

Coventry & Warwickshire Innovation Programme

**Supporting SMEs to develop, test and launch new products, service
and technologies**

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European Union

European Regional
Development Fund



CW Innovation Programme Overview

- Financial and non-financial support
- Helping to address barriers to innovation
- Registered SMEs based in Coventry & Warwickshire
- Aiding the launch of new innovative products, services and technologies
- Length of Programme: 1st January 2019 – 31st June 2023



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Delivery Partners



Programme Offer

Grants up to
£25k (Cap & Rev)

1:1 Support

Workshops &
User Testing



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**MIDLANDS
ENGINE**

COVENTRY & WARWICKSHIRE
INNOVATION
PROGRAMME

What can be funded via Innovation Grants

Eligible **revenue** costs (up to 50%)

- acquiring IP
- market research
- design work
- prototype development
- prototype manufacturing and testing

Eligible **capital** costs up to 30%

- machinery
- equipment and parts



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Grant criteria

- Company must be based in Coventry/Warwickshire
- Be involved in B2B activity
- Max. project value - £50k
- Product/service must be new to company and brand new to the market
- The product being developed must be for the company not a 3rd party.
- Generate new Intellectual Property (IP)



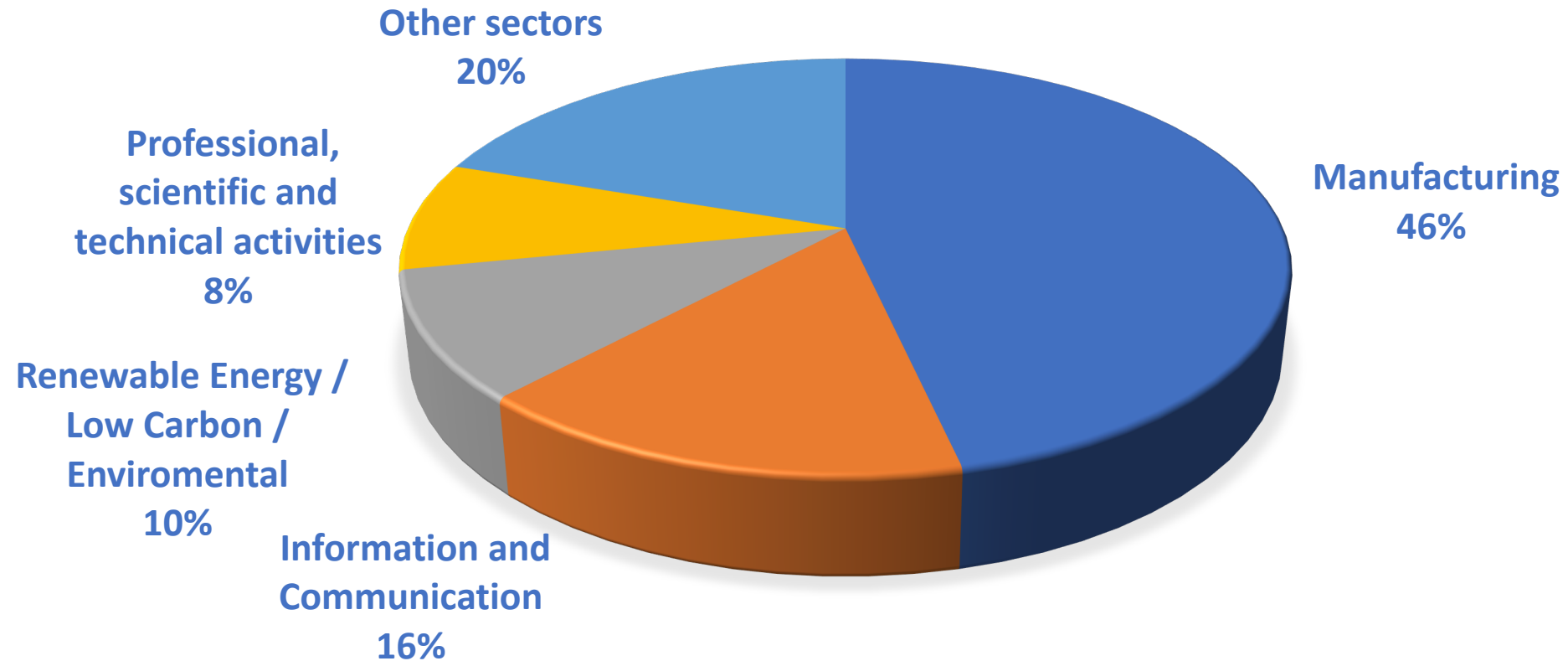
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Sectors supported



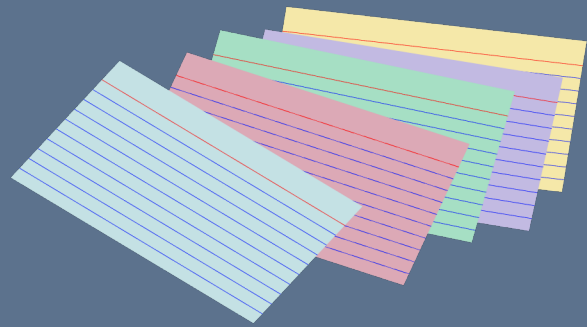
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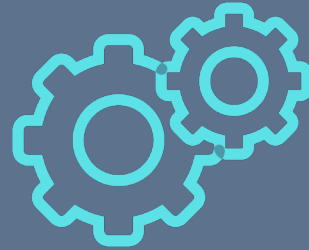


PROGRAMME ACHIEVEMENTS

£1.6M APPROVED GRANTS



72 GRANTS AWARDED



31 JOBS CREATED



GRANT LEFT



£125k CAPITAL



£790k REVENUE

10 NEW PRODUCTS LAUNCHED



Non-financial support

Business Mentoring

- Min 12 hours of 121 tailored business support delivered by experienced Business Advisor in the area of:
 - Business Planning
 - Routes to market
 - Financial Forecasting
 - Investment Readiness
 - Strategic Marketing Plans

Usability Studies/ Product Testing

- Two Senior User Researchers able to assist with:
 - Proof of concept validation
 - Concept Evaluation
 - Market intelligence
 - User Testing
 - Product Testing

Workshops

- Range of workshops delivered by sector specialists.
- Focusing on the introduction of new products/services to market.



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Case study – Ferraru Dynamics

- Coventry based manufacturer
- *£12k Innovation Grant* – develop novel wearable device to measure vibration and help reduce hand injuries
- Outcome - successful launch of a proactive, wearable vibrational dosage meter
- New service - Online Health & Safety Management of Hand Arm Vibration
- Filed product patents for Europe, U.S.A & Canada
- Created 1 new job
- Full case study can be viewed [here](#)



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Success stories

JetNow

- Grant awarded: £10k (Rev)
- Outputs Achieved: 3 new jobs created and 1 new product launched – Fintech payment plan for online travel agency
- Full case study can be viewed [here](#)



Induction Technology Group

- Grant awarded: £11k (Cap & Rev)
- Outputs Achieved: 2 new jobs and 1 new product to the market – World first filter shaped for the motorsport industry
- Full case study can be viewed [here](#)



Contact Details

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