

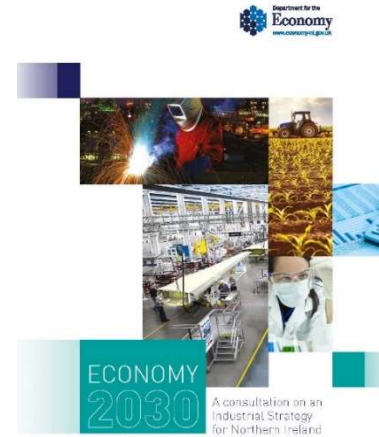
Supporting SMEs To Innovate

Dr Vicky Kell
Director of Innovation, Research & Development



Importance of Innovation

- Companies who are innovating are twice as likely to be growing (ITI Business Monitor)
- Companies who invest in innovation demonstrate greater job growth, employed better qualified people and are more likely to export (NESTA)
- Companies who collaborate on innovation are more productive than those that do not (OECD)
- Investments in innovation are responsible for 2/3rds of UK productivity growth (NESTA)



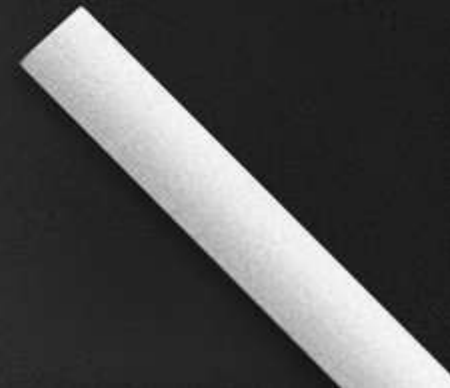
**DRAFT PROGRAMME
FOR GOVERNMENT
FRAMEWORK
2016-21**



design business
ideas operations motivation original
communication operations management success finance
vision

INNOVATION

original goals teamwork ideas strategy new
strategy invention focus innovate communication business
finance method creative company operations
development design



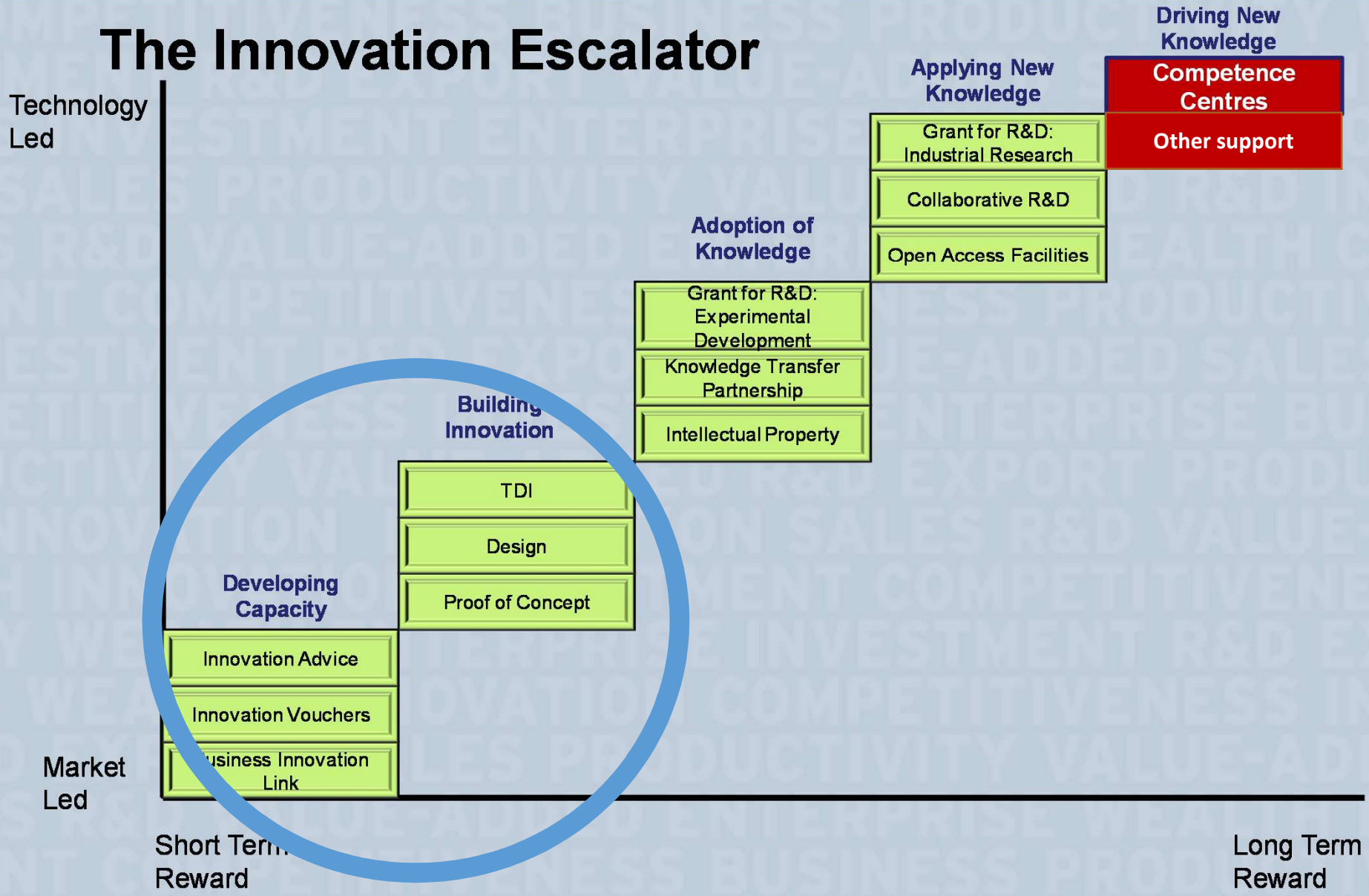
The process that transforms your ideas
into commercial value.

It requires the execution of your ideas which
address specific challenges and achieve
significant value creation for both your business
and your customers.

So - What is R&D?

- Research and Development plays a critical role in the innovation process.
- An investment in technology and future capabilities which is transformed into new products, processes, and services.

The Innovation Escalator



Innovation Vouchers



Access expertise
to develop
your business.

£5K
Innovation Voucher

- A voucher is worth up to £5000 and is used by SMEs to allow them to work with a Knowledge Provider
- Businesses may have a maximum of 3 vouchers for different projects, but only one voucher at a time
- 4 open calls for applications per year

Design
for Business

Design Advice



- > Analyse your business
- > Understand design needs
- > Discover possibilities
- > Find direction
- > Plan your next steps



Through **DesignAdvice**, companies have the opportunity to receive expert advice and gain knowledge on specific design issues.

The advice will benefit companies by enabling them to move forward through facilitating development of their products and services.

Up to a half day DesignAdvice is available from a design expert on a face to face basis which will involve advising, mentoring and signposting to further assistance regarding their specific design needs.

Design
for Business

Design Active



- > Understand design
- > Explore new ideas
- > Gain insights
- > Develop a brief
- > Generate concepts



DesignActive helps companies explore potential for new business ideas. It provides space for key decision makers to understand where and how design can deliver tangible benefits to their business.

Workshops inspire participants to think of new ways to improve customer experiences, develop new products and audit their communications while design experts provide one-to-one mentoring. Working towards a coherent design brief, participants are then allocated an experienced design consultant to work on their specific project for 7 non-consecutive days.

How it Works

Provides 7 days design consultancy support based around your design need. In addition, support includes interactive sessions, a mid-term review, 2.5 days of one-to-one mentoring from design experts and a final exhibition of work with a six-month evaluation review.

Cost **£1,250**



TAU & TDI Support

Two main types

- Technical advice and guidance
- Financial assistance
 - Technical Development Incentive (TDI)
 - IP; Mach dir, LVD, EMC, RED workshops

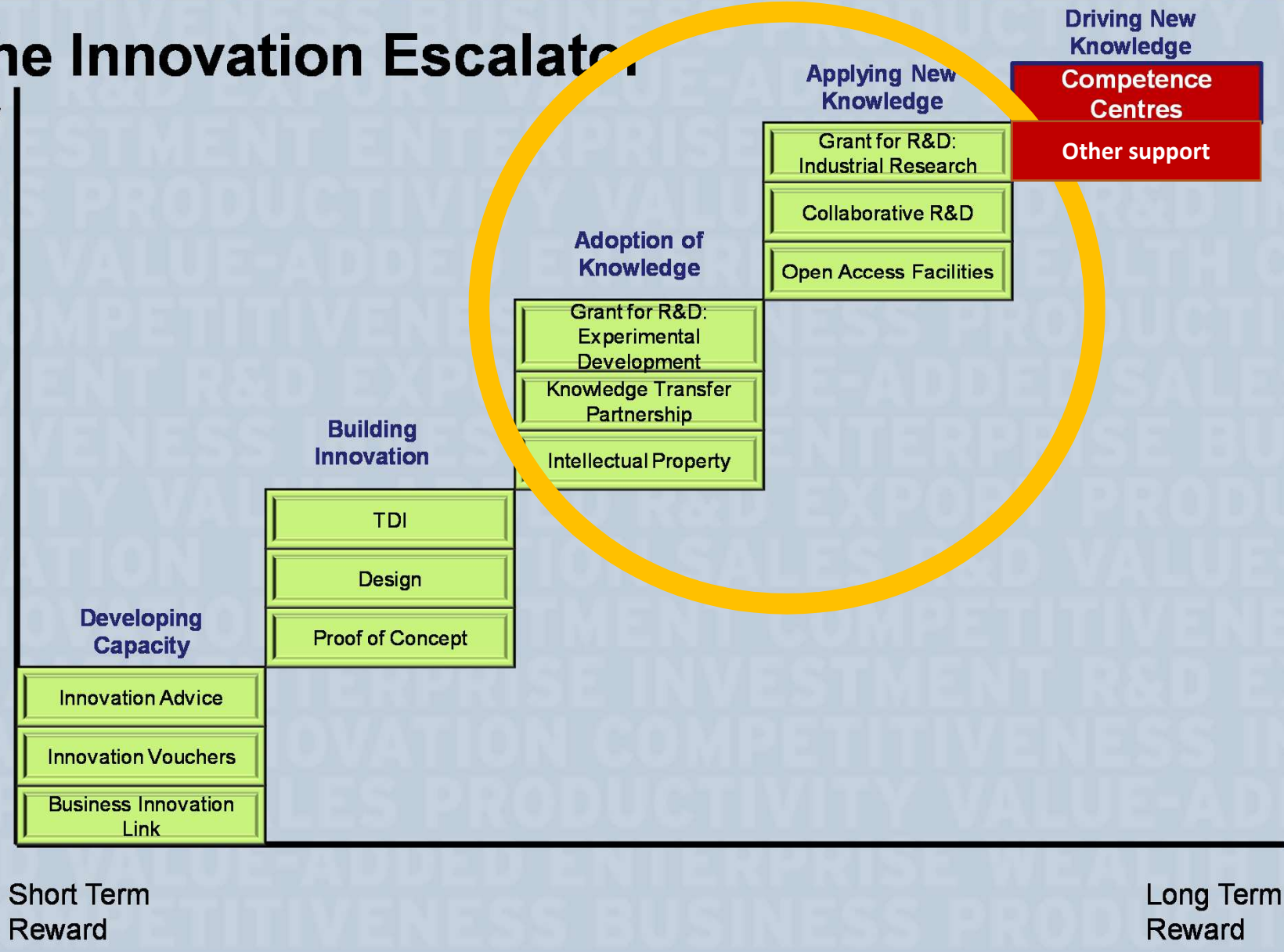
TDI support

- Investigating new technologies or processes
- Product & process problem resolution
- Product approvals eg. VCA; TuV; UL; CE Marking
- Product/process improvement
- Management systems eg. ISO9001; ISO27001; BRC;
- Intellectual Property eg. Patents; Trademarks; licensing agreements

The Innovation Escalator

Technology Led

Market Led



Grant for R&D overview

- Funding for Invest NI clients and potential clients
- Support for technically risky projects
- Ideas must be exploitable
- Support for future work - not retrospective
- Needs match funding
- Support is discretionary - subject to Invest NI decision

Innovation Advisors

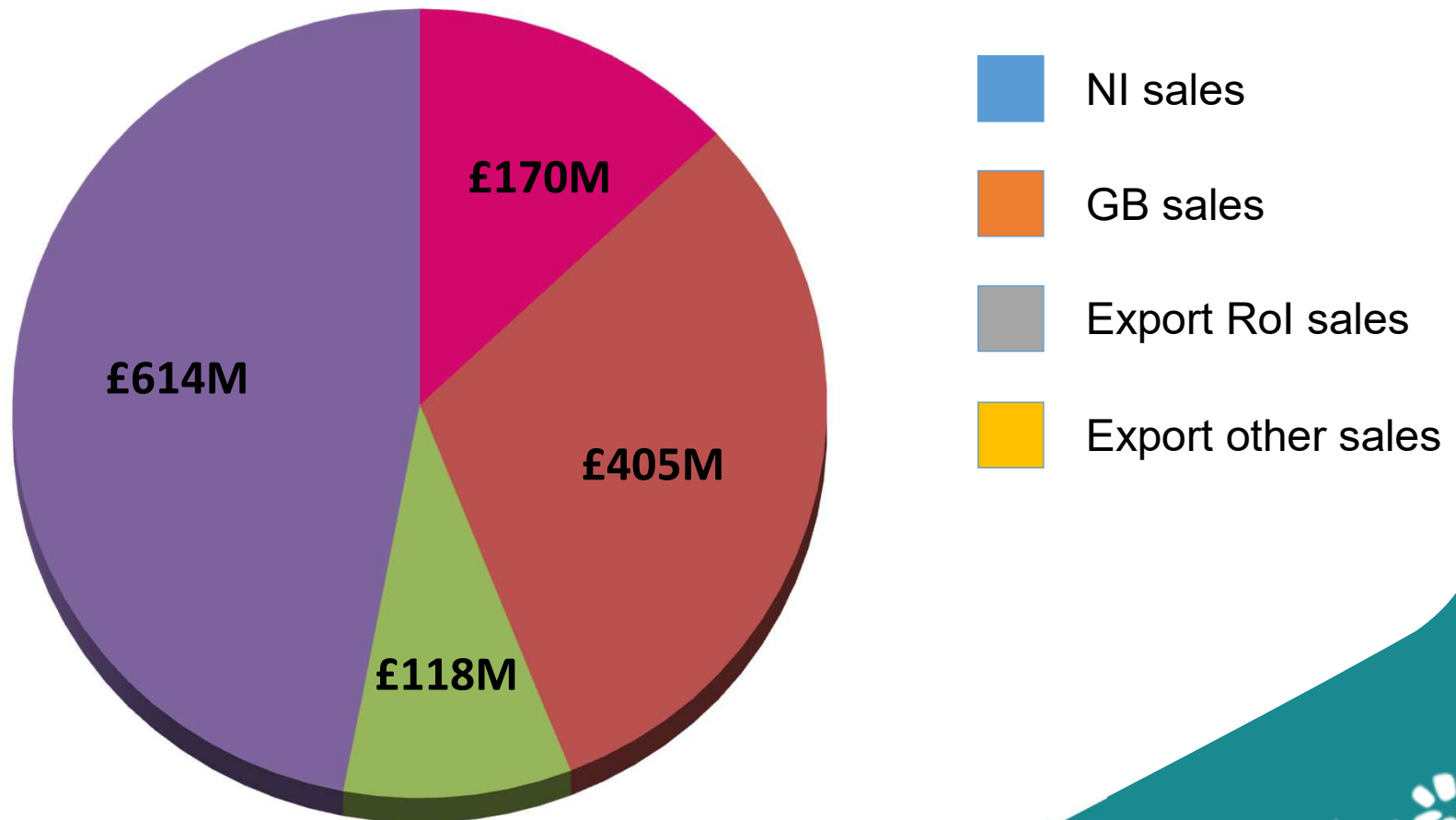
- **3 advisors for Grant for R&D;**
 - Ciaran Mc Cartan
(Health, Life Sciences & Food)
 - Richard Pelan
(Engineering/ICT)
 - Robin Humphreys
(ICT/General enquiries)

Grant for R&D support



- Project Definition
- Streamlined R&D Application (SME's only)
- Main Grant for R&D
- Support rates based on company size and level of innovation
- Project theme created by the customer not by Invest NI

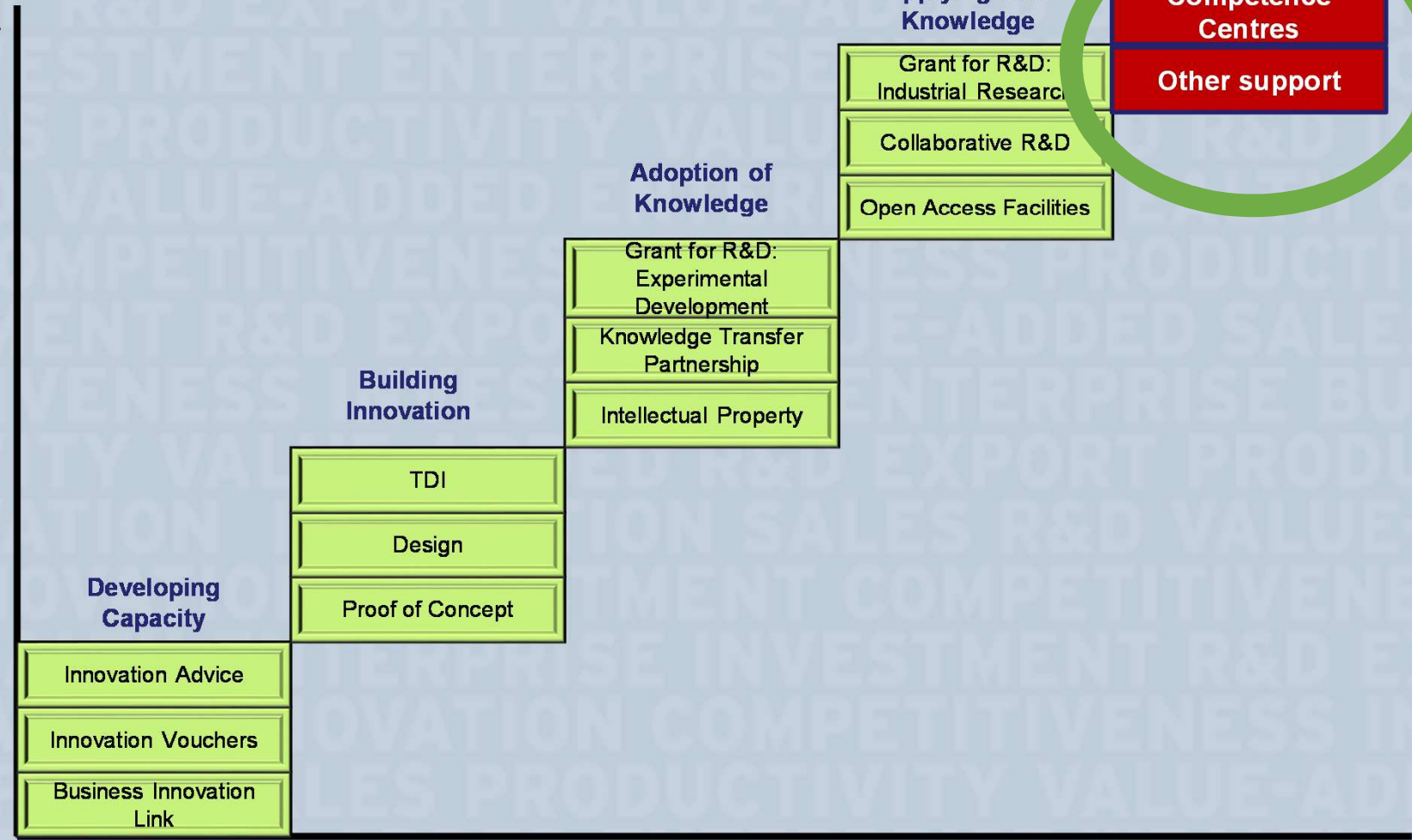
Sales Outcomes (450 R&D projects)



The Innovation Escalator

Technology
Led

Market
Led



Short Term
Reward

Long Term
Reward

Closed
Innovation

Market failure

Open
Innovation



Competence Centres

- Collaborative, strategic research, led by industry and resourced by qualified researchers
- Higher-risk, longer-term research with funding typically 5 years
- Stimulate CRD and contribute to the “market focussed technology innovation communities”
 - CASE, Connected Health, NIACE and Agri-Food
- Link to Innovate UK and Horizon 2020

Why participate in National/EU projects

- **Increase R&D and innovation capability**
- **Get access to wider and international networks**
- **Get access to new markets** and customers
- Increase reputation and visibility on an National/EU level
- **Attractive funding rates (up to 100%)**

Innovate UK

- Direct UK Government Funding
- Usually Collaborative
- Mix of theme driven and open call opportunities
- Knowledge Transfer Networks
- Generous support rates
- Competitive



Horizon 2020

Biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over seven years (2014-2020).

Horizon 2020 is the financial instrument implementing the [Innovation Union](#), a [Europe 2020](#) flagship initiative aimed at securing Europe's global competitiveness

R&D Tax Credits



- Government Incentives to encourage R&D in UK
- HMRC pays tax credits at high multiplication of eligible R&D spend and also gives reduced corporation tax on sales of patented products
- Speak to your accountant for specialist advice

Neurovalens

Winner of Radox HealthCare Awards 2018

Winner of NI leg of “Startup World Cup 2018”
(going to San Francisco in May)



Thank You