



# Innovation Pathway Group

Aspire • Reach • Succeed

[www.innovationpathwaygroup.co.uk](http://www.innovationpathwaygroup.co.uk)

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## OUR AMBITION

**Our ambition is to ensure business has easy access to bespoke, specialist support at the point of demand.**

Supported by an established network of business associates, IPG brings 'Form and Structure' to informal networks.

By becoming a single point of contact for business advice and support, IPG reaches out across the UK and Europe and into the heart of innovation, research and development, business support & funding opportunities.



## BRIDGING THE GAP

**Innovation Pathway Group bridges the gap between business and the key drivers of success and growth. IPG provides business leaders with the tools and networks to exploit competitor intelligence and devise novel solutions, allowing companies to 'look before they leap.'**

### **Business and Higher Education**

Our academic networks allow us to quickly match individual business needs with specialist academic expertise across the UK and Europe.

### **Business and funding opportunities**

Our understanding and relationships with the British Business Bank, traditional lenders and private investors, combined with our successful grant writing expertise, allows us to support business growth and development through the broadest range of funding opportunities.

### **Business and international collaboration**

Our international networks of specialist businesses and researchers provides a global pipeline of potential customers and collaborators.

### **UK and non-UK commercial opportunities**

Our active business networks in Europe and around the world bring established businesses together to identify new markets and develop new sector opportunities.



## BUSINESS SUPPORT & EXPERTISE

**At it's heart, the Innovation Pathway Group provides 'on-demand,' bespoke business support and growth programmes, specific to the needs of individual businesses. The team of experienced, inter-disciplinary business leaders and specialist associates are able to re-energise existing products and systems, and identify innovative solutions to the complex problems of today's challenging business environment.**

Businesses of all sizes benefit from our collaboration and partner brokerage services, bringing together specialist companies for mutual benefit, linking key elements of product development and manufacturing with supply chain services and marketing and PR.

Part or fully funded IPG project management support is available.



## COLLABORATION & COMMERCIALISATION

**Collaborative projects between companies speed up research and development, whilst the optimising of manufacturing and logistics chains are at the heart of the Innovation Pathway Group.**

These collaborative projects not only improve efficiencies for the collaborators but also generate new networks and often new market sectors. Collaborators are carefully partnered and our experts focus and steer high quality research for the maximum impact from every project.

**The Innovation Pathway Group works with companies to bring their product and service concepts into commercial reality through a combination of expert business support and funding by grants and external investment.**

Our business strategists ensure businesses are set to grow on a sustainable footing and establish product and service development pipelines for vision and longevity.

One example project was developed rapidly from a 'restaurant serviette' sketch into a grant funded university research project with the potential for global significance.



## GRANT FUNDING & INVESTMENT FINANCE

**Our relationships with the British Business Bank, traditional lenders and access to investors combined with Government investment schemes allow our clients to access investment finance when needed.**

Our understanding of national and international funding bodies allows us to identify and apply for numerous grant funding opportunities across a broad range of sectors and providers. Our successful grant writing expertise and network of known and trusted specialist Associates brings depth of expertise and credibility to applications.

**Grant opportunity examples include:**

- Business start-up grants
- Manufacturing grants
- Rural development grants
- Export support grants
- Innovation & research and development grants
- Seed Enterprise Investment Scheme / Enterprise Investment Scheme
- Heritage Lottery Fund



## RESEARCH, DEVELOPMENT & HIGHER EDUCATION

Our ability to quickly access and work with some of the UK's leading universities and the international academic community provides businesses with the latest research and class-leading collaboration opportunities. IPG can help identify the most appropriate university, open those doors and focus and steer high quality research and collaboration opportunities to maximise the benefit to your business.

### Knowledge Transfer

We work with companies and universities to secure funding and establish research and development projects, generating new income streams and forging ongoing relationships between researchers and business.

### Executive projects

Our partnership with regional universities offers funding for rapid and responsive 3-month research programmes for enterprise, innovation and business development.

### R&D Tax Credits

Our clients benefit from our Research and Development tax credit experience in structuring and timing claims to generate maximum value.





## EVENT SPONSORSHIP, GUEST SPEAKERS & DIGITAL PROFILES

**Associates of IPG are invited to provide business critical or informational guest speaker slots as the IPG event programme evolves.**

If you have a suitable venue, Associates are welcome to host IPG networking events or sponsor events in other venues. As the IPG network expands across the Midlands and UK, Associates will have the opportunity to promote their expertise and work with IPG to build a powerful network of Associates, Affiliates and clients.

Our experts are able to create digital profiles which have enormous reach, and showcase the very best businesses have to offer to their customers using our knowledge and many years of experience in online and social media marketing.



## ASSOCIATES, AFFILIATES & CLIENTS

### Associates

Our network of known and trusted Associates helps us to deliver specialist knowledge and expertise to IPG clients in areas of particular expertise. Our Associates can build a pipeline of project referrals and grow their networks through IPG's online presence. For a monthly fee of only £50, Associates receive guest speaker, hosting and sponsorship opportunities in addition to reduced project referral fees of 7.5%.

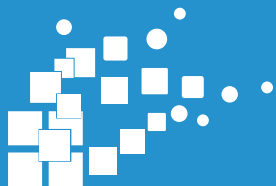
### Affiliates

Our Affiliates receive a pipeline of project referrals from IPG and also work with them to provide sustainable growth and innovative solutions to business and research problems faced by their clients. Affiliates attract a referral fee of 12.5%.

### Clients

Our clients receive a bespoke business support service delivered through a lead contact or project manager. After an initial engagement fee of £250, the IPG will conduct an initial assessment and provide an outline of how best we can engage with your company's requirements.





# Innovation Pathway Group

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## Principles

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Keep in touch

