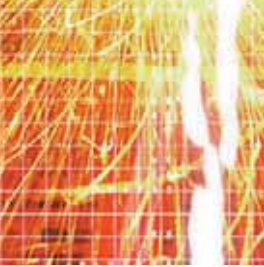
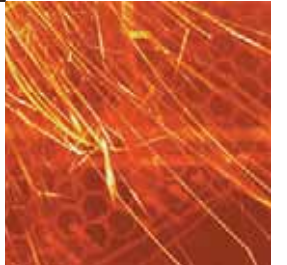




University of Warwick
Science Park



ignite
from University of Warwick Science Park
Light up your business!





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BACKGROUND TO **IGNITE**

University of Warwick Science Park (UWSP) actively assists the creation and expansion of high potential companies. Many current and former clients have won awards for growth and profitability. Some are now stock market listed. In recognition of its proven skills in business incubation and growth, in 2005 UWSP was the first UK organisation to be awarded the status of Exemplar by the professional body, UK Business Incubation. UWSP was also awarded EuroBIC status (European Community Business and Innovation Centre) by the European BIC Network, which is Europe's leader on innovation and entrepreneurship.

During 2006 UWSP negotiated an innovative funding mechanism with Advantage West Midlands, the regional development agency for the West Midlands. It lets UWSP, through **IGNITE**, help owner/managers of businesses located throughout Coventry, Solihull, Warwickshire and parts of Birmingham to increase profits and build high value businesses. This is practical – not theory!

WHAT IS **IGNITE**?

IGNITE is a flexible package of free and grant-aided advice and practical help that gets UWSP's resources and wealth of know-how into each of our client businesses. **IGNITE** helps the owner/managers of these innovation-led companies to make more money – now, and in the long term.

IGNITE is delivered by UWSP's award-winning team of experienced specialist Business Mentors, each of whom has personal experience of successfully developing products or services, or of being the owner/manager of a successful business. Each has a proven track record of helping client entrepreneurs to start and/or expand their innovation-led businesses, and UWSP's rigorously team-based approach ensures that the expertise of the entire team is available to each client as and when it is needed.

WHO IS BEHIND **IGNITE**?

University of Warwick Science Park Limited is owned by the City of Coventry, Warwickshire County Council, West Midlands Enterprise and the University of Warwick. Its function is to stimulate the creation and development of businesses with high growth potential that are (or will be) located within the West Midlands Region.

As well as providing high calibre premises to accommodate a diverse group of 150 growing companies, UWSP has a long established portfolio of support services that it provides to small and medium sized companies that are located across the West Midlands Region (i.e. not just to its tenant companies). In addition to **IGNITE**, the portfolio includes Access to Finance, Marketing and Market Research, Student Projects and Business Mentoring. Information on these services can be found at www.warwicksciencepark.co.uk.





SO, HOW CAN **IGNITE** MAKE ME RICH AND FAMOUS?

IGNITE will not necessarily make you famous (that is down to you), but we have a single minded commitment to making our client businesses grow much faster, and to be much bigger and more profitable, and their owner/managers should be much richer as a result.

Over an extended period, continuous inputs of experience and business skills (free of charge) from a trusted **IGNITE** Business Mentor will complement your specialist sector knowledge and accelerate the growth process. When needed, your pro-active **IGNITE** Business Mentor will act as a spur to progress.

You spend more of your time on the issues that can REALLY drive your business forward, and waste less time on bureaucracy and uncertainty

If you want them, we can provide specialist business services and facilities at little or no cost, so as to minimise your spending

HOW MUCH WILL IT COST ME?

Mentoring: Through an innovative arrangement with Advantage West Midlands, UWSP can provide participants with free long-term support from an experienced **IGNITE** Business Mentor. Your Business Mentor will build up a detailed picture of the business, so that during his/her involvement (over a period of, say, 2-3 years) he/she can be pro-active in its development. Input of this nature is capable of creating significant value, as other long-term recipients of UWSP mentoring support have readily testified.

Specialists: During your participation in the programme, almost unlimited advice on Marketing, Market Research, Access to Finance and Student Projects is also available free of charge from UWSP's specialists, but if we are asked to provide hands-on support in these areas we will expect you to make a contribution towards our additional costs, although we may know of grant schemes that could reduce the cost to you.

Facilities and Services: Use of other UWSP facilities and services is optional: you only pay for those that you choose to have, and for pre-start businesses there will be an initial free period. Our aim is to maximise your business' profitability, so we'll encourage you to keep your spending down!

WHAT IS AN **IGNITE** BUSINESS MENTOR? WHAT WILL HE/SHE DO FOR ME?

Mentoring is a process that supports the owner/manager's learning and personal development. Its purpose is to help high potential people to meet and exceed their perceived potential.

Whereas a consultant, for example, may fix an identified problem and then move on, leaving little residual knowledge, an **IGNITE** Business Mentor is someone who, over a period of time, shares his/her experience and wisdom and by so doing strengthens the owner/manager and his/her business for the long term.

Mentoring brings many benefits including:

- Helping to clearly define your personal and business objectives
- Helping develop an action plan, with timescales, that will achieve those objectives
- Helping to build - and keep up - the momentum
- An ongoing source of skilled guidance and experienced support
- He/she will bring a range of new networks/contacts
- Introducing a wider perspective and encouraging 'outside the box' thinking
- Providing encouragement - and extra motivation when it is needed
- Improving your self management, including your time management
- Increasing your confidence
- Being there as a sounding board in the face of uncertainty

Each **IGNITE** Business Mentor is a skilled business adviser with good interpersonal skills and relevant experience: he/she knows the issues and the pressures that occur uniquely during the preparation and growth phases of an independent business. Few new entrepreneurs will have experienced this before - it differs in several respects from launching a new division or an allegedly "autonomous" subsidiary for an employer.

Your Business Mentor works as a member of a small team of **IGNITE** Business Mentors. When necessary, the team can also call upon outside experts in particular fields.

WHO MIGHT WANT TO JOIN **IGNITE?**

Companies owned and managed by people who want to raise the tempo. They want to boost profitability, and to build substantial long term value within their company – and they want it to happen bigger and faster than it's happening now.

People who are still in the world of employment, but are fed up with making money for others. They've got their ideas for their businesses, and want to bring them to life, and create a significant capital sum for themselves and their families – and to have more control over their own futures.

Owner/managers who might need help with a specific business issue right now, but who would also like to have available a trusted and knowledgeable Business Mentor to provide input on (for example) strategic development over the longer haul.


MUST MY BUSINESS BE "HIGH TECH"?

Your business does not need to be at the cutting edge, or be involved in developing an entirely new technology. Many **IGNITE** clients are exploiting technology and knowledge that already exists by adapting it for new markets or by applying it in an innovative and entrepreneurial fashion in existing markets.

MUST MY BUSINESS BE LOCATED ON THE SCIENCE PARK?

No. If you think your business might benefit from being located on one of our sites we would be pleased to discuss it with you, but it is not a condition of **IGNITE** support. Pre-start businesses may have an initial period of free accommodation (see overleaf).





OK, SO WHAT IN DETAIL CAN **IGNITE** GIVE ME?

This includes:

- A business hothouse culture and a pro-active **IGNITE** Business Mentor who is skilled and experienced, and who will help and encourage you to maintain a brisk momentum.
- Uniquely, **IGNITE's** flexible format allows your Business Mentor to define clear objectives, help develop an agreed Action Plan and to tailor the programme of support precisely to the requirements of your business. That means you aren't forced to spend time taking on board more than you need, or conversely that you suffer from gaps in provision - and you'll get the support at the point your business actually needs it.
- Often the agreed **IGNITE** programme of work will run seamlessly through a number of different business problems. This one-stop-shop approach removes the need to find separate solutions from disparate sources for each of the different elements. This continuity increases your efficiency, minimises bureaucracy and allows you to focus your time and energy to best effect.
- Where it makes good sense to tap into free or grant-aided services from other business support agencies, your **IGNITE** Business Mentor will act as adviser, co-ordinator and facilitator, thus helping you to make best use of your time yet again.
- Virtually unlimited access to a team of specialist Business Mentors at UWSP that includes entrepreneurs with proven experience of business management and enterprise development, and practical expertise in funding, licensing, IPR, marketing etc.
- On request from your Business Mentor, access to specialist external advisers including experts within relevant departments of the West Midlands' universities.
- Advice from UWSP's Access to Finance team on raising capital (the implications, the types and ranges of sources, and the appropriateness), and also on getting "investment ready" for approaches to banks, 'business angels' and venture capitalists.
- Advice from UWSP's Techmark team on marketing and market research.
- Advice from UWSP's Student Projects team on accessing some of the West Midlands most talented people at undergraduate and postgraduate levels.
- If needed, a facility to operate at a modest cost* as a "virtual company", with telephone, fax service and mailbox at a recognised, high calibre business address.
- If needed, exclusive use, at a modest cost*, of a furnished, dedicated workspace.
- Use of fully equipped conference rooms, at modest cost*, for presentations to groups of potential customers and for key 1-2-1 meetings with suppliers, customers, bankers etc.
- Opportunities to attend free networking or training events, as they arise.

* For pre-start businesses there will be an initial free period.

WHEN DOES THE PROGRAMME START AND FINISH?

As **IGNITE** is a rolling programme you can start at any time. Your participation will end when the objectives within the agreed Action Plan have been met, although we reserve the right to terminate your participation earlier should we decide that continuation is unlikely to achieve a satisfactory outcome.

CAN I JOIN?

After a short process of mutual evaluation, if you and we agree that our involvement will add value we will offer you a place in **IGNITE** (subject to availability). If you have not already done so, all you need to do to start the process is to call UWSP on 024 7632 3130 in complete confidence for an informal discussion.

For further information please contact



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All enquiries are treated as confidential
We look forward to hearing from you





IGNITE is financed by University of Warwick Science Park Limited and Advantage West Midlands

Advantage West Midlands was established by the Government in 1999 to transform the West Midlands Region through sustainable economic development. It is accountable to the Department of Trade and Industry. Information on its extensive range of activities is available at www.advantagewm.co.uk.