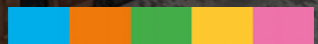




Powered by
BIRMINGHAM CITY
University

STEAMhouse Funded Support for Businesses and Organisations






Powered by
BIRMINGHAM CITY
University

Fully-funded business support

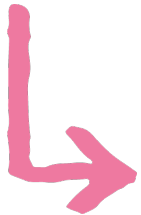


Start your innovation and
growth journey today





There is help out there for
you, so make the first move.
It's not that scary!



**Forward Programme -
for businesses based in
Birmingham & Solihull - Over
200+ Members**





Powered by
BIRMINGHAM CITY
University



BARCLAYS | Eagle Labs



Funded by
UK Government



Fully funded Digital business support



Barclays Eagles Labs Ecosystem
Partnership programme called
Digital Direction. For digital
businesses in the region





Digital Direction



The **Digital Direction** Programme provides 40 businesses access to the Digital Lab & Equipment, Sound Lab*, Immersive 9m screen, Co-working space, Digital Office, Podcasting, co-working & fully-funded Events



Diverse Innovation Accelerator Programme

- ➔ Inclusive Innovation: Fully-Funded Business support for 10 Women-Led and/or culturally diverse businesses
- ➔ Events/Masterclasses
- ➔ Mentors
- ➔ Showcase - 18th March
- ➔ Peer to Peer Learning
- ➔ Evaluation/Next steps

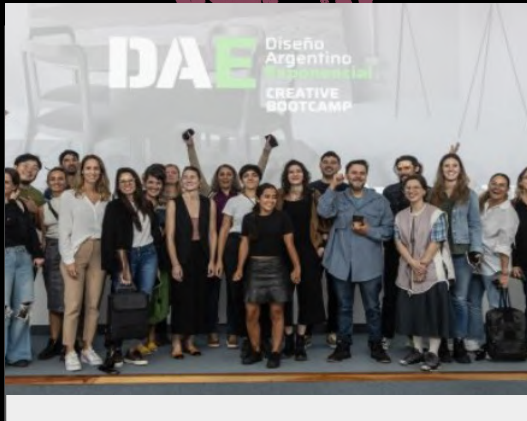


Business Support

Enabling growth from start to scale-up



Powered by
BIRMINGHAM CITY
University



British Council – DAE Bootcamp

A 6-month boot camp for design-led startups in Argentina – from mentoring to master classes supporting over 30 businesses



Launch of NEW Digital Labs

Including showcase partnerships with Barclays, supporting over 40 businesses with digital R&D. And the new Sound Lab in collaboration with Arup and utilised by students.



Funded Business Support Programmes

Secured over £3 in funding for start to scale support programmes., supporting over 250 businesses. Including UKSPF, Diverse female entrepreneurs, Global Growth company, Barclays Eagle Labs



Powered by
BIRMINGHAM CITY
University



The Global Growth Programme 2024

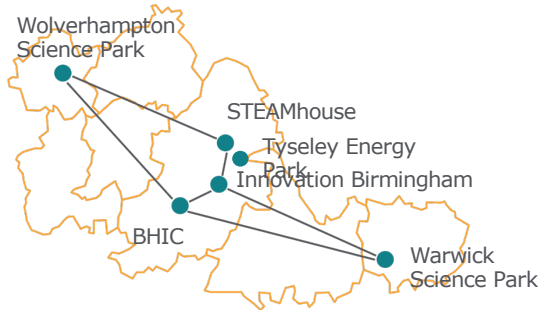


GLOBAL GROWTH PROGRAMME 2024

Consolidating the West Midlands' reputation as an attractive destination for international tech companies

Accessing the whole region

6 Landing Hubs



Designed for the needs of target customers

4 Tech Sectors



Access to the whole WM Ecosystem

3 Layers of Support

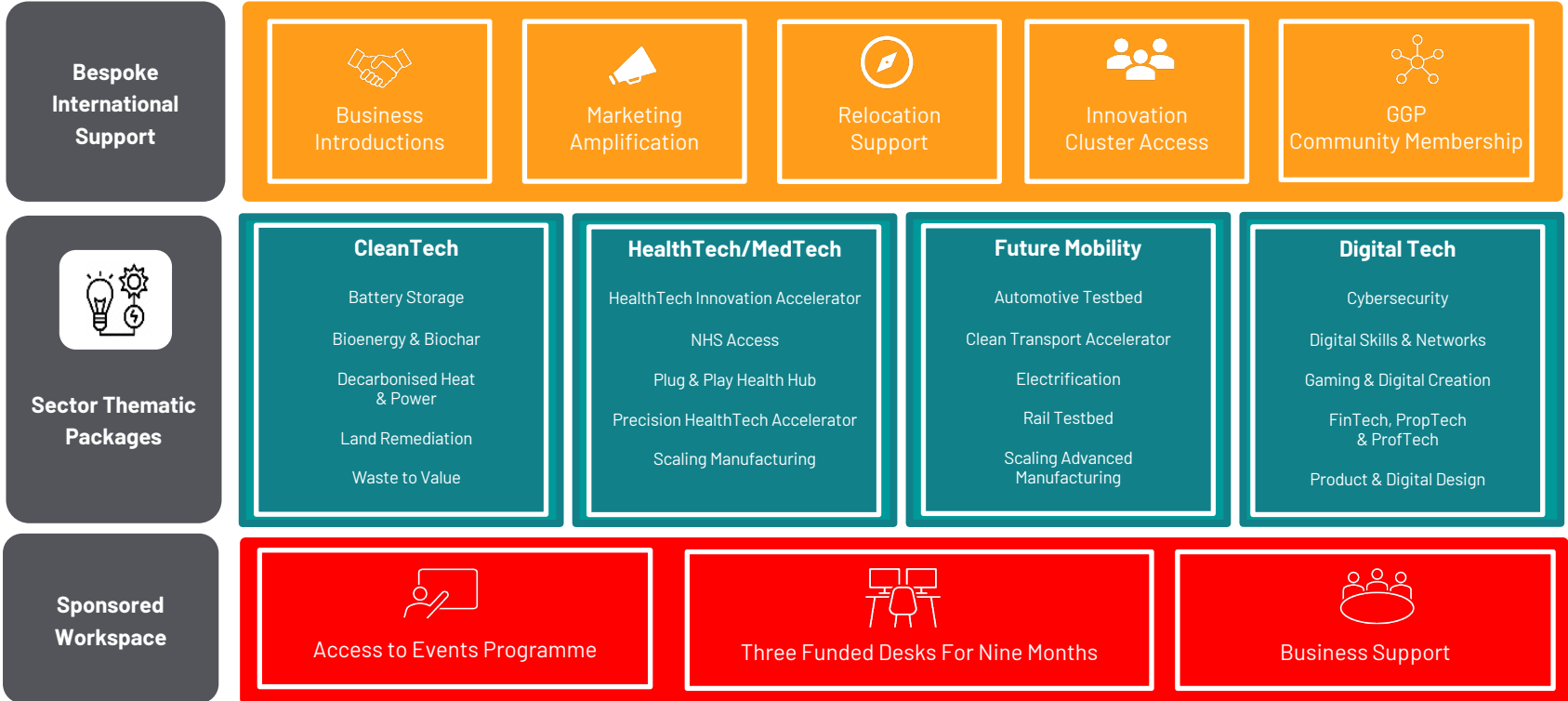


40 new tech businesses landing across the West Midlands in 2024/5

400 high value jobs to be created

THREE LAYERS OF SUPPORT

The Global Growth Programme provides access to 20 industry-specific modules of support and five elements of bespoke assistance designed for international businesses





Powered by
BIRMINGHAM CITY
University

CreaTech Frontiers

The West Midlands, despite its thriving tech sector and world-class cultural institutions, faces a persistently fragmented creative industries landscape dominated by freelancers and microbusinesses. These issues limit the region's ability to innovate and fully leverage its cultural and technological assets for meaningful economic, social, and cultural impact.

Objective:

Establish a dynamic CreaTech cluster that drives innovation and growth by integrating technology-enabled creativity with the region's unique cultural strengths.

Key Components:

- A £1.8m R&D funding programme for SMEs.
- A network of four interconnected labs offering world-class facilities and computing infrastructure for collaborative R&D.
- R&D pilot projects in partnership with major cultural organisations (e.g., Birmingham Opera Company, Royal Shakespeare Company).
- Comprehensive business support including investor readiness, IP protection, and international showcasing.
- Skills and talent initiatives with student internships and Collaborative Doctoral Awards.

Governance & Impact:

- Led by Birmingham City University in partnership with key HEIs and cultural organisations.
- Inclusive programming that embeds Equality, Diversity, and Sustainability, with impact measured by City-REDI.





Powered by
BIRMINGHAM CITY
University

CreaTech Frontiers

Opportunities for Collaboration

Participate in showcases and **R&D collaborations** to boost regional/ global visibility for West Midlands CreaTech cluster, linking regional tech priorities

Collaborate on strategies to attract and **leverage additional public and private investment**

Co-host networking, dissemination, and training events to **connect CreaTech businesses with broader tech ecosystems**

Work together on **policy advocacy and strategic frameworks** that underpin sustainable regional growth.





BIRMINGHAM CITY
University



Powered by
BIRMINGHAM CITY
University

Next steps

