

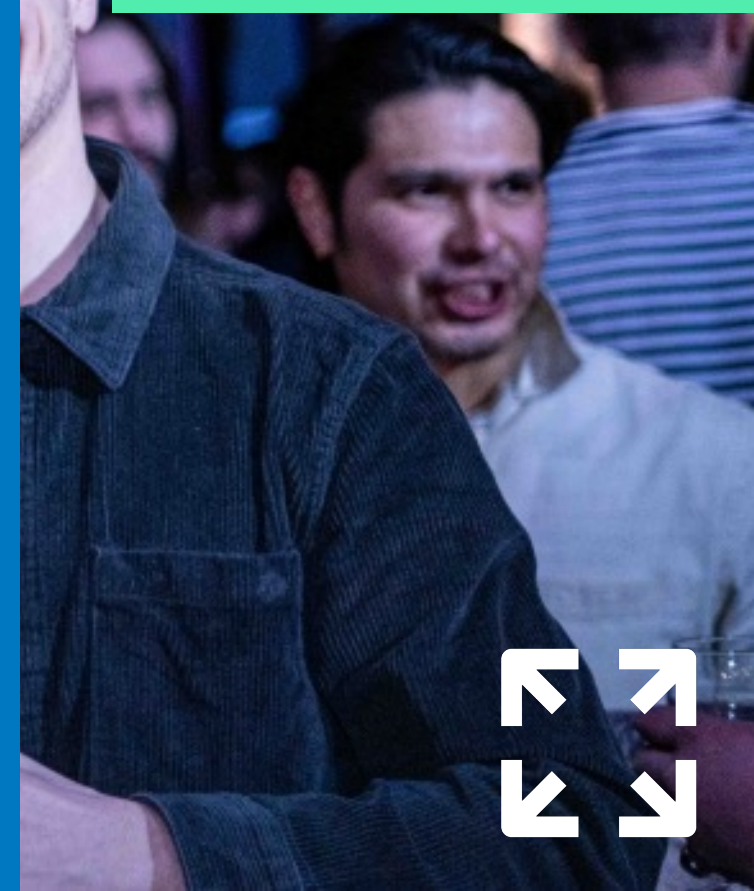
CreateCentral
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Create Growth Programme



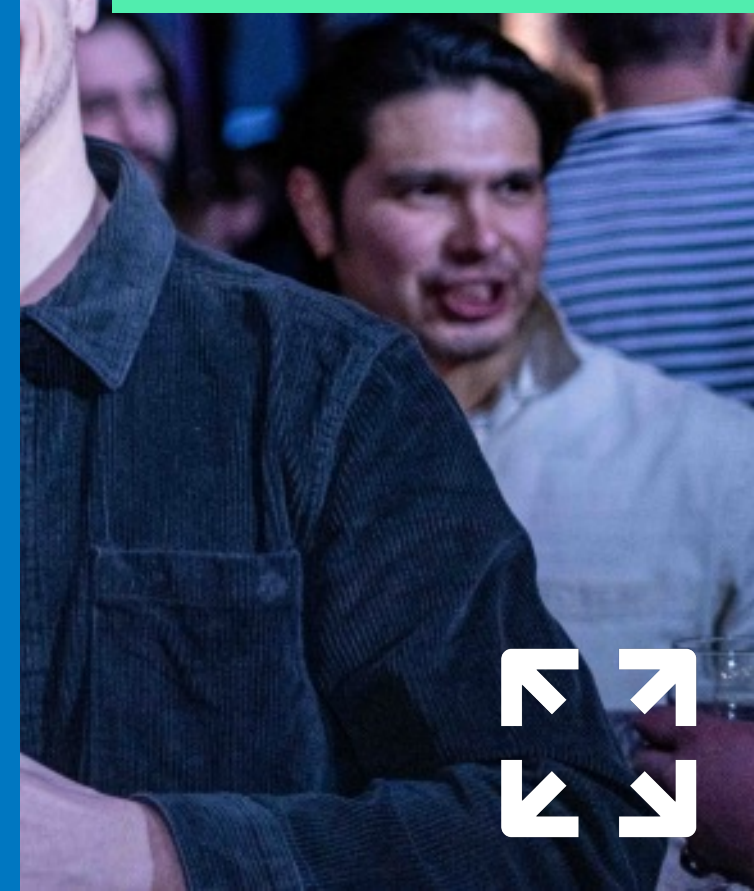
- The West Midlands has a growing ecosystem to support the Creative Sector
- Steam House, Digbeth Loc, ITC Studios, Art Quarter, Wolverhampton Screen School, Warwick esports, Content Hub,
- Creative UK have a £33m equity fund
- Coventry have a new launchpad with Innovate UK
- Create Growth programme – launched yesterday
- New Production fund launches in April 24
- UKRI are looking to launch a call for a Regional Creative Cluster



Create Growth Programme

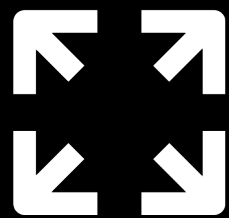
- WM has limited funds to encourage and support R&D across the Creative Sector
- A dedicated support programme for 50 SMEs with high growth potential
- Only 4 cohorts over the project life of 18 months
- Free of charge for SMEs

- The solution
- Business mentoring (one to one and group)
- Investment Readiness workshops
- Direct access to investors
- Lever £33m VC fund and Innovate UK
- Delivery of a range of workshops and showcase events
- Showcase technology through our partner locations



- A targeted business accelerator for the Creative Industries
- Delivered by Creative UK
- Identification and Protection of IP
- Directly support to 50 SMEs
- Focused on raising investment
- Delivery of workshops
- Refer to Co -lab and IP Content fund
- Directly support in the development of Creative Cluster proposal (Over £5 million)





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