

# Business Innovation



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

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**Ewrop & Chymru: Buddsoddi yn eich Dyfodol**  
Cronfa Datblygu Rhanbarthol Ewrop  
**Europe & Wales: Investing in your Future**  
European Regional Development Fund

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# Business Innovation – a fresh approach to innovation

Innovation is the 'profitable exploitation of new ideas'. It enables businesses to respond to change. It plays a vital role in maintaining and improving competitiveness. In short, innovation is what gives life to business enterprise.

No matter what the size and scope of your business, developing new products and processes and successfully bringing them to market is your surest route to success.

**Business Innovation** is the Welsh Assembly Government's new approach

to innovation support for businesses in Wales focused on 6 key sectors, ICT, Life Sciences, Creative Industries, Financial and Professional Services, Energy & Environment and Materials & Manufacturing.



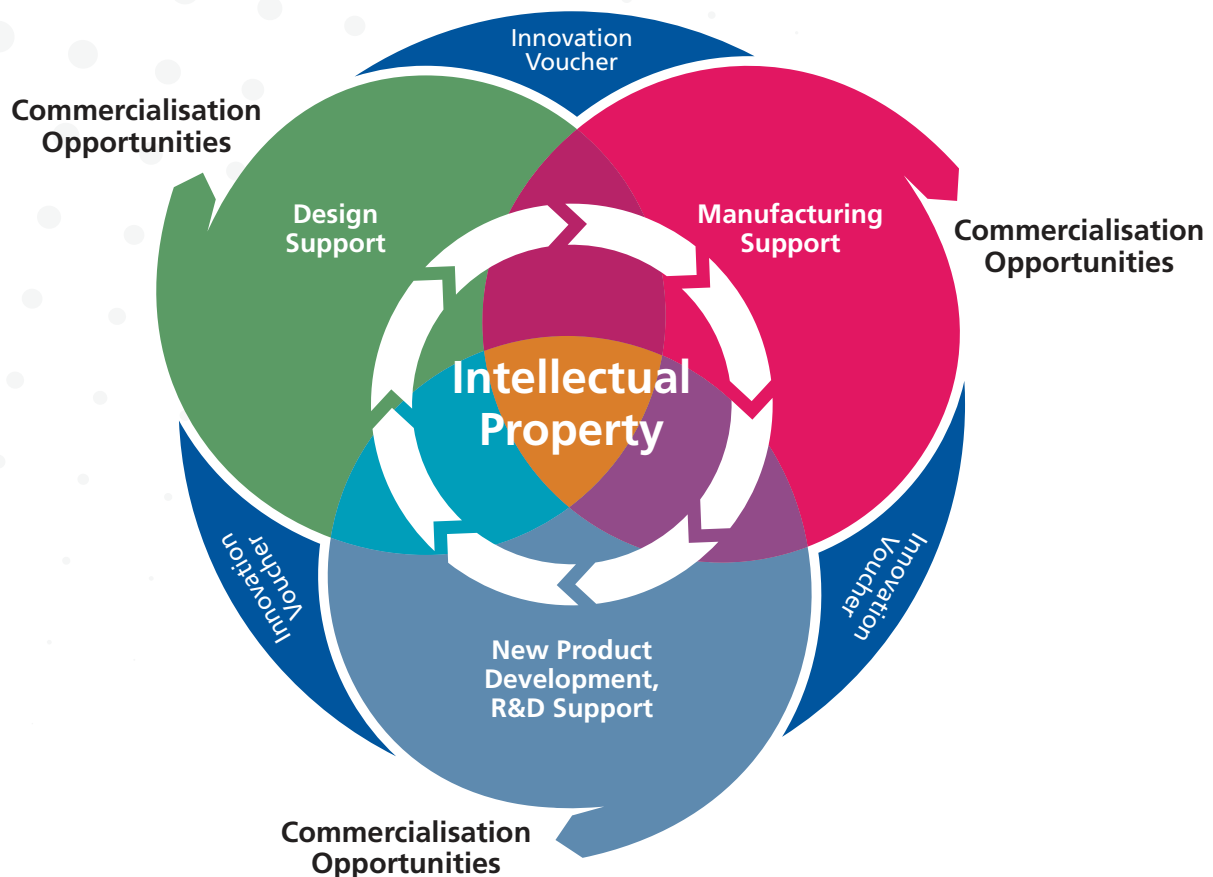
## Fully integrated advice and specialist support is available to help your business to:

- Access funding for business innovation
- Create and commercialise new products and processes
- Increase efficiency in manufacturing through technology & process improvement
- Introduce design for new product development and manufacture
- Identify, protect and exploit your intellectual property (IP)

It is easy to imagine that an innovation process starts with an idea and ends crisply with a successful and profitable outcome. Business Innovation mirrors everyday working reality, which isn't always so well-ordered. Our support is offered in a non-linear sequence. The starting point is whatever is most

appropriate for your business, right now. Our support continues to be available for as long as you require us to be involved.

From initial idea to implementation of the final product, Business Innovation can help to drive your business success.



# Access to advice and funding

Business Innovation Support is delivered by a team of highly experienced Innovation Specialists, Design and Manufacturing Managers and Intellectual Property Managers, all of whom have solid and proven industrial experience.

Our team of specialists will jointly undertake a review with your business to identify opportunities for innovation and exploitation of your intellectual property. Based on that review, advisors will help you to procure external experts from the private sector or Universities and Colleges.

We can help part-fund the cost of the work through a repayable Innovation Voucher worth up to £10,000. Up to £20,000 worth of Innovation Vouchers can be accessed in a 12 month period. Funding is also available for research and development into new products, processes and technologies.

## Innovation voucher funding can help your business to:

- Procure technical consultancy expertise from the private sector
- Implement the findings of our review process with your business, in areas of new product development, manufacturing and design
- Collaborate with Universities and Colleges and source facilities, equipment and expertise to help solve your technical problems and allow you to innovate
- Procure expert services for Intellectual Property registration, including patents, designs and trademarks

R&D funding is available at varying levels to support:

- Technical & Commercial Feasibility – to investigate the technological and commercial viability of transforming innovative ideas into new products, processes and technologies
- Industrial Research – research to acquire new knowledge for the development of new products or technologies, or significant improvements to existing ones
- Experimental Development – to implement the results of industrial research, including the creation of pre-production prototypes
- Exploitation – to assist with the exploitation costs of new products or processes, including marketing, publicity and attendance at trade fairs

# New Product Development

Many SMEs employ technical staff but very few have dedicated R&D teams, facilities or strategies in place. Typically, the resources of SMEs are stretched to cover immediate priorities and activities, with little capacity for longer-term R&D and new product development (NPD). In addition, the obvious technical and commercial risks associated with NPD may deter many businesses from venturing into this area altogether. Our Innovation Specialists can assist your business in overcoming such obstacles.

With extensive 'hands-on' industry experience, we can provide you with impartial advice and guidance on new product development. First we carry out a review to help identify your business needs. Then, when an R&D or NPD project has been identified, we assist your business to scope the project, access appropriate funding, identify technology requirements and develop the project through referral to relevant support. When your project is up and running, the Innovation Specialist works with you to monitor progress and provide ongoing assistance.

## **Are you asking questions like these in your business?**

- » How do we develop new products as well as managing day-to-day business?
- » Where can I access funding to support our innovation and R&D activities?
- » How do we access the expertise and facilities in Universities and Colleges and is there funding to support this?
- » How do I minimise the risks associated with New Product Development?
- » How do I maximise the value of the intellectual property (IP) relating to the new products?

**If these are your questions, Business Innovation – *New Product Development* is here to help.**

## We are here to:

- Help your business adopt a structured approach to innovation and R&D, greatly enhancing the chances for success – and saving you time and money
- Facilitate collaboration with other businesses or academics
- Guide and assist your business as it addresses Intellectual Property (IP) issues related to New Product Development
- Guide you towards funding for the acquisition and implementation of new technologies, processes and equipment
- Consider the most appropriate routes to market and provide introductions to investors, early stage venture capitalists, business angel networks and other potential financiers

**Business Innovation – *New Product Development* works with you to provide the support you need.**



# Manufacturing

We can provide advice to manufacturers on how to improve their productivity and competitiveness. The challenges facing today's manufacturers are increasingly complex. Stiff global competition, increased uncertainty and rapidly changing

markets mean that innovation in products, processes and technology is essential. Whether you are looking to improve efficiency, raise productivity, develop new ideas or tackle a problem that is hampering profitability, we can help.

## Are you asking questions like these in your business?

- » How can I increase productivity?
- » What can I do to improve quality and delivery?
- » How do I reduce defects?
- » How can I use space or equipment more effectively?

**If you are, then Business Innovation – *Manufacturing* can help.**

A team of experienced and highly skilled Manufacturing Managers from the private sector, all with 'hands-on' experience of shop floor working, provide practical help, advice and guidance to align your business's growth ambitions with its capabilities.

Manufacturing Managers will carry out a Manufacturing review, identifying the barriers to profitability for your business. They can then help you to procure expertise from private consultancy, or

Universities and Colleges, along with financial support via Innovation Vouchers.

- Productivity and on-time delivery improvement
- Value stream mapping
- Operations management
- Equipment effectiveness
- Improved space utilisation
- Reduced waste in production
- Scrap defect reduction
- Lead time reduction

**Business Innovation – *Manufacturing* works with you to provide the support you need.**

# Design

Many businesses are unfamiliar with using design in their innovation processes – and if they do, it is often only considered at the very end of the innovation or NPD process. Designing attractive products that really communicate their fitness for purpose can give your company a tremendous competitive edge.

Good design is hard to define, but we all know it when we see it. The colour schemes, materials textures, shapes and themes, whether ergonomic, psychological, purely practical or led by the latest fashion trends, all determine the success or failure of a product in the market. The better your design, the clearer the message your business conveys to your target market.

Fundamental soundness of design at an engineering level also helps to solve your manufacturing problems, reduce production costs and time, and simultaneously builds the reputation of your business and its brands. The more reliable and well-built your products are, the more brand loyalty they will generate. When it comes to good design, the right procedures and systems are essential. We can help you to access top-class expertise.

Our multidisciplinary team of experienced and qualified design advisers from the private sector will work closely with you to ensure that design is considered at all stages in your NPD process.

## Are you asking questions like these in your business?

- » How do I improve the look of my products?
- » Where can I find out about the latest materials and how to use them in my products?
- » How do I design my products to save costs in production?
- » What is the best way to develop my branding to include new products?
- » How do I make my packaging more environmentally friendly?

## If you are, then Business Innovation – *Design* can help.

A multidisciplinary team of experienced and qualified design advisers – from the private sector and with substantial industrial experience and skills – provide practical advice and guidance, helping you to maximise design quality and sharpen your competitive edge.

Our support covers:

- Existing product ranges and markets
- Branding for new products
- Design processes and design skills
- Equipment and software
- Materials selection
- Design for packaging
- Design for manufacture
- Legislative led design

# Maximising intellectual property – your most valuable asset

Every business owns some form of intellectual property (IP). It could be the artistic design, the shape, the technology or the branding of your product or process. Too few businesses know how to protect these intellectual assets and exploit the value that they represent.

**Business Innovation – *Intellectual Property*** helps you improve your knowledge of intellectual property and harness its contribution to your business success.

## Our advisers can provide access to a range of IP support including:

- Basic IP information and access to books, leaflets and online training modules from third parties
- Help searching patent and other intellectual property databases
- Answers on basic queries regarding patents, trade marks, copyright, design and licensing
- Help in formulating an intellectual property strategy
- Funding towards patent filing and trade mark applications or towards the costs of formulating licence agreements

In addition, you can access **Business Innovation – *Intellectual Property*** at awareness-raising roadshows and presentations at key events on the business calendar.

# Commercialisation – access to markets

The new approach to innovation support offered by Business Innovation provides an increased focus on ensuring that new products, processes and technologies are successfully brought to market, whether your business is working alone or in joint ventures with other businesses.

Considering a route to market at an early stage enhances your prospects for success. With our support, your business can accelerate the time to market and see an earlier return on your innovation investment.

We work closely alongside our colleagues in the Wales arm of the Enterprise Europe Network, which operates in 40 countries. Enterprise Europe Network Wales gains you access to partners throughout

the network countries for licensing agreements, joint ventures, manufacturing partnerships, research and development and European procurement opportunities.

We also build and maintain relationships with venture capitalists, and with organisations such as the Centre for Defence Enterprise, Boots Centre for Innovation, and brand-name multinationals.

**Business Innovation – Commercialisation is here to help you find a route to market**



**New  
Ideas**



**New  
Products**



**New  
Technologies**

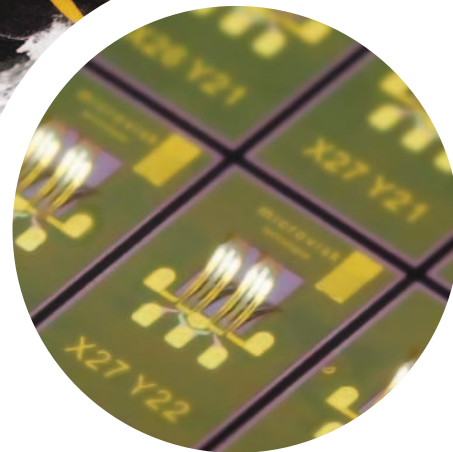
# How to access Business Innovation

Call us now on 03000 6 03000

Or visit us at [business.wales.gov.uk/innovation](http://business.wales.gov.uk/innovation)

The advice we offer is available to businesses in Wales.

Eligibility criteria will apply.



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