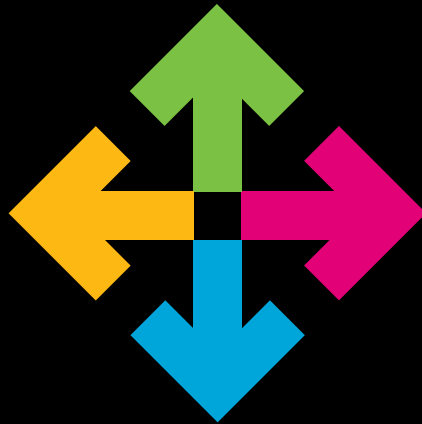


helping businesses grow & prosper in London



KNOWLEDGE  
**CONNECT**



# hello

and welcome



KNOWLEDGE **CONNECT** is a new, dynamic and practical programme that could help your business to grow and prosper by connecting you to the knowledgebase\* in London.

The programme represents a huge opportunity for small to medium sized businesses to access and benefit from the wealth of expertise and experience to be found in the Capital's universities, further education colleges and research and technology organisations.

This booklet contains all you need to know about the programme and how your business can get involved and benefit.

\* The knowledgebase refers to any organisation that deals with the transfer of knowledge. Primarily it relates to universities, further education providers, research & technology organisations, NHS and private sector specialists.





# funded

support for your business



KNOWLEDGE CONNECT is a London Development Agency and European Regional Development Fund supported programme that aims to deliver measurable business improvement to almost 3000 businesses across London through targeted support provided by the Capital's knowledgebase.

Collaboration vouchers are available for qualifying businesses to help fund their work with the knowledgebase in two ways:

**£3,000 Mini Voucher** – typically to support testing of proof of concept, strategic or technical development, or market investigation.

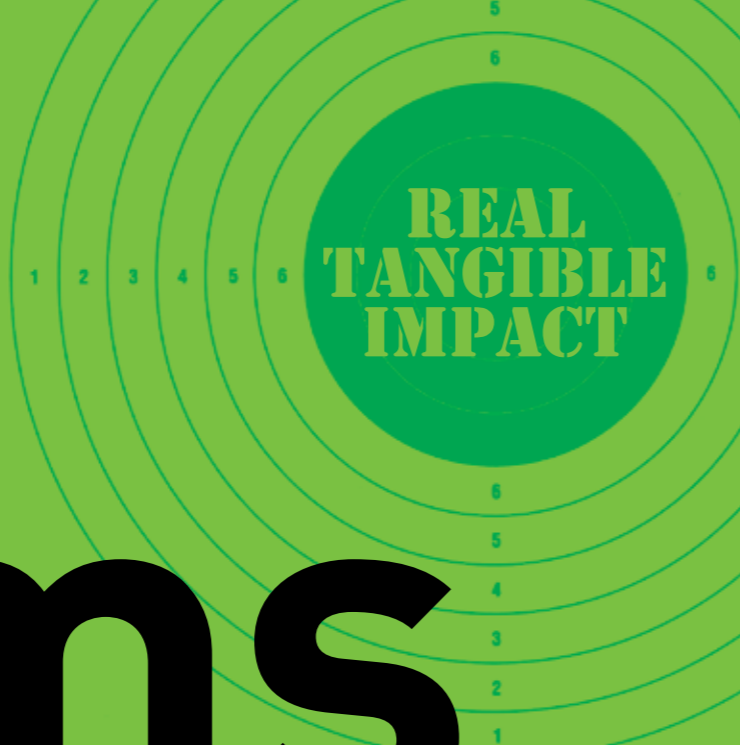
**£10,000 Maxi Voucher** – supporting more in-depth work, such as research and development of new products, services or markets, prototyping, or software development, testing and validation.

*(this sum needs to be matched by the beneficiary business)*



# aims

of the programme



KNOWLEDGE **CONNECT** has one simple yet fundamental aim...to help your business to grow and prosper through the development of market-focused new products and services.

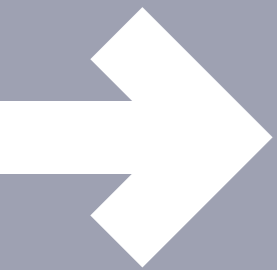
**create** – we want to get as many great ideas off the drawing board and into the hands of customers as we possibly can.

**innovate** – we're passionate about London, we're passionate about business and we're driven to get the innovative juices of the Capital's businesses flowing.

**collaborate** – simplicity has been our watchword as we've developed this new programme, which is why you'll find that doors are open, barriers are down and the path is clear to exciting new collaborations with the knowledgebase.

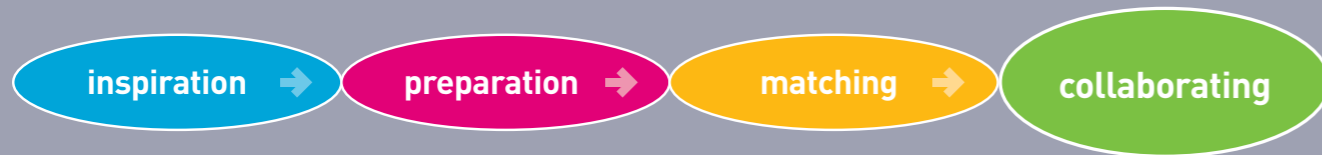
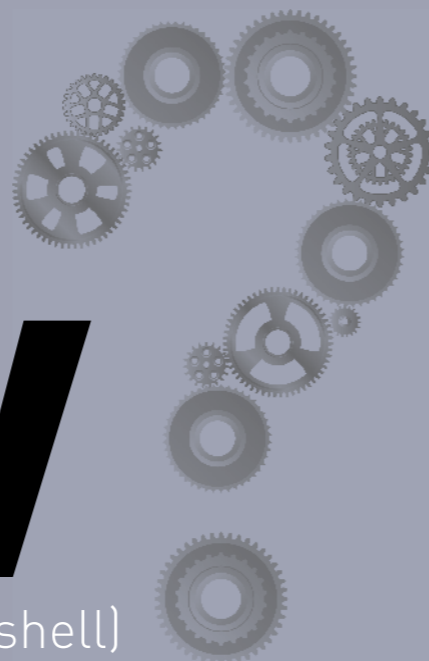
**The possibilities are endless, here are some examples...**

- **Food:** Extending shelf life, seeking cost efficiencies to supply major multiples, rebranding
- **Engineering:** Developing and testing prototypes, finding environmental solutions, improving machine and manufacturing efficiencies
- **Consumer Products:** Exploring customer shopping psychology, developing merchandising solutions, improving logistics
- **Sport and Health:** Olympic challenges, proving health benefits, developing equipment
- **Multimedia:** Software, systems and web design and development, distribution systems
- **Leisure and Tourism:** Branding, marketing and product development
- **Creative Industries (Art, Design and Fashion):** Using new materials, developing new designs and applications, mass production, finding export opportunities
- **Business Services:** Product development, marketing, strategic planning



# how

the programme works (in a nutshell)



KNOWLEDGE CONNECT Business Mediators



The **KNOWLEDGE CONNECT** programme is simple, practical and aimed at delivering bottom-line impact into your business quickly and effectively.

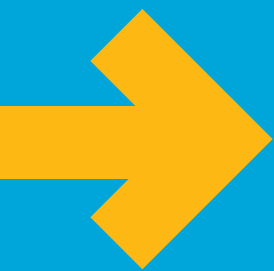
The programme works in four steps:

**inspiration** : thought-provoking and stimulating events to get you thinking about and exploring new opportunities for your business.

**preparation** : one-to-one support with an experienced **KNOWLEDGE CONNECT** Mediator to help you challenge, develop and refine ideas into a project proposal.

**matching** : helping you to find the most relevant and effective support available from across the knowledgebase.

**collaborating** : working with the knowledgebase to develop and deliver your project goals.



# what

are the benefits for you?



KNOWLEDGE **CONNECT** is a major opportunity for you to develop new products, services and processes whilst drawing on the world-class facilities and expertise of London's knowledgebase.

There are many benefits for participating businesses...

- ✓ we'll get you thinking about new possibilities through stimulating and thought-provoking events and website
- ✓ we'll help test the robustness of your ideas so you don't waste time in the wrong areas
- ✓ we'll match you up with the best knowledgebase organisation so you can get started on your project more quickly and effectively
- ✓ we'll provide funding to help with the financial burden of taking new ideas to market
- ✓ we'll provide constant support through one of our experienced mediators who will smooth the path ahead and help keep things moving
- ✓ we'll also help you network opening up even more opportunities for collaboration

To get involved in the programme please contact the KNOWLEDGE CONNECT team (details on back cover) who will be delighted to help you.



# who

is the programme for?



**KNOWLEDGE CONNECT** is primarily available to London based businesses with between 4 and 50 employees that have not previously benefited from knowledgebase support.\*

The programme is designed to be as far-reaching as possible, with particular emphasis being placed on supporting businesses operated by disadvantaged, disabled or minority ethnic groups.

Most sectors qualify as long as the business can demonstrate an innovative approach to new opportunities or challenges. In brief, the qualifying criteria is as follows:

- ✓ trading business employing between 4 and 50 people in London\*
- ✓ enterprises that have not collaborated with the knowledgebase before
- ✓ looking to develop new products, services, processes or markets
- ✓ have already or can develop a commercially viable proposition that would benefit significantly from the knowledgebase expertise
- ✓ commitment to invest time and resources to see the collaboration through to a successful conclusion

\* In certain circumstances the programme can accommodate larger businesses with up to 249 employees. Call us to see if your business qualifies.



### Catalyst Developments

The advanced concurrent engineering and computer simulation process, developed by the design business in conjunction with their academic partners, enabled a 9 month reduction in time-to-market for a new car safety product. As a result a global license deal with a market leading product supplier was secured.



# success stories



Here are some real collaborations between SME's and the London knowledgebase. Will we be featuring your project next year?



### Crown Biotechnology

Having spent considerable time and effort developing novel soil contamination test equipment, the business was faced with the need to re-engineer its product in light of market feedback. By working with a product design expert, the company was able to rapidly iterate its instrument design improving usability, packaging, consumables and aesthetics. The result of the design project was the securing of new sales worth circa £1m in the UK and US, with significant sales pipeline in development.



### Fresh! Naturally Organic

A food sector SME that has developed a range of high end, organic cold foods and grown from a market stall to a supplier to Tesco, Boots and other major retailers. They collaborated with food systems experts to improve in-house production capability to cope with ever increasing sales demand and to undertake a feasibility study to implement in-house bread production. As a result of the project the company expanded its operations creating over twenty new jobs.



### Willson & Bell

A new architecture practice had developed the concept for a modular, rapid assembly building system. By working with both architecture and manufacturing specialists, the concept was taken from drawing board to reality. As a result the practice has obtained a number of direct commissions using the system, has formed two new spin-out businesses in the manufacturing and construction sectors and has appeared in the national media including the recent 'Grand Designs Live' show on Channel4.

## → getting in touch

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For more information contact  
the **KNOWLEDGE CONNECT**  
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to help you.

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## → about the deliverers

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### ANGLE

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