



**“Ideas to Reality”**

**“SME Case Study – Access to Funding”**

# Overview of Concept



## About us :

We design automotive safety components particularly in the field of wing mirrors for trucks over 7.5t.

## Our aim :

To reduce road traffic accidents (RTA) and fatalities (RTF) on the worlds roads.

To do this using carbon reducing technology.

# Our funding story so far...



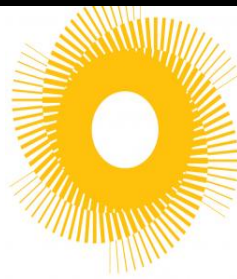
✓ A requirement for consultants to assist us through the engineering and design concept phase.

✓ Wholly funded by Invest Essex / NWES & MAS.

✓ A requirement for a mechanical graduate to develop our concept.

✓ Partly funded through the ERDF LOW Carbon KEEP programme in association with Anglia Ruskin University.

## LOW Carbon KEEP



**ERDF**  
low carbon economic growth  
in the East of England

**INVEST**  
Essex

# Funding Partners



- ✓ Funding is available contrary to popular belief !
- ✓ But you will need to invest too....
- ✓ Don't feel you're fighting the world !
- ✓ Organisations to speak to ;  
Invest Essex, A.R.U, ERDF (LOW Carbon KEEP), NWES, MAS, UKti
- ✓ Consultants available for every part of your business.
- ✓ Believe in “Essex is a great place to do business” !

A business has to be involving, it has to be fun, and it has to exercise your creative instincts.

- Richard Branson



*Business Support on Your Doorstep*



# Funding Benefits to the Business

- ✓ Funding available only for certain items....
- ✓ We couldn't have pushed ahead at speed without funding.
- ✓ We couldn't have afforded the high calibre of consultants.
- ✓ Funding allowed us to spend in other areas, marketing mainly (where its difficult to get funding for) !
- ✓ The project may well have fallen apart....

Success is not final,  
failure is not fatal : it is  
the courage to  
continue that counts.  
- Winston Churchill

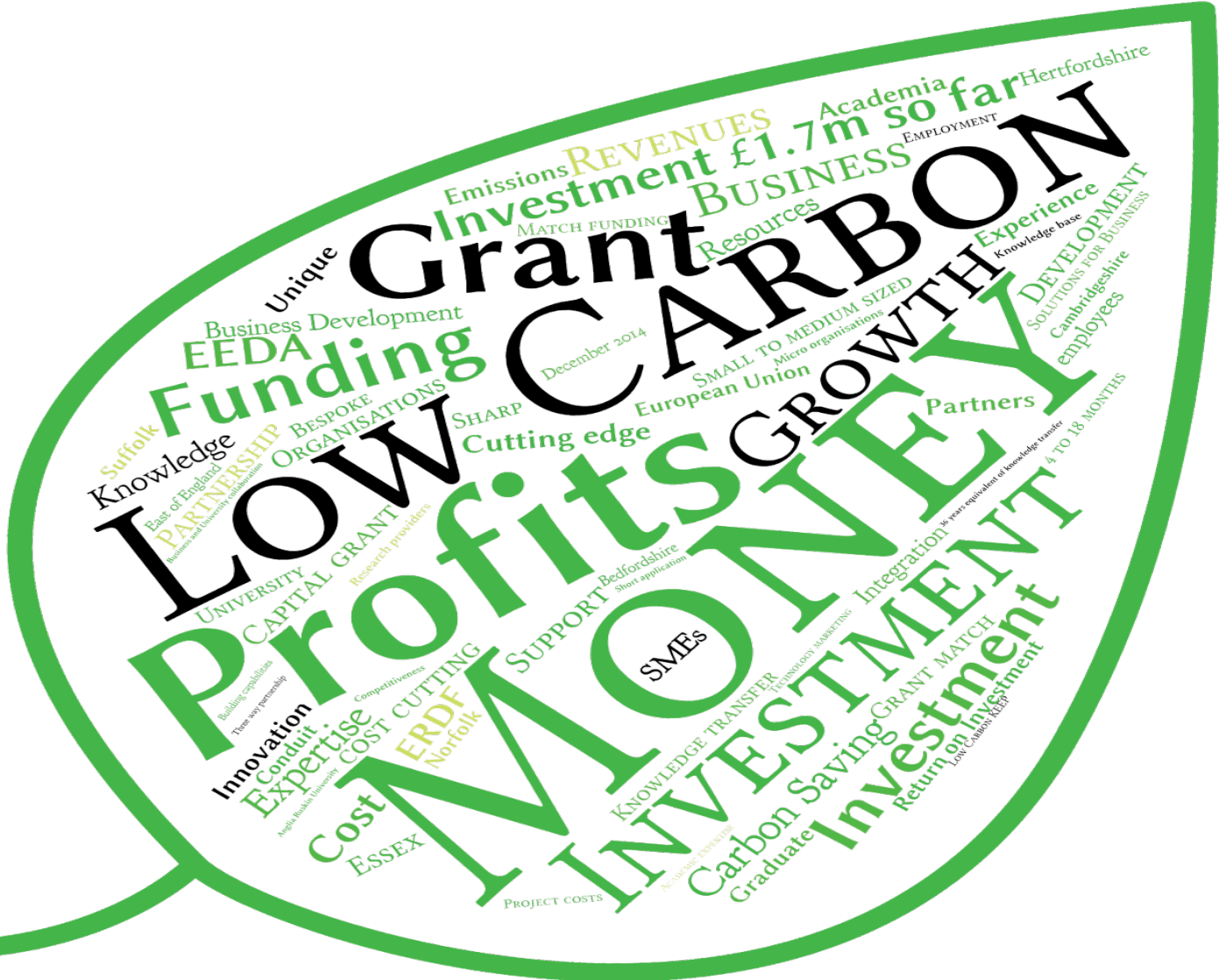


# Final Overview & Objective



- ✓ Design automotive safety products that reduce accidents & fatalities.
- ✓ Reduce carbon emissions.
- ✓ A sustainable & profitable business.
- ✓ Consistent dividends for shareholders.

# KEEP



# What is the offer?

- Knowledge transfer partnerships – formal partnership between a university and a business to develop ideas, knowledge and expertise (Rear Clear in our case)
- Innovation vouchers – short term academic consultancy
- Capital-only grants! – 40% (up to £4,000) towards capital purchases to make your business more sustainable (i.e. LED lighting, software, 3D printers etc.)



# Who can participate?

- Small to medium enterprises (249 employees or fewer, no more than in 25% owned by another company, less than 43m euro balance sheet, less than 50m euro turnover) in:
  - ✓ Suffolk
  - ✓ Essex
  - ✓ Cambridgeshire
  - ✓ Norfolk
  - ✓ Hertfordshire
  - ✓ Bedfordshire

# How much does it cost to get involved?

- Cost to the company is 60% of the overall value of the project
- Exact costs will vary according to project specifics:
  - Duration
  - Type of graduate required
  - Amount of capital
- The company contribution will be negotiated at a local level and be fixed, so no surprises

# How do I apply?

- If you know the Knowledge Base you want to work with...

Contact the Knowledge Transfer or Business Development Manager for the Knowledge Base and mention the scheme by name

- If you have a great idea but do not know who to work with...

Contact the Low Carbon KEEP Programme team

**Tel. 0845 196 4310**

**[lowcarbon@anglia.ac.uk](mailto:lowcarbon@anglia.ac.uk)**

**[www.anglia.ac.uk/lowcarbon](http://www.anglia.ac.uk/lowcarbon)**

Ask Uni East (via Low Carbon KEEP website)

