

Appendix A

Stage	Lead	Key Activities	Description	Benefits	Outputs / Results
1.0 Marketing & Engagement of SMEs	GLA	1.1 Marketing campaign - networks, social media	Marketing will continue be undertaken through pre-existing SME channels, networks, events programme and direct marketing we have developed to-date.	By building on trusted relationships and existing networks, the partners are more likely to find and engage with target beneficiaries who have real potential to deliver new products for the sector.	400+ Enterprises registered with the project. Register of Interest in joining the project is captured through website sign-up information or by attendance at events.
	SW	1.2 Engagement, assessment & Sign up - a) virtual support b) physical incubation support	Initial engagement and sign up of SME to programme - qualification of need: SME to sign agreement to proceed.	Initial qualification of SME company status, idea and need by project partners. Either a phone call or face to face conversation. Determines suitability for project and sifts out those who are ineligible at an early stage.	200 enterprises signed up to commence support leading to either C1: enterprises assisted And / or C26: enterprises collaborating with research institutions Company to sign an initial Registration Form to agree to participate in project.
2.0 Innovation Support	SW	2.1 Provision of Innovation space	Provision of office & workshop space at Sustainable Workspaces. Access to workshops & technician. Partnership sourcing and feasibility assessment of additional Incubation site in OPDC and West London area.	Co-location at Sustainable Workspaces will support collaboration, access to support and stimulate collaborative ideas. Model to be tested as a precursor to further site at other Cleantech city locations across London.	Delivery of enterprise support outcomes: C1 – 150 enterprises assisted C5 – 40 new enterprises supported
	SW	2.2 Innovation Advisor support for product development	Innovation Advisor: In depth assessment of Innovation needs, then 1-2-1 support and advice to drive	Clearly articulated action plan for SME to follow plus independent mentor / advisor to support them through	

3.0 Product Development Support			SME through their innovation plan.	the process.	
	SW	2.3 SME collaboration events & workshops	Technical dissemination events & masterclass workshops on specific topics relevant to tenants. Networking & peer to peer collaboration events designed to stimulate new product ideas.	Peer to peer support provides a trusted environment to generate new ideas and work through issues on current projects. The collaborative approach at Sustainable Workspaces drives potential synergies between businesses located there.	
	SW	2.4 Technical Innovation Support	Provision of specific technical support to assist new product development: a) Workshop b) Design & technical advice	Innovation support delivered by in house experts including access to workshop technicians, design, IT and marketing support.	
	SW	2.5 Support to access innovation funding & finance	Provision of specific support to assist access to funding for new product development: a) grant finding b) application writing & tender support.	Sustainable Workspaces have specific expertise in raising innovation funding and finance for SMEs and will bring this experience to support target beneficiaries source funding to develop their ideas.	
	ICON/ IC	Product development support - prototyping & testing	Support for new product development - access to specialist equipment & workshops at IC for prototyping and testing	Access to prototyping and development equipment will remove the barriers to SMEs developing their ideas to the next stage of technology readiness.	Delivery of Research collaboration outputs: C26: 50 Enterprises collaborating with research institutions
	ICON/ IC	Tech specific new research Dissemination of research	Collaborations with SMEs for new research and development projects. Dissemination of R&D research to benefit SMEs	New research activity between SMEs and research establishments will lead to new innovations and acceleration of the design process for current ideas.	
IC	Internships & graduate recruitment	Intern placements and new recruitment to support growing SMEs and development of new products.	Lack of good quality personnel and time to recruit is often a barrier to SMEs progressing innovation projects. Access to design and engineering graduates will provide a talent injection into their businesses.		

4.0 Scaling Support	ICON /GLA	Testing of new products	Use of partner testing facilities for initial product functionality.	Imperial College will provide testing and facilities which will validate SME designs and provide essential data to support access for additional innovation finance and potential sales to the market.	The combination of all stage 2 & 3 activities will support a number of enterprises to introduce new products to the firm and or market, captured at varying levels of technology readiness from 3- 9.
	GLA / ICON	Small scale sales & pilots	<p>Support for SMEs to achieve initial sales and / or proving pilots with customers.</p> <p>SMEs will benefit from access to partner networks which will:</p> <ul style="list-style-type: none"> a) Provide connections for next stage finance and funding (SW) b) Challenge competitions run by OPDC, WLB and GLA project c) Corporate and Public sector potential clients (GLA) 	By providing access to potential markets for the SME innovations, the project will help accelerate the adoption and implementation of new products into the market. This will directly lead to business growth and jobs in London.	<p>This project will deliver:</p> <p>C29 – 55 enterprises supported to introduce new to the firm products.</p>