

Innovating for Growth: Scale-ups

Free three month
programme

Apply for over
£10,000 worth
of business
support today

You might be looking to grow into a new market, launch a new product or implement a new process. Not sure how? Through one-to-one sessions and workshops we'll work together to help you fulfil your growth potential.

Benefits of the programme

- £10,000 worth of business advice and support
- Introductory workshop to find out how the programme works and meet other business owners on the programme
- Working with a dedicated Relationship Manager who will take you through the whole process
- One-to-one sessions with business experts and advisors on: Building your brand, refining your business model, developing a growth strategy, product and service innovation, creating a marketing strategy, business and market intelligence and maximising your intellectual property
- One-to-one meetings at your convenience at the British Library
- Complimentary tickets to our high profile events
- Membership of the peer-to-peer networking 'Growth Club' and a six-month follow up meeting
- Access to the world class information resources of the British Library.

To qualify you must:

- Be the primary owner (or primary co-owner) of the business
- Have been trading for a minimum of a year and have proven sales
- Have an annual turnover of over at least £100,000 but less than £45m
- Employ fewer than 250 people
- Be no more than 25% owned by a large enterprise

- Want to grow your business by at least 25% over two years and generate employment
- Be working full-time on your business
- Demonstrate how our support would overcome your barriers to growth, by helping you develop new products, services, processes or markets
- Be prepared to share information about your business in order to participate, including financial information. All information will be kept strictly confidential.
- Be able to commit to the face-to-face training and business support provided, which is a minimum of 12 hours across 3 months
- Must be committed to follow-up and preparatory work in between support sessions
- Complete an evaluation and surveys.

Please note: Retailers are not eligible for business support as part of this programme. If you are unsure whether you fit in this category, please contact us at Innovating@bl.uk

How to apply

- 1 Please check that you meet the above eligibility criteria
- 2 Make sure you can attend the Introduction Day
- 3 Complete your application online [here](#)
- 4 You can also record a video about you and your business (max 2 minutes) to support your application. Please use Vimeo, password protect it (see further information at <https://vimeo.com/upload>) and put the link in your online application.

How we assess your application

- 1 The application will be assessed by our panel of external business advisors
- 2 You will be contacted within two weeks of the deadline and informed of the progress of your application.

[Apply here](#)

"Meeting my marketing advisor was wonderful. Frank and honest advice from an objective experienced source who instinctively tuned into my personal and professional goals, was empowering."

Jessica Huie
Director, JH Public Relations

"We found the IP session incredibly valuable and well presented. We were able to tighten up some weak clauses in our contractual agreements. We have also seen the benefits of identifying and protecting the IP within our own software platform, Bandstand, from both branding and commercial perspectives. Best of all, the help we received was so clear that we didn't need hire a lawyer to implement the changes!"

Tom Gueterbock
Managing Director,
Socially Bright

"The advice for Branding was particularly beneficial. It helped me to delve into the core essence of my brand and understand how to portray it in the best and most creative way. I really felt doing the programme elevated my brand appearance and awareness to the luxury label it is."

Freya Rees
Director, Freya Rose

