Web content for Business Ready

**Home Page**

Business Ready is an innovative business readiness support package primarily for tech-based SMEs with the characteristics and ambition for growth. It assists those with potential and those failing to reach their potential to overcome barriers and grow their business to the next level. It supports tech based businesses and businesses that are innovation led and/or knowledge based and based in Coventry or Warwickshire.

Business owners and senior teams will work with our Growth Advisers and team of specialist mentors to work on one or more strategic areas of their business including:

* strategic and business project planning
* access to finance with assistance in identifying funding routes and developing investment readiness.
* strategic Marketing including market assessment, competitor analysis and viability evaluation, through to planning marketing delivery through a variety of media
* help to connect companies to Universities and other providers to access related specialist knowledge resources and expertise
* supporting companies in identifying the skills needs in their business along with recruitment and retention strategies
* workshops and skills development for business managers in business critical disciplines
* an Incubation Service for early stage/start-up companies

Business Ready is part of the Coventry & Warwickshire Business Support Programme and is part funded by the European Regional Development Fund.

There is no financial investment required to obtain support from the Business Ready programme, but you will need to spend time to work on your business development.

Eligibility criteria apply. See **Contact Page** for eligibility criteria

**How does it work?**

If you meet our basic eligibility criteria, you will be invited to undertake a Discovery and Assessment exercise with one of Growth Advisers. This will look at a number of issues in the business including: trading history, existing business plans, experience of business management, the growth opportunities and the capacity and aptitude for change and growth.

If suitable opportunities for growth are identified, the adviser will work with you to identify the best package of mentoring, workshops or other support to help you to take your business to the next level.

To find out more please send an email to [businessready@uwsp.co.uk](mailto:businessready@uwsp.co.uk) or call 024 7632 3121

Apply online via our contact page.

**About us**

The Business Ready programme is managed by the [business support team at the University of Warwick Science Park](http://www.warwicksciencepark.co.uk/business-support/). The experienced Business Growth Advisers team have been delivering business growth and support services to technology based businesses for over 20 years.

In addition, the team are supported by a range of specialist mentors who have run their own businesses and have expertise and experience supporting, advising, coaching and mentoring other growth businesses. Their expertise includes:

* Strategic Planning
* Business Planning
* Raising Finance – grants, debt and equity
* People, polices and process
* Staff recruitment, selection and retention
* Intellectual Property Management
* New Product Development
* Strategic Marketing, Market research, Marketing planning, Digital marketing
* Sales planning, processes and people development
* Operational systems and processes
* Cyber Security

And many other areas too……

**Picture of Mentors/Team at WIC – names to be included.**

**Access to Finance**

Growing businesses often require access to finance to support their plans for growth – often a package of grant funding, debt and equity investments.

Once plans have been developed, our advisers and mentors can help to ensure clients are Business Ready for an investment by the appropriate financial instrument, whether debt, grant or equity.

UWSP has a unique capability to deliver this wide range of help as a result of 20+ years of supporting [access to finance for SMEs](http://www.warwicksciencepark.co.uk/business-support/#3). This includes operating [Minerva – the only Business Angel](http://www.warwicksciencepark.co.uk/business-support/#3) network in the region.

Eligibility criteria apply. See Contact Page for eligibility criteria

**Access to Markets**

Business growth is often achieved through taking a new product to market or an existing product to new markets. Our growth advisers and specialist mentors support business through a range of market related interventions:

* Market Viability
* Strategic Marketing
* Marketing Planning
* Competitor analysis
* Digital marketing

UWSP has delivered the [TechMark service to innovation-led and technology businesses](http://www.warwicksciencepark.co.uk/business-support/#5) for a number of years. The Business Ready programme gives access to this expertise in addition to that of our mentors with specialist marketing expertise.

Growing businesses generating enquiries will also need to turn interest and enquiries into sales. Our mentors who specialise in sales can help you to embed the relevant sales processes and skills into the business.

Eligibility criteria apply. See Contact Page for eligibility criteria

**Access to Knowledge and Skills**

Business Growth will bring challenges in terms of the skills needs in the business and the level of knowledge and expertise available to support sustainable business growth.

Working with you, our growth advisers will help you to identify the knowledge and skills needs within the business. You will be signposted to a range of expertise including mentors who can support you with recruitment, selection and retention policies and plans within your business.

We can advise on the benefits of recruiting a diverse talent pool, including: apprentices, interns and placement students.

As a Science Park, UWSP is able to connect businesses to the region’s extensive range of powerful assets from its Universities, in addition to facilities such as: the Manufacturing Technology Centre, the Advanced Propulsion Centre, Warwick Manufacturing Group, Health Design and Technology and Serious Games Institutes.

Eligibility criteria apply. See Contact Page for eligibility criteria

**Access to Incubation**

For early-stage companies who are looking to move into their first office, or for existing businesses creating a spin-out company, Business Ready can support through providing physical space combined with dedicated support and mentoring accessible as required..

This support will be co-located with a dedicated incubator at a number of sites around Coventry and Warwickshire.

Eligibility criteria apply. See Contact Page for eligibility criteria

**Case studies**

Dirk to provide

**News**

See first news release about the programme with picture outside WIC

**Events**

A number of events and workshops are being planned and will be promoted locally and via social media. Please visit this site for more details

**Contact Us**

**Contact Us**

Eligibility

Are you ready to grow your business to the next level?

If you can answer **Yes** to all of the following questions then you are eligible to apply to proceed to the Discovery and Assessment (DNA) stage of Business Ready:

* Is your business based in Coventry and Warwickshire?
* Are you an SME not owned by a larger group?
* Do you employ less than 250 full-time staff?
* Is your annual turnover less than € 50 Million?
* Is your balance sheet less than € 43 Million?
* Have you received less than € 200,000 in grant funding over the last 3 years?

Contact details:

As per enquiry form – see below

|  |  |  |
| --- | --- | --- |
| Business Name |  | |
| Business Address |  | |
| Business Postcode |  | |
| Telephone Number |  | Mobile Number |
| Email Address |  | |
| Website |  | |
| Company  Registration Number |  | |
| VAT Number |  | |

**Owners/Directors/Partners/Key Contacts**

|  |  |  |  |
| --- | --- | --- | --- |
| Title | First Name | Family Name | Position |
|  |  |  |  |
|  |  |  |  |
| What is the Legal Status of the Business? [please tick] | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Sole Trader |  | Partnership |  |
| Limited Company |  | Community Interest Company |  |

|  |
| --- |
| Nature of Business |

|  |
| --- |
| What is the Business Sector? [please tick] |

|  |  |  |  |
| --- | --- | --- | --- |
| Advanced Manufacturing and Engineering *(please also state which sub-sector)* |  | Tourism and Leisure |  |
| Aerospace |  | Professional & Financial Services |  |
| Automotive |  | Digital & Creative Industries |  |
| Civil Engineering |  | Medical Technologies |  |
| Construction |  | Low Carbon Vehicles |  |
| Environmental Technologies |  | Intelligent Mobility |  |
| Food and Drink |  | Other *(Please State)* |  |
| Energy |  |

|  |
| --- |
| Date business started trading |

|  |  |  |  |
| --- | --- | --- | --- |
| How many people do you employ?  (FTE) |  | What is your current annual turnover? (£) |  |