

New ways to grow your business
and attract new customers

Innovation Guide

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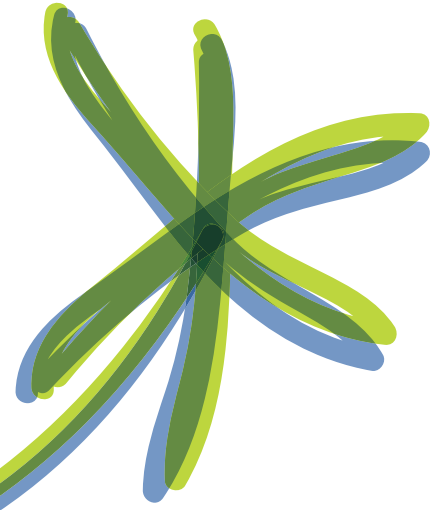
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1.

What is innovation?



Innovation is one of the most critical weapons in any business's armoury. It touches every aspect of operations.

In its most simple sense, innovation is about developing new ways of thinking and new ways of working. It's not just about new or enhanced products or services; it's about increasing capability, efficiency, effectiveness, and ultimately, improving profitability.

Innovation can be big and represent a business breakthrough and a fundamental change in the organisation. But it can also be implemented in smaller steps - a series of less dramatic changes combining to have an equally significant impact on your bottom line performance.

Innovation can help to improve productivity, reduce costs, make you more competitive, get your brand well known, establish new partnerships and relationships, increase turnover and profitability.

Businesses that ignore the potential benefits of innovation run the risk of losing market share to competitors, suffering from falling productivity and efficiency, losing key staff and experiencing steadily reducing margins and profit.

Case Study: Elizabeth Clouston Atelier Maison

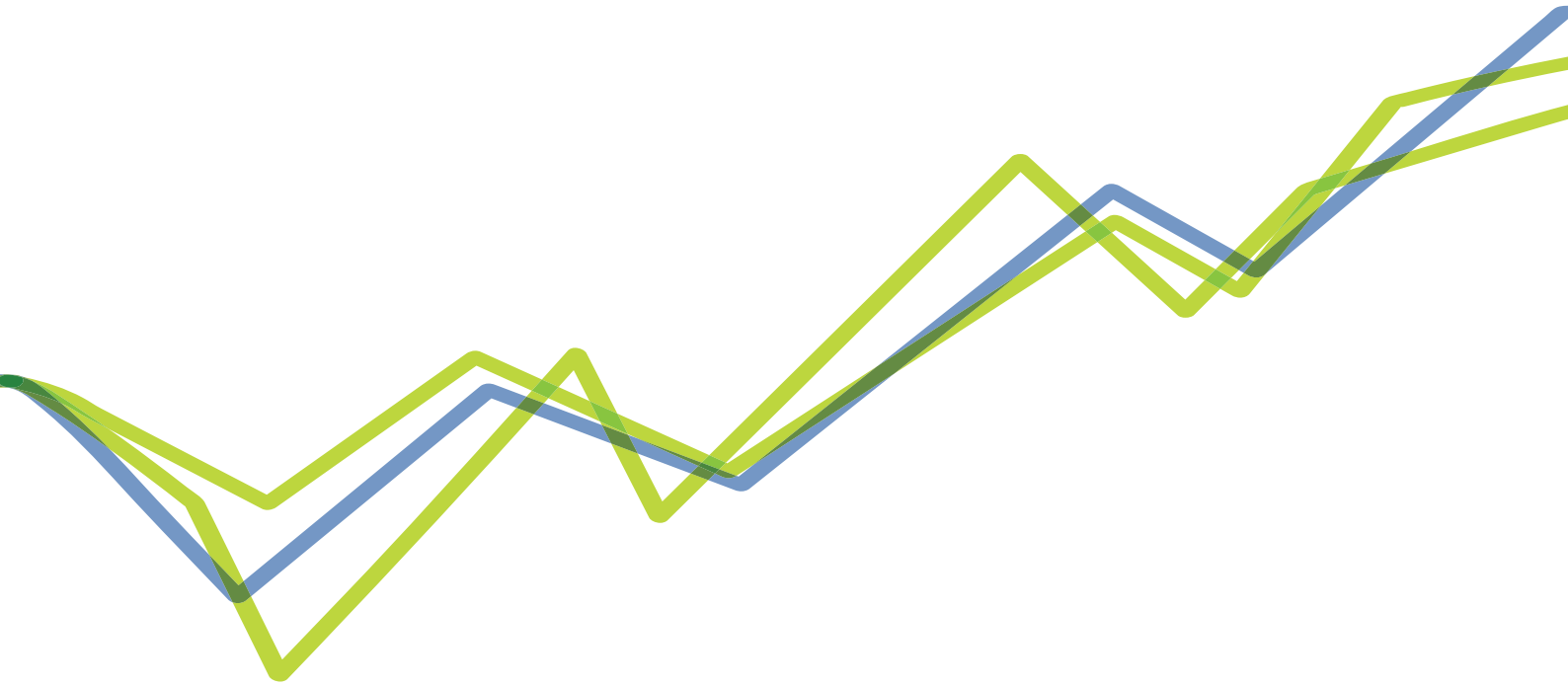


Durham businesswoman Elizabeth Clouston launched successful online based linen and home furnishings company Atelier Maison last year and now has customers from right around the world, after adopting an innovative e-marketing strategy that has really made her business stand out from the crowd.

Through the effective use of free online networking sites, like Twitter and LinkedIn, Elizabeth has managed to turn a niche business into one that has a global, and growing, customer-base. Elizabeth uses these social networking sites and online discussion boards to reach customers in a highly targeted, cost and time-effective way.

2.

Making your business grow



Where to start finding new ways to grow?

Before identifying new ways of thinking, it's important to establish your current business strategy, market position and operational performance. This will give a good indication of areas where improvements can be made or need to be made and prioritisation can be given to those aspects identified as critical.

Some questions worth asking at the outset...

How well do we understand our business at the moment? Many businesses have undergone change to varying degrees in the past 12–18 months and it has not always been possible to stand back and take stock along the way. Well-established patterns of customer behaviour, cashflow trends, staffing levels and dynamics, roles and responsibilities have often changed, and sometimes quite dramatically. An overview of management information as to where the business is at now will provide a solid platform on which to build.

How up to date is our business planning? Good habits may have been put to one side as the need to deal with rapidly changing market conditions takes a natural precedence. Once the overview is established even a simple refresh of existing plans and strategies will help focus efforts and resources.

What does growth mean for us? While growth will mean very different things for different businesses, it will ultimately be driven by profitability. This may come from increasing market share to take advantage of new opportunities, developing new markets, increasing value from existing customers, taking on more staff, re-skilling your existing team and research and development to name but a few.

How well do we know our marketplace? It is stating the obvious to say that things have changed for many businesses, but it is important to recognise this. In many cases what was once a given is now at best questionable and at worst entirely irrelevant. Having the right information and intelligence is essential if the right decisions are to be made.

What are our priorities for growth? While formal planning, research and information gathering may have taken something of a back seat, all business owners will have a good feel for where they're at. You'll almost certainly know some key areas that need attention. Establishing what these are and feeding in any new and relevant insight from a bit of a review will give you a realistic, but also practical starting point.

What don't we know? Finally, along with your list of immediate priorities, it's also worth checking to see if there are any areas where you feel current levels of knowledge are not where you'd like them to be. Innovation is all about new ideas, which are often driven by new intelligence. Drawing up a wish list of information that doesn't currently exist within the business can be a useful, if challenging, exercise.



Having the right information and intelligence is essential if the right decisions are to be made.



Finding new ideas

Ultimately the development of new ways of thinking is a creative process. There are no hard and fast rules about how to go about finding new ideas, but there are some principles that experience suggests often prove useful.

Keep an open mind. By its definition innovation means challenging conventions, whether in the way that your industry or your individual business works. Sometimes this means asking difficult questions or hearing things that may question the way you've always worked in the past. Being prepared to consider any and all potentially relevant ideas is essential to create the best environment for innovation.

Question everything. Being open-minded is important, but so is the role of investigation. Genuine and impactful innovation can come from sudden moments of inspiration, but generally it requires an investment in time and commitment to explore in detail. What may not initially be obvious can become much clearer when carefully considered.

Leave no stone unturned. No matter how well a business is performing it's rare that no improvements can be made in any area. In fact it's often the most successful companies that work the hardest to examine each and every aspect of their business. Avoiding the temptation to work on assumptions will maximise the potential for new ideas in all areas of the business.

Be informed. See what your competitors are doing, gather research on market trends, read industry news. Innovation doesn't have to mean doing something no-one else is doing, sometimes the most important innovation comes from deciding how best to incorporate best practice in your own business.

Speak to Business Link. Our advisers are always on hand to offer you fresh ideas and new ways of thinking. Call 0845 600 9 006 to speak to one of our advisers about growing your business through innovation.



Genuine innovation can come from a moment of inspiration but also it requires time and commitment.



Some food for thought

When it comes to business growth, what is new and different for your business may be commonplace in another industry or even among some of your competitors. Equally some things you take for granted in your own business may be revolutionary for others. Every business faces its own unique set of circumstances and has its own challenges and opportunities.

However, there are some core processes and operational areas that are broadly common across all businesses. These may provide fruitful areas of exploration in determining how best to use new ideas and new ways of thinking to grow.

Products and services. How well are your products and services meeting your customers' needs? Have those needs changed in recent months or years? Are there ways you could improve the quality and relevance of what you offer? Is this about evolving existing products and services, or introducing new ones?

Technology. Innovation is about much more than just IT and technology, but these are important areas for consideration nonetheless. How up to date is your IT strategy? Do you make the most of new software and hardware? Do you know how technological changes could make a positive difference to your business?

Systems. These days internal systems often work hand in hand with technology. Whether that's financial processes, internal communications, project management or quality control, the chances are that improvements can always be made. These could help to improve your quality of service, but they can also help drive efficiencies and therefore cost savings, competitiveness and profitability.

Skills and training. Innovation is about people as well as processes. A skilled, motivated team is a powerful and essential force for business growth. Taking a different look at both how your resources are structured and managed and also how you manage training and development could deliver some valuable new ideas.

Information. Business growth has to be based on intelligence, enabling you to make the right decisions at the right time. But how well does your business capture, analyse and use information? Is it the right information? How is it shared? Looking at your business from different perspectives will put you in a better position to grow.

Case study:
Keith Bell,
Mech-Tool Engineering



Mech-Tool Engineering was a company that was turning over £7 million a year, and not really growing its profitability or in fact its turnover. A decision to move the company into three profit centres was made: modular products, acoustics products and fire and blast wall products. By integrating and connecting the IT systems of the business, Keith was able to cut out the occurrences of errors, almost down to zero.

The new system makes it easy for Keith's staff to set up the machinery and is a much more cost effective way of working. Following the improvements on the IT systems, turnover increased to £18 million in two years and Keith is now looking at the manufacturing control system, where he hopes to fully automate the process and connect it to the other business systems.

Mech-Tool Engineering hopes to break into the nuclear industry and Business Link will continue to play a big role in helping them to achieve that ambition.

3.

Where to start finding new customers?



Finding new customers is important in any business...

By looking at your business from the outset you can paint a vivid picture of your business and its image. Some questions worth asking at the outset:

How well do we know our marketplace? Your marketplace is constantly evolving and it is vital that you understand and evaluate these changes so you are able to satisfy customer needs. Opportunities for growth will be driven by your existing marketplace, new markets or a combination of both.

How well do we understand our customers' requirements at the moment? Just as many businesses have undergone change to varying degrees in the past 12–18 months, it's likely that their customer base has also changed. Who are your best customers now? What are they looking for? Why do they choose your business? Why don't they? Where do they go instead?

Why do we want to find new customers? Before investing time and resources in looking for new customers, it's worth looking at the reasons why in a bit more detail. Is this to create growth within the business or to sustain your existing performance levels? Are you losing existing customers to competitors? Are customers not buying as much as they used to? Are you finding you can't meet the needs of your current customers? Is price an issue? Are you meeting the demand for quality?

How up to date is our business planning? It is vital to regularly review your business plan and keep it fresh as it's here where you'll find more insight into new strategies and investments your business may benefit from.

How well is our current marketing working? Finding new customers will inevitably depend on marketing activity to some degree. Evaluation of your current spend, tactics and impact can provide you with invaluable insight that can help shape future plans.

What don't we know? There are always new things to learn in business, making sure your knowledge of current and potential customer base is a key way to gain an advantage. Ask yourself seriously about your market knowledge and expertise; is there anything you don't know?

How can Business Link help? We can provide more information and advice to help you attract new customers. Why not arrange an appointment with one of our advisers and discuss your business improvement projects with us to see how we can help. Call 0845 600 9 006.



Ask yourself seriously about your market knowledge and expertise; is there anything you don't know?



What do new customers mean for your business?

Ultimately any drive for new customers is driven by a need to increase sales and profitability. Just like any other creative process, innovation works best when it's founded on insight and information. Understanding what kind of new customers, i.e. new sales, you're looking for is therefore crucial.

There are many different options and ways of building a customer base. Some of the typical approaches are as follows:

Keep the customer satisfied. This is sometimes overlooked in the drive to win new customers. Check whether your need for new customers is being driven by losing existing ones. If so, why are they going and where? More importantly, what can you do to keep them?

More from the same. As well as retaining customers, sales can be boosted by identifying ways to increase your customers' spend. Remember the well-established marketing principle that it's far more expensive to win a new customer than it is to retain and develop an existing one. How can you use innovation to encourage your existing customers to spend more with your business?

Rekindling the flame. Many businesses find customers come and go over time. If you have information on old, lapsed customers you may be able to give yourself a head start. A big plus point is that they'll already be aware of your business and have experience of it; the big challenge may be why they became an ex-customer in the first place.

Look closer to home. You already know that your products and services have an appeal and value to a particular type of customer. Research may show that there is untapped potential close to hand. Fast and lateral thinking may help to spark ways of converting some of these into new customers quickly and relatively easily.

New directions. If you're retaining and getting the most out of your existing customers, you're in a good position. However having exhausted the potential of your old customers, there may be no obvious opportunities within your existing core customer profile so it may be time to look further afield. This may mean targeting a new type of customer profile, taking your existing products and services into a new geographic market or developing a new offer for new customers. In all cases new ways of thinking are essential to make the most of these opportunities.

How can innovation make the difference to your products and services?

Whether your focus is on opening up new markets or building customers within an existing market, much of your success in attracting new customers will come down to your products and services. There are a number of ways in which new thinking and new ideas can help put your business and your offer in the strongest possible position to achieve your aims:

Enhancements. Are there ways in which you can add more value to what you offer? Most businesses are finding that their customers are more demanding than ever before and are having to think carefully about what they spend their money on. What could your business do to give it an edge and convince customers to choose you? Sometimes simple changes to products or the services provided can make a big difference.

Relevance. As customers' needs and priorities change, as well as looking at added value, it's worth taking time to make sure that your products and services are still as relevant as they can be. Do they meet your customers' requirements? Are you losing business to competitors who are providing more relevant services? Just because you've done things the same way for a number of years doesn't mean that it's still the best way to operate.

Cost-effective. While price has always been an important factor, many businesses are increasingly and inevitably competing more on cost. There's always plenty to consider in any pricing strategy, but are you making the most of new ideas, ways of thinking and ways of operating to keep your running costs as low as possible? In order to keep your prices attractive and competitive you may need to rethink the way areas of your business work.

New offer. As well as incremental steps in improvements and competitiveness, it may be relevant to consider introducing new products and services to your offer. While the level of investment is typically greater at the outset, the returns can be correspondingly higher.

How are you marketing?

In recent years there has been a big change in the way that companies build brands and market their products and services. Much of this has been driven by advances in digital technology. Lower costs and personalisation through digital print, increasingly cost effective e-commerce packages, online advertising, social media, and search engine optimisation – the list goes on.

When it comes to finding new customers it's often hard to have enough time to understand all the new ways there are to reach them. However, innovation in the way companies market their products and services are just as important as changes to the products and services themselves.

There are many different considerations. Here are just a few questions that might be worth using as the basis for some new thinking and ideas.

How successfully are you capturing customer data at every available opportunity? There's a wealth of information available about how people are responding to your marketing and interacting with your company. Not every business has the systems and processes in place to capture and manage it. From email marketing responses and website visitor hits to advertising effectiveness and online surveys, how well does your business gather this crucial data? In many instances the tools can be sourced free or at minimal cost.

How regularly do you analyse the data and how do you use it? Having the information is one thing, but how effectively is it put to use in your business? Reviewing intelligence on a regular basis can provide critical insight. It can help to make improvements and changes in the way marketing tactics are developed. It can also throw up some very surprising results from time to time. When this happens it can provide a good basis to challenge existing ways of working.

How much do you know about what your customers are thinking? One of the big opportunities for all businesses is social media, blogs, online forums and discussion boards. It enables them to listen to what their customers are talking about, what they're interested in and what they're looking for. It may be a forum that's directly relevant to your products and services, or it may be a Facebook group whose members are more broadly in line with your customer profile. There is an investment of time, if not cost, but both can be sources of inspiration and insight that can help shape your marketing in new and more powerful ways.



Businesses that don't take a new look at their own marketing risk being left behind.



How do you stay up to date on the latest trends and opportunities?

Inspiration can come from many sources. There is a wealth of resources available, particularly online that cover best practice, case studies, emerging trends, new tactics and discussions. It can be a good way to stay up to date and see what other businesses are doing. While it may not be exactly transferrable to your marketing, it's often very useful food for thought in generating new ideas that are relevant.

How closely do you watch your competitors? While the ultimate goal of your marketing strategy will be to keep your business at the forefront of potential customers' minds, sometimes it's as important to ensure you're not falling behind your competitors in the development of new and innovative approaches. Equally, the more you know about what the competition is doing, the better placed you will be to develop ideas that help you stand out.

Inspiration starts at home

Innovative businesses often tell the same story. The source of their ideas can be surprising and not always driven purely by those running and managing the business. Sometimes the best way to look at things differently and challenge thinking comes from getting a new perspective. There are plenty of options available.

The first and most obvious source of ideas is your staff. Businesses with a culture that encourages people to put ideas forward generally have greater success. Your team sees your business from a whole range of different viewpoints day in, day out and that makes them a valuable starting point.

- Make sure you have processes and events to capture ideas. For example, you could set up suggestion boxes around the workplace or hold regular workshops or occasional company away days to brainstorm ideas.
- Create a supportive atmosphere in which people feel free to express their ideas without the risk of criticism or ridicule.
- Encourage risk taking and experimentation: don't penalise people who try new ideas that fail.
- Promote openness between individuals and teams. Good ideas and knowledge in one part of your business should be shared with others. Teamworking, newsletters and intranets can all help your people share information and encourage innovation.
- Stress that people at all levels of the business share responsibility for innovation, so everybody feels involved in taking the business forward. The fewer the layers of management or decision-making in your organisation, the more people feel their ideas matter.
- Reward innovation and celebrate success. Appropriate incentives can play a significant role in encouraging staff to think creatively.
- Look for imagination and creativity when recruiting new employees.

Case Study: Colin Thorpe Thorpes of Gosforth



Through its high street shop, Thorpes had developed a niche market for fireside accessories, in particular, making bespoke items such as fire guards, fire fenders, ash pans and grates to customers' individual requirements.

The business owners wanted to take this range of products nationwide, and this led to Thorpes developing www.thefiresideshop.co.uk. Following the launch of the website, they saw a growth of 80% and were able to open a warehouse and distribution centre.

The business has continued to grow and is now comparable to the main high street shop. This proved to Colin that their efforts in online marketing, search engine optimisation and continual web development, as well as a lot of hard work, had paid dividends.

4.

What can Business Link do for you?



Expert knowledge

There may be no doubting the importance and value of innovation to business growth, but there's also no denying that it can also take an investment in time and resources.

Our team of experts is on hand to provide you with access to information, help and advice and the right specialist services for your specific requirements.

What does that mean in practice?

- We will work with you on business planning right at the outset, to assess your opportunities
- We will save you time by working with you to identify the right areas of focus for innovation and growth
- We will enable you to source a range of information that can help
- We will be able to share the benefits of our experience working with over 32,000 businesses of all shapes and sizes in a host of different sectors
- We will work with you to establish the most appropriate specialist suppliers, whether that's training, finance, marketing, technology, HR or anything between or beyond
- We will also work with you to ensure that innovation is applied as appropriately and effectively as possible so that your business benefits.

Financing innovation

There is a range of support available to help your business innovate and move forward positively. Our advisers can assess your business needs and identify the best finance option for you.

Solutions for Business is a suite of publicly funded business support products and services designed to help businesses grow and succeed.

Here are a few Solutions for Business products that our advisers can talk through with you and identify the best options for the innovative projects you'd like to carry out.

- Innovation Advice and Guidance can provide your businesses with funding support to access expert knowledge and advice [for more information see section 5]
- Knowledge Transfer Partnerships help to build new skills and processes into your business and bring about evolutionary change [for more information see section 6]
- Innovation Vouchers help businesses at the feasibility, research and development stage [for more information see section 7].

While we will never know your businesses as well as you do, we do understand business. Because we're publicly funded there is no charge for our services and it also means we're impartial. You can rely on us to put the needs of your business first, second and third. There's no hidden agenda or sales pitch.

If you'd like to talk through any items in this guide or hear more about what we can do for your business then why not give us a call on 0845 600 9 006 to arrange an appointment with one of advisers. We'll come to you at a time and place that's convenient for you.



You can rely on us to put the needs of your business first, second and third; there's no hidden agenda.



5.

Innovation Advice & Guidance: Innovating & improving business performance

Solutions
for Business

Funded by
government

What is it?

Innovation Advice and Guidance (IAG) supports existing businesses to identify opportunities, implement change and become more innovative, more competitive and more profitable. The product provides businesses with funding support to access expert knowledge and advice, enabling them to innovate and improve the performance of their business.

How does it work?

Innovation is defined as the successful exploitation of new ideas. Through IAG, businesses that have identified a suitable project work with one or more identified experts to develop and implement their ideas. These individuals may be experts within a particular industry sector or specialists in a particular process or area of business. The kind of ways in which IAG may be able to help your business include:

- develop and implement new ideas, products, processes and services
- improve existing products, processes and services
- investigate and introduce new technologies
- develop business and financial plans and strategies for new or improved products, processes and services or activities such as financial restructuring
- develop a marketing strategy for new or improved products, processes and services
- develop and protect its intellectual property.

Key facts

- IAG provides funding for Small to Medium Size Enterprises (SMEs).
- Normally businesses are eligible for one IAG investment within a 12 month period.

5.1

If you'd like to hear more about what we can do for your business then why not give us a call on **0845 600 9 006** to arrange an appointment with one of our advisers.

What are the benefits?

- Your business has access to high quality, relevant expertise and specialist, technical and advanced skills
- This expertise is provided by individuals or organisations working outside your business – bringing valuable external perspectives
- At the same time IAG is designed to be demand-led and tailored to meet the specific needs of your business.
- The funding that is available can make this a very cost-effective option.
- Ultimately the aim is to increase the competitiveness and profitability of your business.

Is my organisation eligible?

SME organisations except those in the public sector are eligible. Projects must be clearly defined and additional to activities that the business is currently undertaking. They must show economic impact such as growing a business and creating jobs.

What next?

The IAG programme is part of Solutions for Business, which is a package of publicly funded business support products and services designed to help businesses start, develop and succeed. In the North East this Solutions for Business product is available via the Business Link service and its dedicated team of skilled advisers.

If you have a specific project that you'd like to discuss, or for more information about Information, Advice and Guidance, please call Business Link on 0845 600 9 006 or email enquiries@businesslinknortheast.co.uk



This product provides funding support to access expert knowledge and advice, enabling you to innovate and improve your business.



6.

Knowledge Transfer Partnerships

Solutions
for Business

Funded by
government

Six or nine month collaborative innovation projects with universities and colleges.

Frank Haslam Milan North East undertook a Knowledge Transfer Partnership project to build more effective and innovative business processes and document workflow between construction sites, administrative offices and distribution warehouses.

The project with Northumbria University focused on developing working evolutionary prototypes of an ICT workflow application, whilst also building a generic workflow demonstrator for the construction industry. The benefits of the project have been felt company-wide and now the final software package is being rolled out across the Keepmoat Group.

Kirsten Morrison, Frank Haslam Milan says; "Links created with academic experts have been an invaluable source of advice. This project has opened up the ownership of ICT projects to the entire business instead of it being solely viewed as an IT deliverable."



Significant cost and efficiency savings will be created as a direct result of this project.

Anthony Tiernan, Frank Haslam Milan



What is it?

Knowledge Transfer Partnerships (KTPs) support businesses in developing new and innovative products, services and processes to improve their performance and make them more competitive. By working with a suitably qualified and knowledgeable individual from a university or college, your business could tap into additional expertise. This will help you take forward specific projects that can demonstrate real added value to your operations.

In the region, One North East has provided additional funding to enhance Knowledge Transfer Partnerships by introducing six or nine month collaborative innovation partnerships. The funding for this type of KTP is delivered through the North East England Investment Centre but there are others available and Business Link's team of advisers can talk through the different options with you.

How does it work?

Firstly, a project scope needs to be agreed with a relevant university or college. Once this has been agreed and approved, a graduate (Associate) can then be recruited to facilitate the transfer of knowledge between the knowledge-base partner and the business. A KTP Associate is a recently qualified person (i.e. with NVQ level 3, HND, foundation degree, degree and higher degrees, including post-doctorate) from a knowledge-base partner and works at your company's premises. The Associate may work on a full time, part time or job share basis.

Whilst the KTP initiative does contribute to the cost of employing an Associate, your business will also be expected to contribute to a proportion of project expenditure costs. Investment is available for up to 60% of the cost.

What are the benefits?

KTPs can be great business solutions for companies looking to develop innovative products, services and processes.

- They can enable you to bring in specialist expertise and skills that might otherwise not be available to your business
- A KTP provides a dedicated resource in your business to implement the project and one that has the back-up of a wider academic team
- There is always the possibility that the Associate, who will have built knowledge and insight into your business, may become a valued future employee
- The funding that is available can make this a very cost-effective option.
- Ultimately, the aim is to increase the competitiveness and profitability of your business.

Is my organisation eligible?

The overall aim of the KTP is to make a step change in an identified high priority area for your business. The scheme is open to businesses of all sizes in most industries, both commercial and public sector. Applications to this fund must show regional economic impact – enabling the transition to a more innovative North East economy through developing business growth and excellent design.

How do I apply?

The KTP is part of Solutions for Business, which is a package of publicly funded business support products and services designed to help businesses start, develop and succeed. In the North East this Solutions for Business product is available via the Business Link service, its dedicated team of skilled advisers can assess your needs and identify whether you are eligible for a KTP, or whether another product may be more suitable.

If you have a specific project that you'd like to discuss, or for more information about KTPs, please call Business Link on 0845 600 9 006 or email enquiries@businesslinknortheast.co.uk.

Do you think an innovation or two could really improve the performance of your business?

Looking for a little inspiration to get started? An Innovation Voucher could give you the support you need. Innovation Vouchers help North East businesses buy expertise from universities, colleges and other partners – collectively known as knowledge based institutions. The vouchers are easy to apply for, so you can resolve real issues quickly and efficiently.

Innovation Vouchers are available through Business Link, and are valued from £3,000 up to £7,000.

What do we mean by innovation?

Innovation is about exploiting new ideas. It can take many forms, from finding more cost-effective ways of doing things to adding new features to your products or services. It can also be used to provide research information on everything from new markets and competitors to designing processes and products.

Whatever direction it takes you in, a successful innovation will add value to a business and help improve its performance and profitability.

Is my business eligible to apply?

Innovation Vouchers are available to any small and medium-sized businesses operating in the North East. We particularly welcome applications from businesses that have not worked with a knowledge based institution before.

What activities can I use my voucher for?

Innovation Vouchers help companies research and develop new ideas for commercial exploitation. Existing projects and activities with knowledge based institutions are not eligible for support. Business Link's team will work with you to identify the needs of your business and the issues you want to tackle by working with a knowledge based institution. This support could help you with any of the following activities:

- Designing or developing a new product
- New or improved processes and services
- Carrying out an innovation or technology audit
- Experimenting, testing or measuring.

What are the benefits?

Once you get the go ahead for your Innovation Voucher project you will receive specialist consultancy support from a knowledge based institution. This can lead to real benefits for your business, including the following:

- Improving products, processes and the quality of your service
- Reducing costs and increasing efficiency
- Exploiting ideas more quickly
- Developing an ongoing relationship with a knowledge based institution
- Increasing your ability to be innovative.

How can I apply?

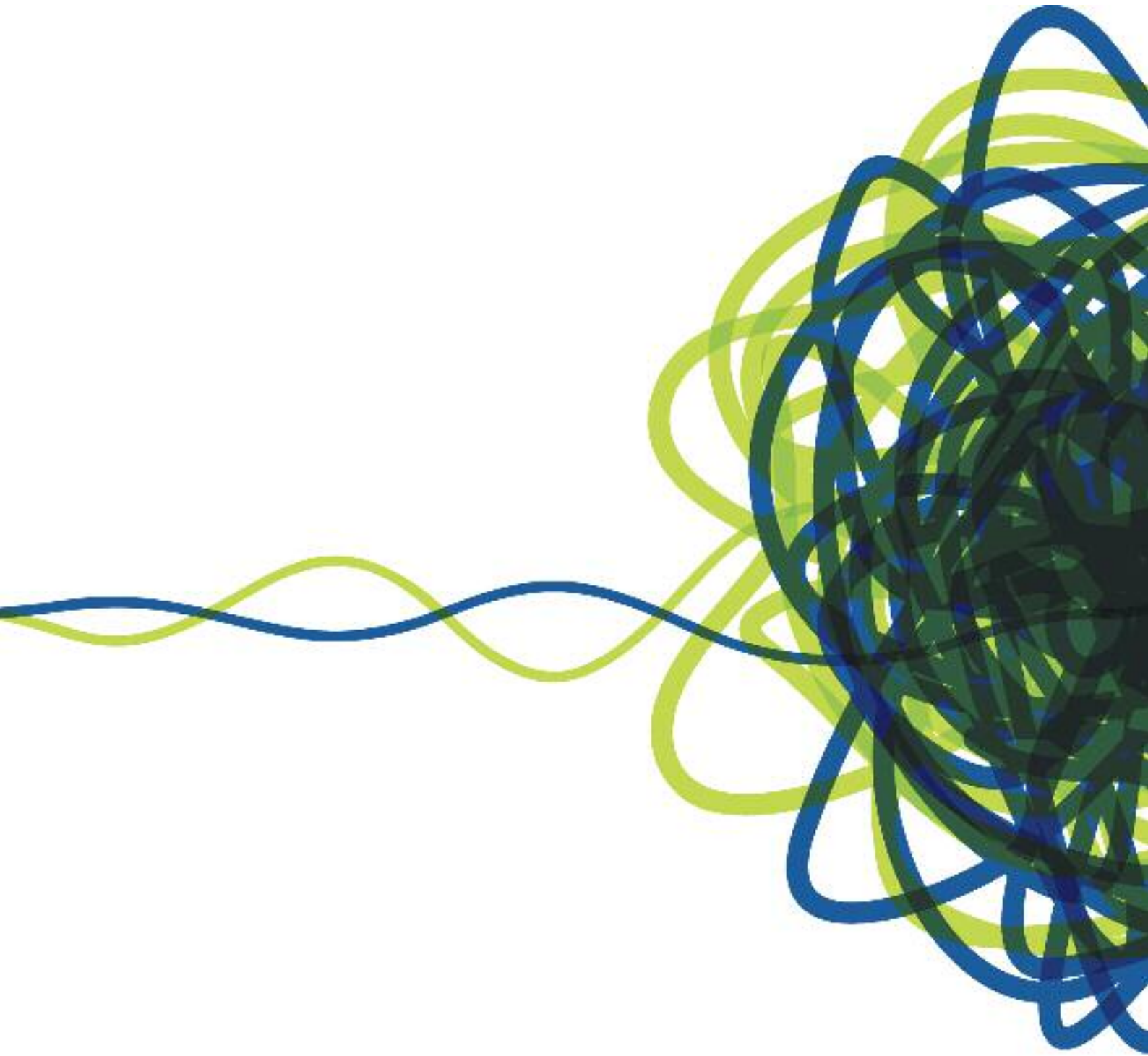
To start benefiting from innovation, just get in touch with Business Link. One of its experienced advisers will discuss your Innovation Voucher project with you and provide full details of the simple application process.

If you think your business could benefit from a bit of innovation please call Business Link today on 0845 600 9 006 or email enquiries@businesslinknortheast.co.uk



Innovation Vouchers help companies research and develop new ideas – they're easy to apply for and can resolve real business issues.





Project Part-Financed
by the European Union
European Regional
Development Fund
2007-2013

If you'd like to hear more about what we can do for your business then why not give us a call on **0845 6009 006** to arrange an appointment with one of our advisers.