

INNOVATE YOUR BUSINESS

MARKETS DON'T STAND STILL. NEITHER SHOULD YOUR BUSINESS.

At Highlands and Islands Enterprise we understand the importance of continual innovation in sustaining a business and maintaining competitive advantage.

However, we know that implementing new ideas can be a tricky process.

That's why we have created **Innovate your Business**, a support programme to help businesses in the Highlands and Islands develop new ideas into commercially viable opportunities.

WHO'S ELIGIBLE FOR SUPPORT?

We welcome approaches from small and medium sized enterprises with ideas that have the potential to:

- Address an unexploited market opportunity
- Overcome an internal process/efficiency challenge
- Increase turnover and/or profitability of the business
- Attract external investment (if required) to take it to market



TO BOOK AN APPOINTMENT AT ONE OF THE CLINICS, PLEASE CONTACT:

**NAOMI ON 03000 135 041
OR SPEAK TO YOUR LOCAL ADVISOR**

WE CAN WORK WITH YOU, ONE-TO-ONE, TO HELP YOU:

EVALUATE THE POTENTIAL OF YOUR IDEA

Sometimes having the idea is the easy bit. The most successful innovations are rigorously tested against multiple criteria throughout the development process.

CREATE A WORKABLE PROJECT PLAN

To maximise the return on investment it's essential to develop a plan that includes measurable objectives, is time bound and considers the resources and the funding required to deliver it.

ACCESS COLLABORATORS

Through our extensive network we can facilitate introductions to companies, academics, other support organisations, or potential customers, who could be valuable collaborators.

PROVIDE FINANCIAL SUPPORT

We can provide funding of up to £15,000 to small and medium sized enterprises towards projects that will economically benefit the business.

With support from Business Gateway we have organised the following programme of Innovate Your Business Clinics:

SEPTEMBER 13 2017, THURSO

Highlands and Islands Enterprise office, Tollemache House, High St, Thurso, KW14 8AZ

OCTOBER 25 2017, AUCHTERTYRE

Highlands and Islands Enterprise office, Taigh Feàrna, Lochalsh Business Park, Auchtertyre, Kyle IV40 8EG

OCTOBER 26 2017, AVIEMORE

Glenmore Lodge, Aviemore, PH22 1QZ

OCTOBER 30 2017, STORNOWAY

Highlands and Islands Enterprise office, 9 James Street Stornoway, Isle of Lewis, HS1 2QN