

INNOWATER Business Support Programme

The INNOWATER Programme is an EU funded project tailored specifically to provide specialist business support to innovative small to medium-sized enterprises (SMEs) seeking to commercialise their products and services within the water sector. The Programme is currently seeking companies interested in taking part in a Pilot Programme within the UK and The Netherlands to validate the services provided ahead of full scale roll out. For an introduction to the project, please see the following link:

http://www.thewaterchannel.tv/index.php?option=com_hwdvideoshare&task=viewvideo&Itemid=53&video_id=1398

What is the Programme?

INNOWATER provides participants with access to a unique combination of specialist consultancy support, market intelligence and international networks to assist SMEs in realising the commercial potential of their products and services. The project has been developed in recognition of the significant challenges facing SMEs in penetrating traditional supply chains and seeks to embed an understanding of the needs and behaviours of the end market users within an attractive business proposition.

Participation will provide you with specialist consultancy support for the development of a robust value proposition and business model focused on your key target markets, and formulation of a bespoke Action Plan identifying the critical next steps for implementation.

Subsequent opportunities available to participating companies from the broader INNOWATER project potentially include access to:

- Follow on support in the development of a tailored sales proposition;
- Five European Roadshows focused on specific target markets;
- Bespoke International Market Information Days feeding back specific intelligence from a number of bespoke trips targeting key growth export markets;
- Specialist follow on consultancy support in internationalisation;
- Extensive international networks of the INNOWATER project Partners (primarily based in UK, Spain, Belgium, The Netherlands, Denmark and Cyprus).

Who is the Target Audience?

The programme is aimed at SMEs who are involved in the water sector supply chain and who are in the early stages of commercialising a new technology, product or service (from the end of 'proof of concept' through to early market introduction). Preference will be placed on SMEs with limited market experience, or those experiencing specific problems with the market transition of their technology.

Participating SMEs must be prepared to free up internal resources to contribute to the process (approx 5 – 10 days over a 2 month period), be willing to be used as Case Studies (anonymous if required) and to provide feedback on their experience to support the future development and improvement of the Programme.

What's in it for the SME?

Companies will receive one to one support from a specialist business consultant who will work with them to exploit the full potential of their new technology, product or service and who will tailor their support to your particular circumstances.

At the end of the process the company will be left with a clear business model, supported by a robust evidence base, and an Action Plan listing priority next steps. These may then be used by the SME directly as inputs to additional business planning and investor readiness documentation, and to inform discussions and negotiations with target end users.

As result of this support the company will also have improved knowledge of, and access to, a variety of sector-specific resources and contacts that should be of long term benefit to your business.

**This support is £FREE* to access to qualifying
companies in the UK**

Limited numbers are available

For further details & to apply, please contact:

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