

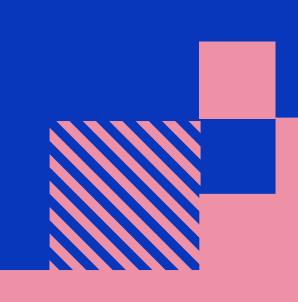


How Health and Life Sciences businesses can access up to 35% towards the cost of commercial support

2 September 2021











Hannah Randles

Health & Life Sciences Champion Growth Platform









Lisa Ashby-Dowling

Commercial Broker
Growth Platform







New Markets 2 ERDF

The New Markets 2 ERDF programme offers a portfolio of business support services to Liverpool City Region SMEs, who have an ambition to grow their business. These support services are provided by a range of delivery partners. Each delivery partner offers a specific support service to help with your business growth needs.

A business may have only one project supported under the Programme, so may only work with one delivery partner.

Delivery Partners

- Agent Marketing marketing support
- <u>Downtown in Business</u> networking development to increase sales
- High Performance HR support
- Growth Platform 35% grant to the cost of commercial advice
- <u>Liverpool & Sefton Chamber of Commerce</u> grant funding for businesses planning overseas business trips to trade shows
- <u>St Helen's Chamber</u> 35% grant of the cost of specialist services (St Helen's businesses only)
- <u>University of Liverpool Growth Catalyst</u> leadership programme







New Markets 2 ERDF Growth Platform

Where a business is looking for funding support towards a bespoke project and wants to choose their own supplier, the Growth Platform offer tends to be the most appropriate.

Eligible businesses can receive a 35% contribution to the cost of commercial advice.



Support Available

- Financial Advice Investment readiness, Business Planning, Corporate Finance.
- Applied R&D
- Legal Advice Employment, Contracts, IP.
- Product/Service Development & Diversification
- Sales & Marketing
- Developing Quality Management Systems
- Supply Chain Development
- Interim Sales and Finance Management
- Export Development







New Markets 2 ERDF Growth Platform

New Markets 2 ERDF: Growth Platform for Health & Life Sciences – Project examples

- Marketing & PR Campaign for a new product
- ISO 13485
- Video production
- CRM development



- Based within Liverpool City Region
- Already trading (cannot be used for start up / set up costs)
- Cannot have committed to begin working with a supplier (as procurement must be evidenced)
- Cannot have already received New Markets 2 ERDF support

Project eligibility includes:

- cannot have begun the work
- will cost between £3K and £7K
- will complete by 30th November 2021









New Markets 2 ERDF: Growth Platform The process

- 1. Application
- 2. Procurement
- 3. Funding confirmation & begin the work
- 4. Complete the work & pay supplier
- 5. Claim grant





How to apply and more information

Development Fund



Programme

Who's it for?

care sectors

Health Matters -

A £1.9 million ERDF programme, connecting Liverpool City Region

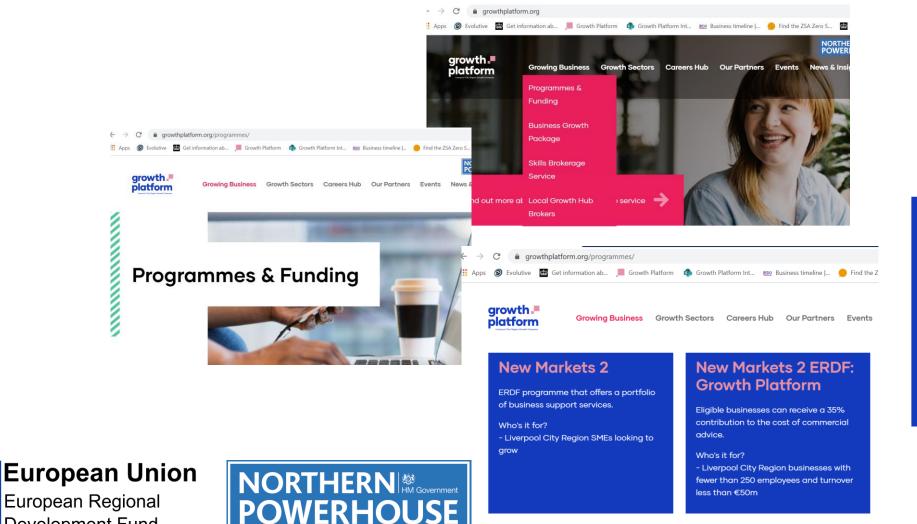
Liverpool City Region

businesses with world-class health, care,

technology and commercial resources.

capable of moving into the health and

- Liverpool City Region businesses







Andy Cairns

Commercial Programme Manager The Innovation Agency











Liverpool City Region Health Matters

Our purpose

Why does Health Matters help?

To help businesses with solutions that improve health outcomes to access the health and care markets











Liverpool City Region Health Matters

Our purpose

Why does Health Matters exist?

Health Matters helps established and emerging businesses in the Liverpool City Region launch innovative products and services into the health and care market.

Providing business support services and real-world evidence that their innovation will positively impact the health economy of the City Region and beyond.









Liverpool City Region Health Matters

Our experienced team can help with...

- Introductions to senior NHS staff, clinicians and patient groups
- Product positioning and value proposition
- Understanding the NHS landscape
- Procurement and commissioning
- Business case development
- Pitching and presenting
- Real-world validation
- Funding











Any questions?









Thank you.



