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Growth Platform - Liverpool City Region Growth Company

How we can support businesses in Liverpool City Region

17th March 2022

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Paul Radcliffe

Business Growth Team
Growth Platform

Who we are

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Growth Platform - Liverpool City Region Growth Company was established jointly by the Liverpool City Region Local Enterprise Partnership and Combined Authority to help strengthen, simplify and coordinate the business landscape for the City Region – in short we make it easier for businesses to start, grow and invest here.

Our mission is to deliver growth across the City Region – through business support, attracting investment and developing talent to create a fairer, greener and more inclusive economy for all who live and work here.

We help businesses to grow

The business support landscape can often seem confusing and complicated to navigate - our Local Growth Hub service offers support at every stage of the business growth journey. From starting to growing, sales to strategy, funding to talent we're here to support local businesses realise their potential for growth.

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New Markets 2 ERDF Growth Platform

Growth Platform's New Markets 2 (NM2) is a successful support programme which allows local businesses to access a grant towards the cost the cost of consultancy or agency fees, to help your business grow.

Where a business is looking for funding support towards a bespoke project and wants to choose their own supplier, eligible businesses can receive a 35% grant to the cost (excluding VAT).

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– 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 over £3,000
- will complete by 31st May 2023

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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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

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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.

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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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An insight into Real-world Validation

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What is Real-world Validation

Real-world validation (RWV) is a methodology that uses real-world data to determine, in a non-controlled environment, the effectiveness, and the outcomes to patients, staff and the health economy of health innovation.

Key benefits of RWV

- Time and cost effective
- Captures the 'so what' of an innovation
- Collaborative approach
- Addresses real-world needs
- Robust real-world evidence
- Cost-benefit analysis
- Product development

RWV and the commercialisation process

RWV validates the innovation's value proposition against evidence-based protocols and the market competition.

At the same time, it evidences the effectiveness of the innovation, including its impact on patient health outcomes and the wider health ecosystem.

Real-world evidence helps businesses strategically position products within the health ecosystem. It improves the pitching of products or services to commissioners, positively influencing the scale-up process.

Investing in RWV

Investing in RWV is as important as investing in a business's development, marketing and sales. Validation, evaluation or research are crucial for any company to convince commissioners to buy into their innovation.

RWV helps businesses demonstrate that their innovation is more efficient than the competition, provides better health outcomes, and can be replicated in different contexts.

Next steps

Chat to a member of our LCR Health Matters team to see how we can help you deliver your real-world validation.

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Dr Rafaela Neiva Ganga, Senior Research Fellow at Liverpool John Moores University, describes how a small, innovative company should approach the validation process.

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Jacob Sanderson

LCR4 START
Growth Platform

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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

LCR4.0 START

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Danielle Carrington

LCR4 HOLISTIC
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LCR4 HOLISTIC

LCR4.0 HOLISTIC is a new European Regional Development Fund initiative, delivering the first City Region-wide digital supply chain ecosystem; cross-linking traditional supply chains and clusters to create a City Region supply chain network offering greater business resilience, growth opportunities and diversification that will facilitate greater innovation in products and services and a unique proposition for inward investment and export post-COVID & Brexit.

The fully funded project can:

- Ensure businesses are better connected to the wider supply chain.
- Seek new opportunities to enter new sectors and markets.
- Improve visibility across supply chains.
- Build resilience to changes.
- Collaborate with like-minded businesses and diversify through enhanced digital capabilities.

LCR4.0 HOLISTIC

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Business Growth Team
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Get in touch

Please see below the relevant contact details for each of the areas of Growth Platform business support, we have spoken through today. For further information on what we offer please visit www.growthplatform.org/growing-business/.

New Markets 2 ERDF Growth Platform

Please contact Growth Platform's Commercial Brokers Paul or Lisa via newmarkets@growthplatform.org or visit:

www.growthplatform.org/programme/new-markets-2-growth-platform/

Liverpool City Region Health Matters

Please contact Commercial Programme Manager Andy via Andrew.Cairns@innovationagencynwc.nhs.uk or visit:

www.growthplatform.org/programme/liverpool-city-region-health-matters/

LCR4 START and LCR4 HOLISTIC

Please contact Danielle via danielle.carrington@growthplatform.org or visit:

www.growthplatform.org/programme/lcr4-start/

www.growthplatform.org/programme/lcr4-0-holistic/

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Thank you.