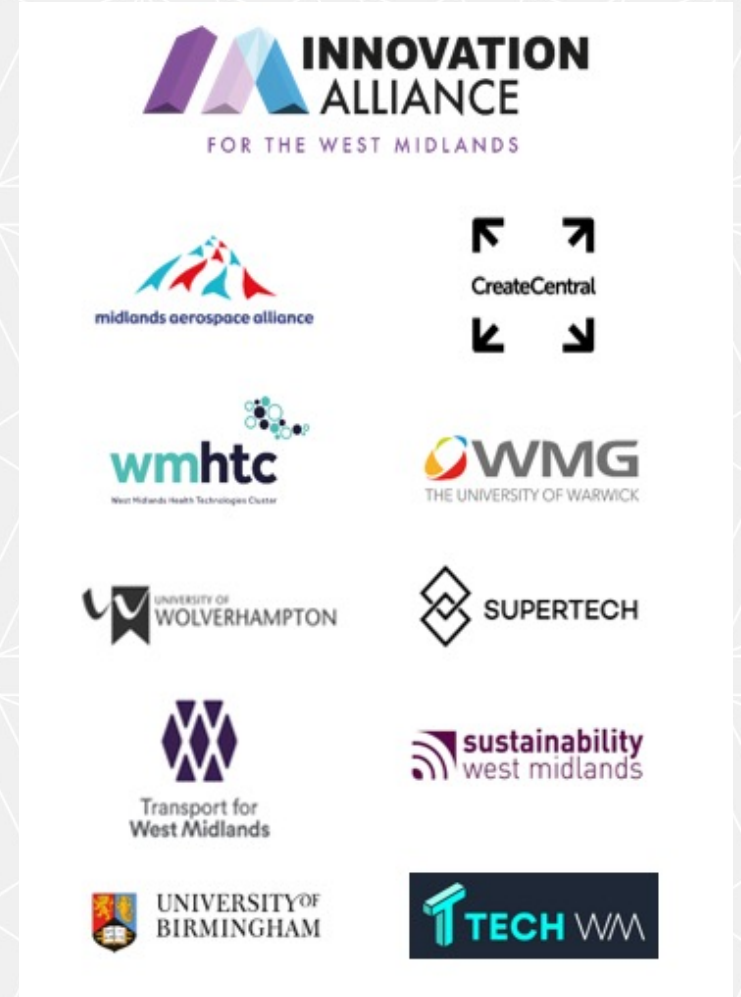


# West Midlands Innovation Programme

Iain Mansell, WMCA

# About the Programme

- The West Midlands Innovation Programme provides free access to a range of demand led, cross-sector innovation support programmes available to support business growth and access to new markets.
- Innovation networks regularly bringing together nearly 1,000 regional businesses and wider stakeholders, as well as access to one-to-one targeted business support through an extensive portfolio of wider innovation support projects across the region.
- The Innovation Alliance acts as the 'engine' for the programme and provides sector specific ecosystem access points through a team of partner innovation experts, as well as flagship Innovation Events including VentureFest





## Partners

UNIVERSITY OF BIRMINGHAM | BCRRE



sustainability west midlands



# Predicted Outputs

**15** new demand-led business support programmes developed and delivered

**250** new collaborations, many of them cross-sector

**650** businesses assisted

**80** new jobs

**100** innovation network events for **6000** attendees

**£20m** private and public sector resource leveraged





# Focus

- piloting and scaling cross-sector and demand-led innovation interventions – we find the market opportunity then support businesses to respond
- engaging with public R&D assets in areas with a credible case for commercial success
- accessing funding to scale successful pilots
- catalysing projects that address net-zero and health inequalities, plus a range of wider multi-sector opportunities
- promoting the region's R&D&I strengths and networks globally to attract talent, partners and investment





## INNOVATION ALLIANCE WORKING GROUPS & EVENTS



**AI & FUTURE TECH FORUM**



**INNOVATIVE HEALTH WORKING GROUP**



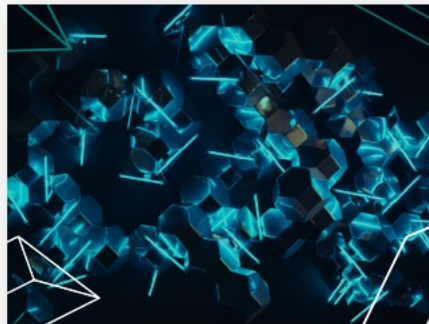
**INNOVATIVE ZERO CARBON WORKING GROUP**



**INNOVATIVE MANUFACTURING WORKING GROUP**



**INNOVATIVE TRANSPORT WORKING GROUP**



**CYBER WORKING GROUP**



**VENTUREFEST WEST MIDLANDS**



**INNOVATION SUPPORT FORUM**

