



How Health and Life Sciences businesses can get fully funded support and advice to develop their digital strategy

21st October 2021

LCR4.0 START



European Union
European Regional
Development Fund





INNOVATION AGENCY
Academic Health Science Network
for the North West Coast

growth.
platform
Liverpool City Region Growth Company

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LCR4 START
Growth Platform

LCR4.0 START



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LCR4 START

LCR4 START is a European Regional Development Fund initiative, supporting Liverpool City Region SME business leaders and companies to gain a competitive edge through the development of practical strategies for effective digital adoption.

It will provide insight, guidance and demonstration of good practice to accelerate SMEs along their digital journey.

Regardless of a business's understanding of the digital world, the project welcomes SMEs in any industry sector, including the Health and Life Sciences sector.

The project can help shape:

- People Skills
- Planning
- Leadership
- Supply Chains
- Technology
- Investment



How to apply and more information

The screenshot shows the website's navigation menu with options: Growing Business, Growth Sectors, Careers Hub, Our Partners, Events, News & Insights. A dropdown menu is open under 'Growing Business', listing: Programmes & Funding, Business Growth Package, and Skills Brokerage Service. Below the menu, there is a 'Local Growth Hub Brokers' link with a right-pointing arrow.

Below the screenshot, the text 'Programmes & Funding' is displayed next to a green and white striped vertical bar. To the right, the word 'welcome' is partially visible, followed by the text: 'Growth Platform is Liverpool City Region designed to support people and business potential and generate growth. Our role i'.

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

→

Programme

LCR4 START

Supporting business leaders and companies to gain a competitive edge through the development of practical strategies for effective digital adoption.

Who's it for?
- Liverpool City Region SMEs

→



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Andy Cairns

Commercial Programme Manager
The Innovation Agency



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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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