



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

2 September 2021



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



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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

Business eligibility includes:

- 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



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How to apply and more information

Programmes & Funding

New Markets 2
ERDF programme that offers a portfolio of business support services.
Who's it for?
- Liverpool City Region SMEs looking to grow

New Markets 2 ERDF: Growth Platform
Eligible businesses can receive a 35% contribution to the cost of commercial advice.
Who's it for?
- Liverpool City Region businesses with fewer than 250 employees and turnover less than €50m

Programme

Health Matters – Liverpool City Region

A £1.9 million ERDF programme, connecting Liverpool City Region businesses with world-class health, care, technology and commercial resources.

Who's it for?

- Liverpool City Region businesses capable of moving into the health and care sectors



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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





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Any questions?



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Thank you.



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