

A young child, likely a toddler, is the central figure of the image. They are wearing a dark blue suit with a white shirt and a patterned tie. On their head is a brown leather aviator helmet with large, round goggles. They are also wearing a pair of paper wings with brown leather straps and two large, cylindrical paper bombs attached to the ends. The child is smiling and looking towards the camera. The background is a blurred, green, leafy area, suggesting an outdoor setting.

innovate²
succeed

Innovation Coaching to Help Achieve Business Growth

David Riddell, Project Manager – innovate2succeed
Business West

30 November 2017

About the innovate2succeed programme

innovate2succeed is an intensive coaching programme designed to stimulate innovation in business.

The programme supports scale-up businesses wanting to improve their innovation capacity and capability to support future growth.

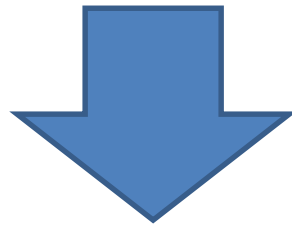
Who is it for?



What is innovation?

“using something new, or something known, but in a different way, different time or a different place.”

-Lady Barbara Judge, chair of the UK Pension Protection Fund



Doing something in a different way in order to create value for a customer

What will be achieved?

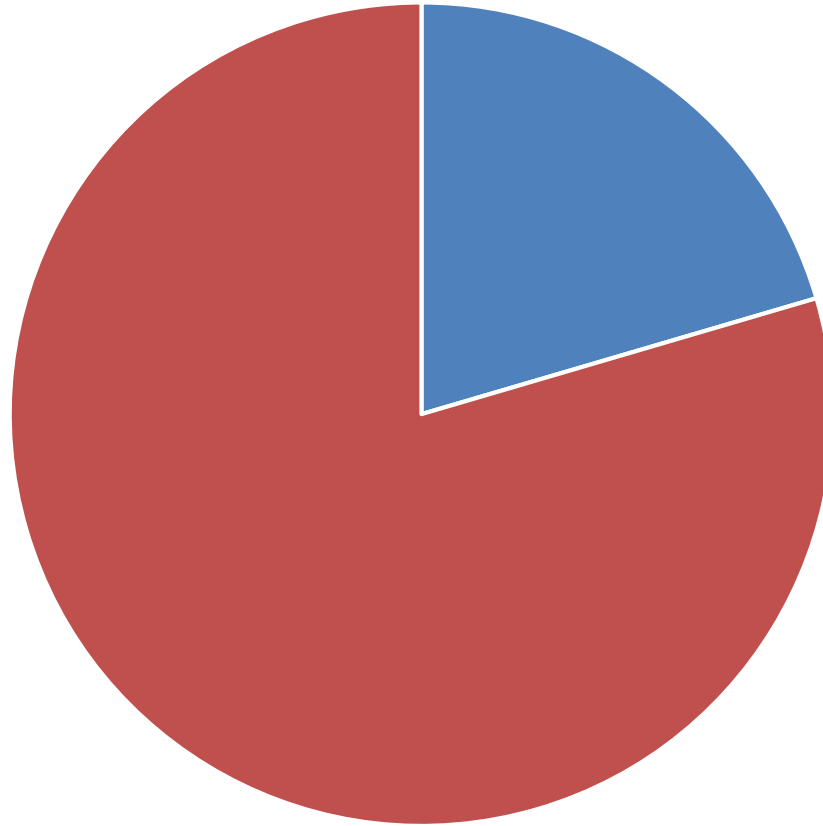
Fully funded support to help businesses to:

- gain a better understanding of innovation management processes
- develop new products or services
- access new sources of finance
- identify new markets
- develop or review internal processes
- access tools and expertise

Client Journey

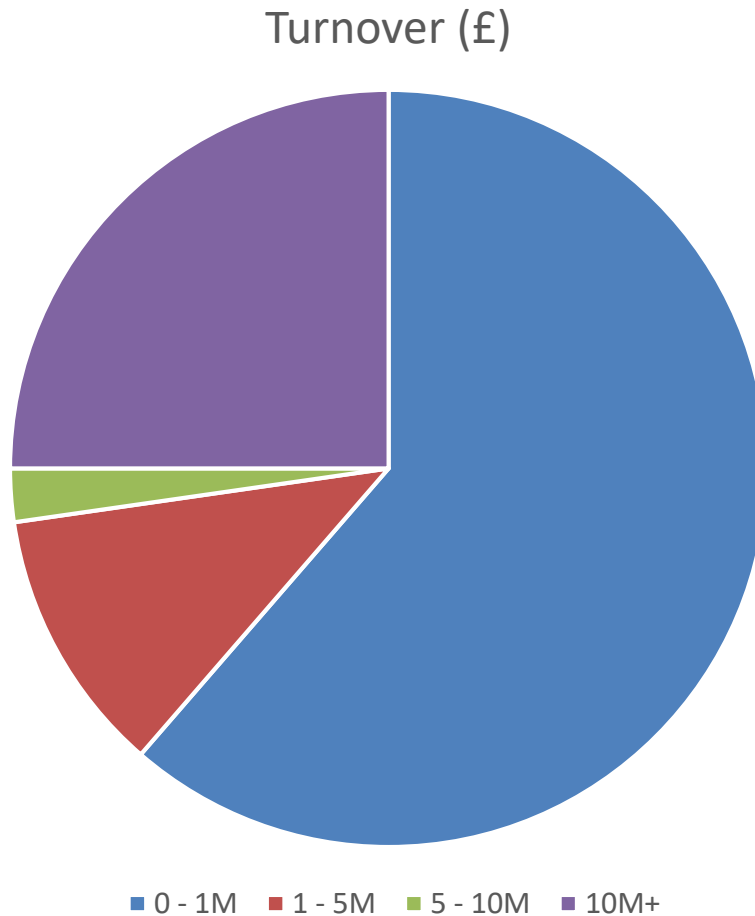


Clients by Local Authority

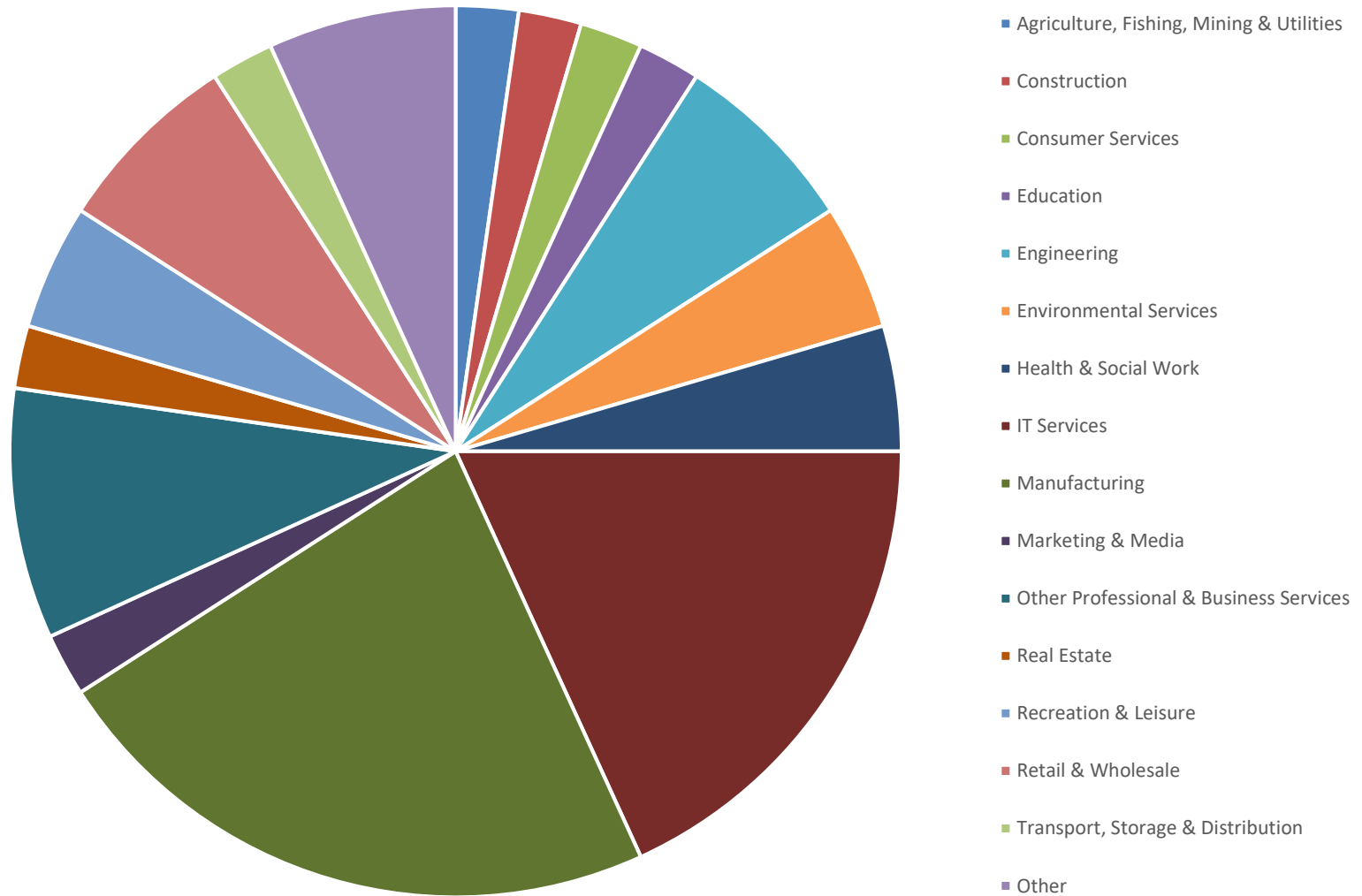


■ Swindon ■ Wiltshire

Clients by turnover



Clients by sector



Success Stories

Thermancy



- Salisbury-based engineering company
- Released the world's first Wireless Thermodynamic Pump Monitor to support pump operators and managers in reducing their pumping energy costs and meeting their energy saving targets
- Aims to expand into new markets around the world after securing a £98,000 Innovate UK grant

- ✓ i2s met with Andrew Moinzadeh after he made an enquiry as to the support available to South West based SMEs
- ✓ The programme highlighted potential growth areas for the business and resulted in an action plan covering the modules 'Understanding Funding and Grants' and 'Innovation in Selling and Marketing'

"As a small company, finding and accessing specialist skills isn't easy. i2s took the time to understand our business, how we operate and the shortcomings of our business."

Case Study

Blueflame Digital



- Salisbury-company developing customised 3D environments, vehicles, hazards, driving conditions and scenarios
- Launched “full motion chair” allowing customers to practise driving different vehicles in any weather conditions and gain confidence before training on the road
- The company aims to gain recognition as market leaders in simulated driving software within 3 years

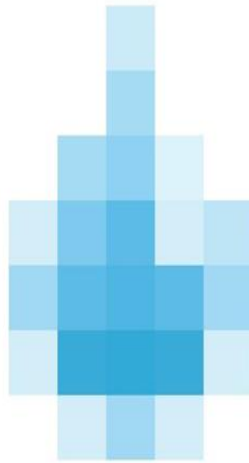
- ✓ Aimed at a global market and valuable for Police, Fire and Ambulance drivers
- ✓ innovate2succeed helped the company protect and monetise its IP, and provided Sales and marketing support.

For more information

www.innovate2succeed.co.uk

david.riddell@businesswest.co.uk

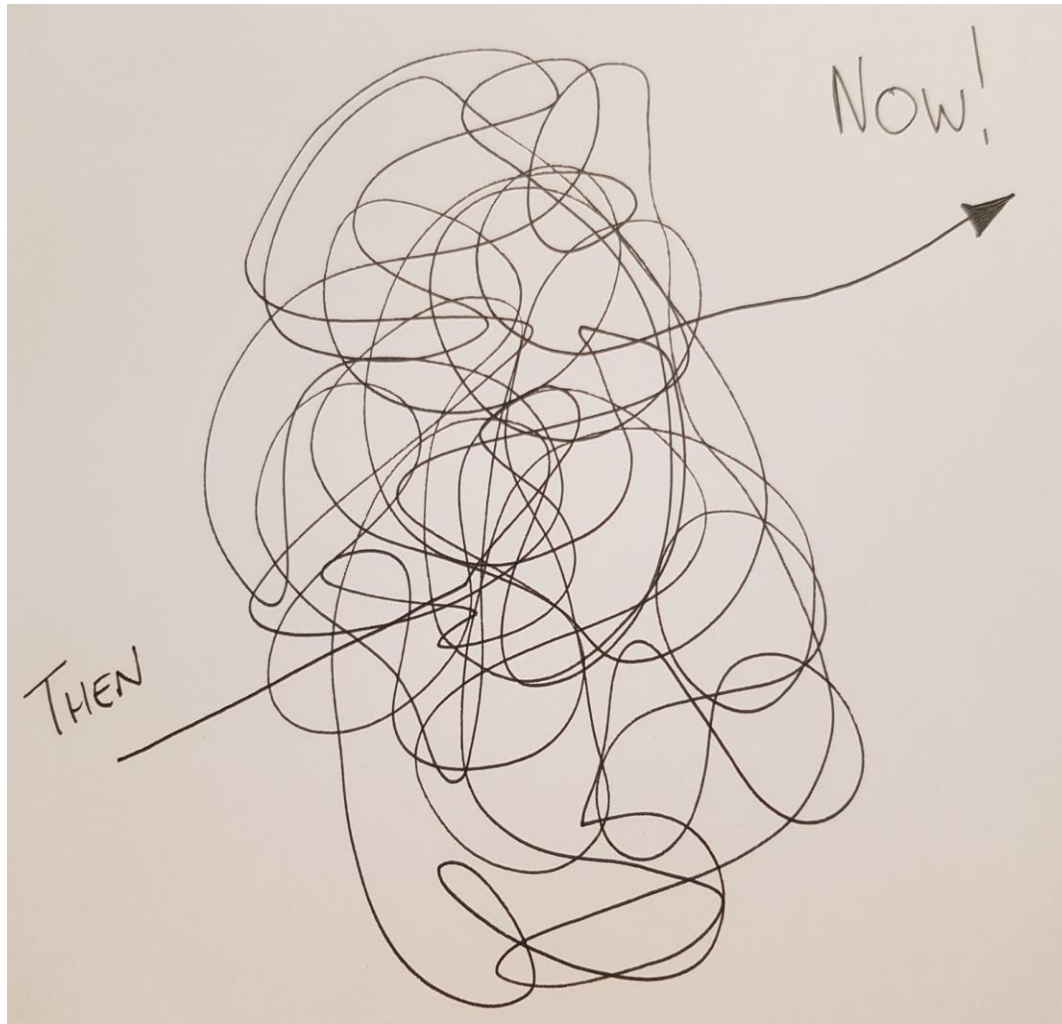
07823 345266



blueflamedigital

Rich Lloyd
Director / Programmer

Bit of a back story...



(age 5) + 1

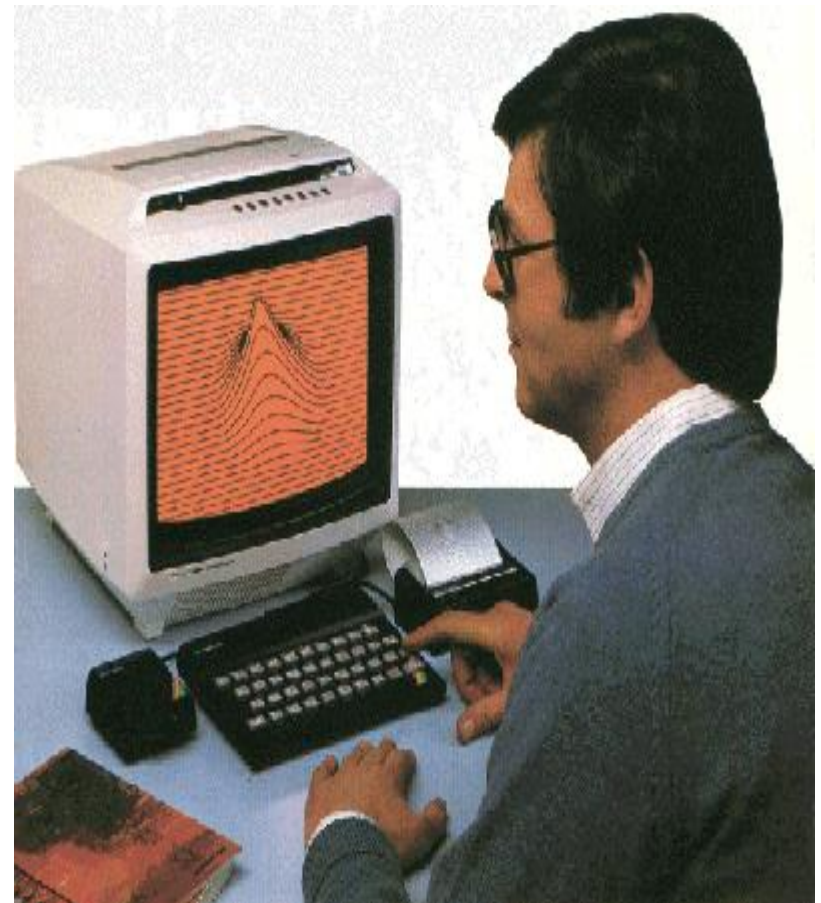


The 80s

(Something like this...)



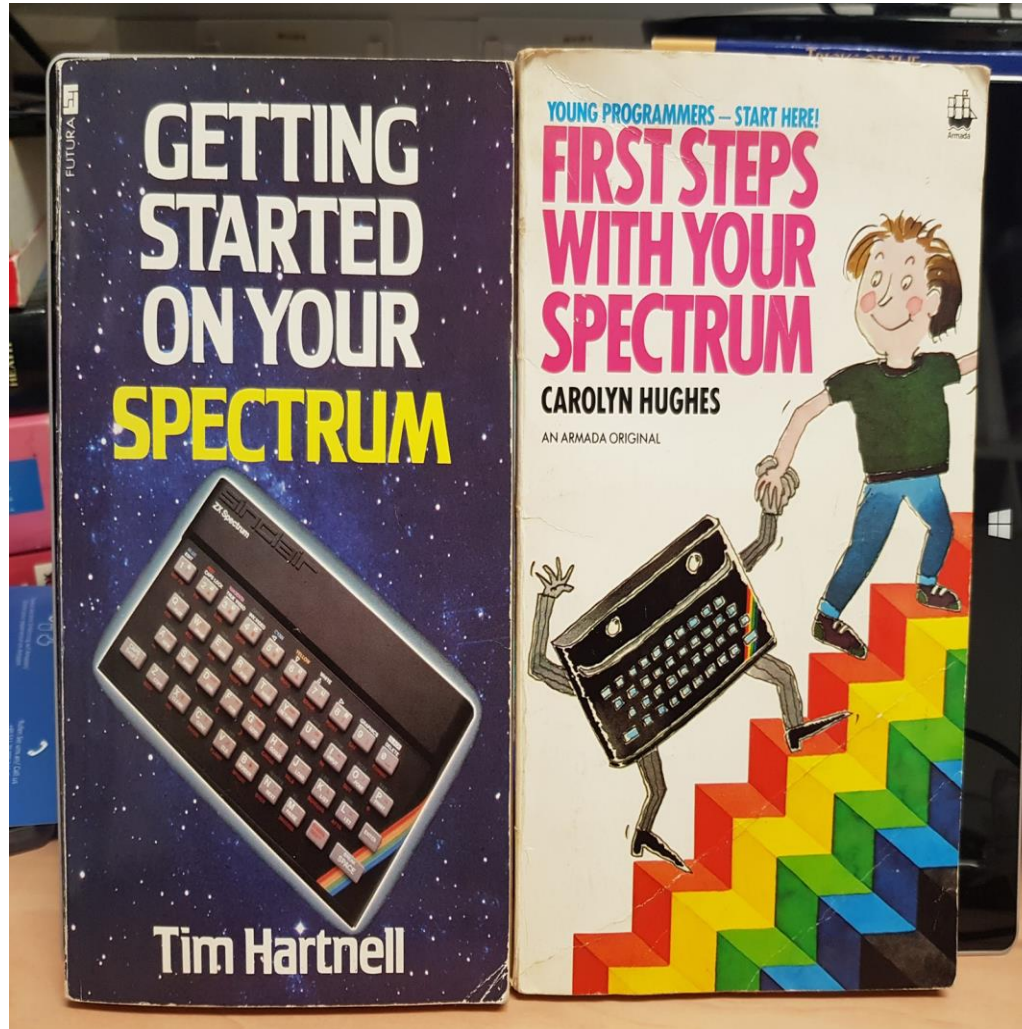
ZX Spectrum



Games



Learnt to code...



Business No.1

IT TAPES TAPES!



"Magic!"
That's Terry Venables' opinion of Amstrad's new 7090 Portable DOUBLE CASSETTE battery/mains radio recorder.

RECORD FROM ONE TAPE TO ANOTHER

The two cassette decks mean you can transfer a recording straight from one cassette onto another, or record from the radio or any other source. There's a facility for continuous and simultaneous playback of two tapes and there are built-in stereo microphones and a special mixing/overdub facility, plus of course a full feature SWAN/LW/FM STEREO radio, LED power meter and C/O Tape facility. All of this can be heard through dual cone speakers that will deliver up to a maximum output of 14 watts music power.

At around **£99⁹⁵**

Terry Venables

For the address of your nearest stockist and full details of the Amstrad home entertainment range, write to Amstrad Consumer Electronics Limited, 1-7 Garman Road, Tottenham, London N17 0UE

Cassettes illustrated are not included in the price

AVAILABLE AT SELECTED STORES OF:

COMET REDIFFUSION

WOOLWORTH WOOLCO BUNDELAWS Dixons
southern electricity LWS MARS MEB SKEB KETS

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AMSTRAD
GREAT PLAYERS



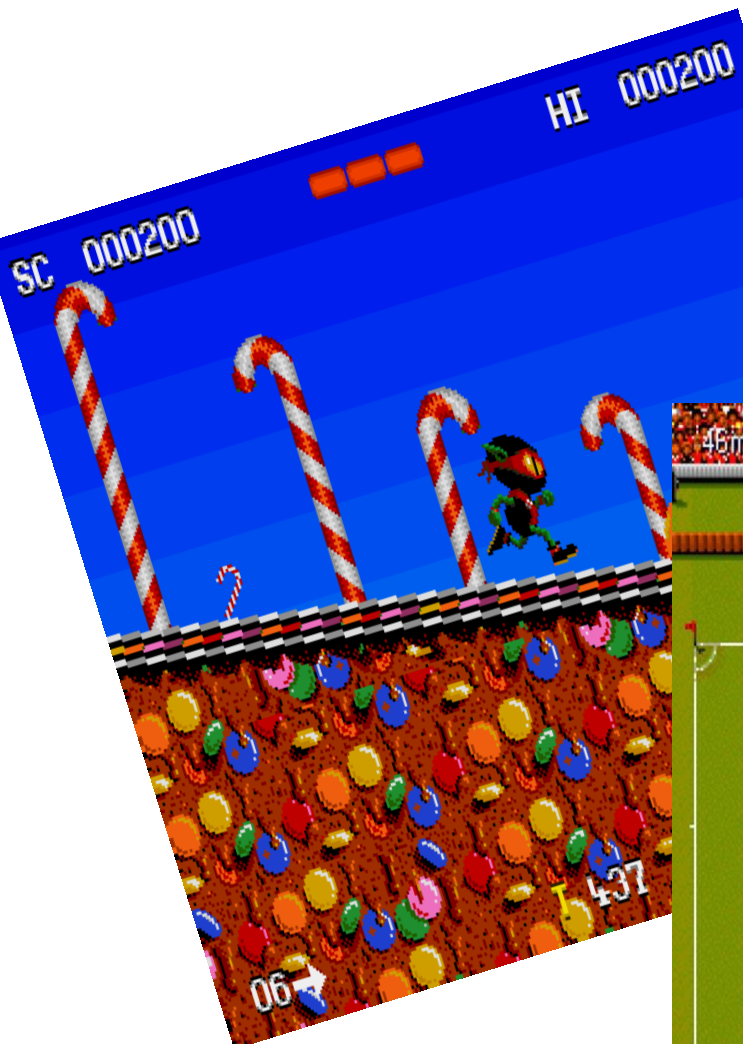
OOPS!



Amiga 500



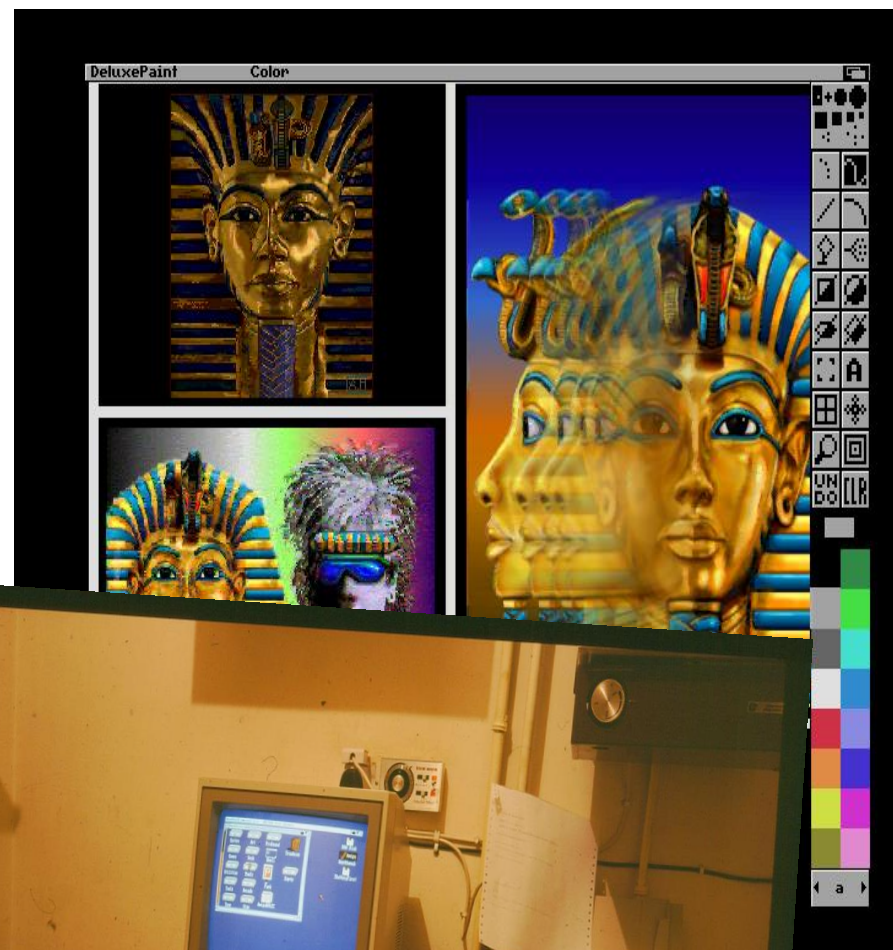
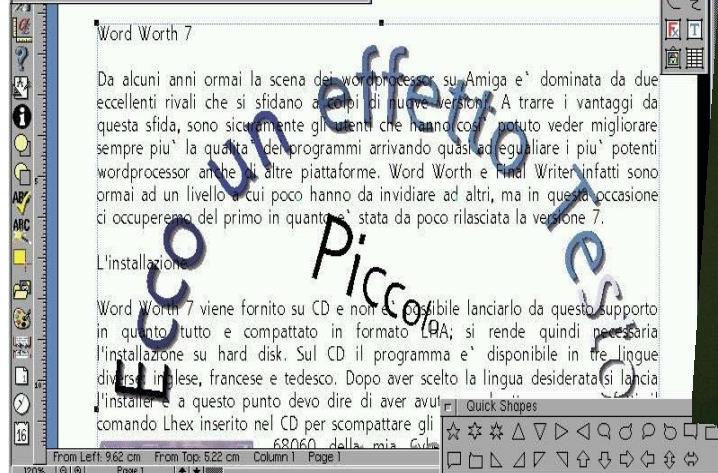
More games...



Games came from...

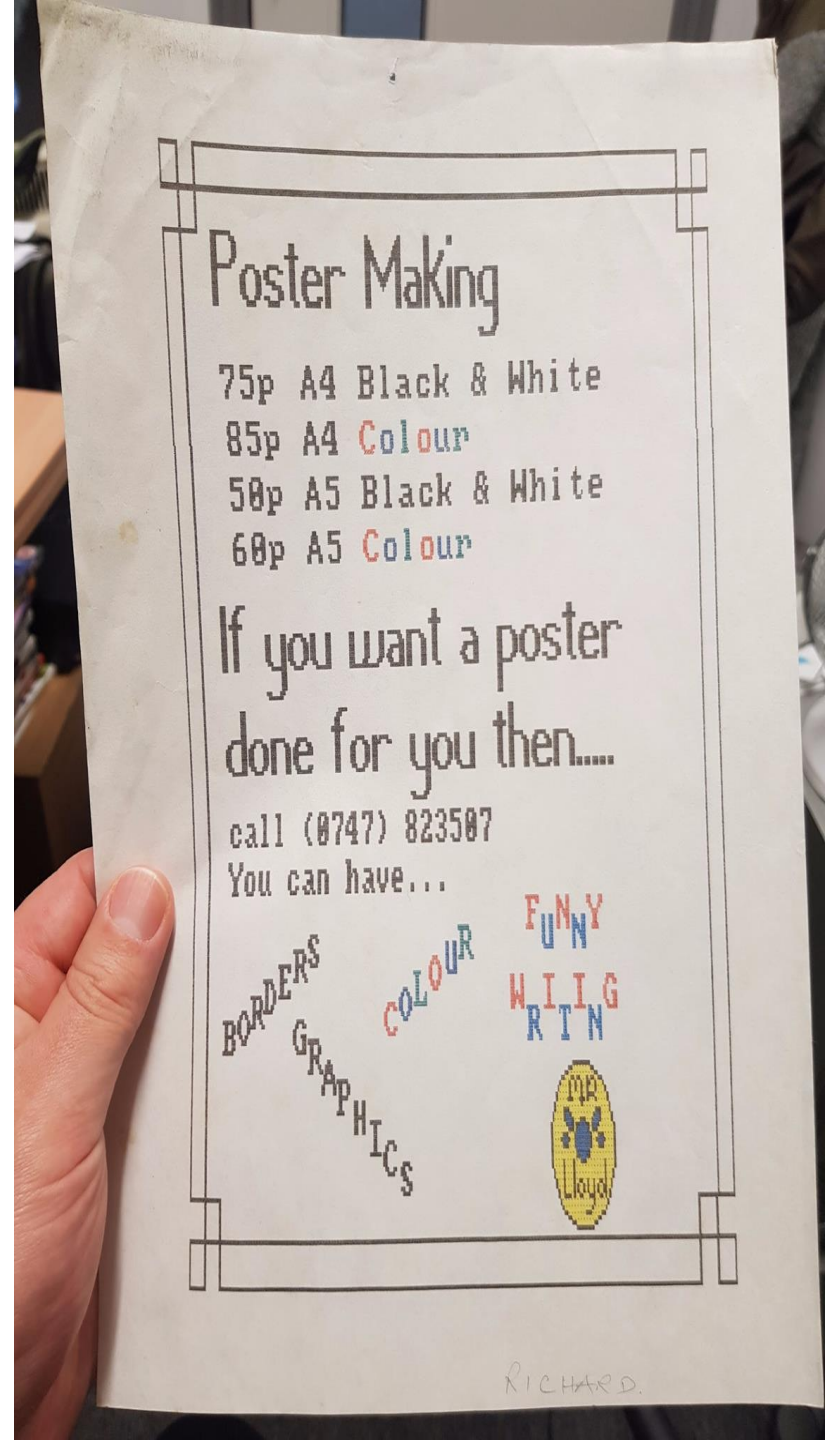


Desktop Publishing



Business No. 2

Graphic design / posters



Business No. 3...4...5...6...

Car washing... window cleaning... cupcakes...
guitar pedals...

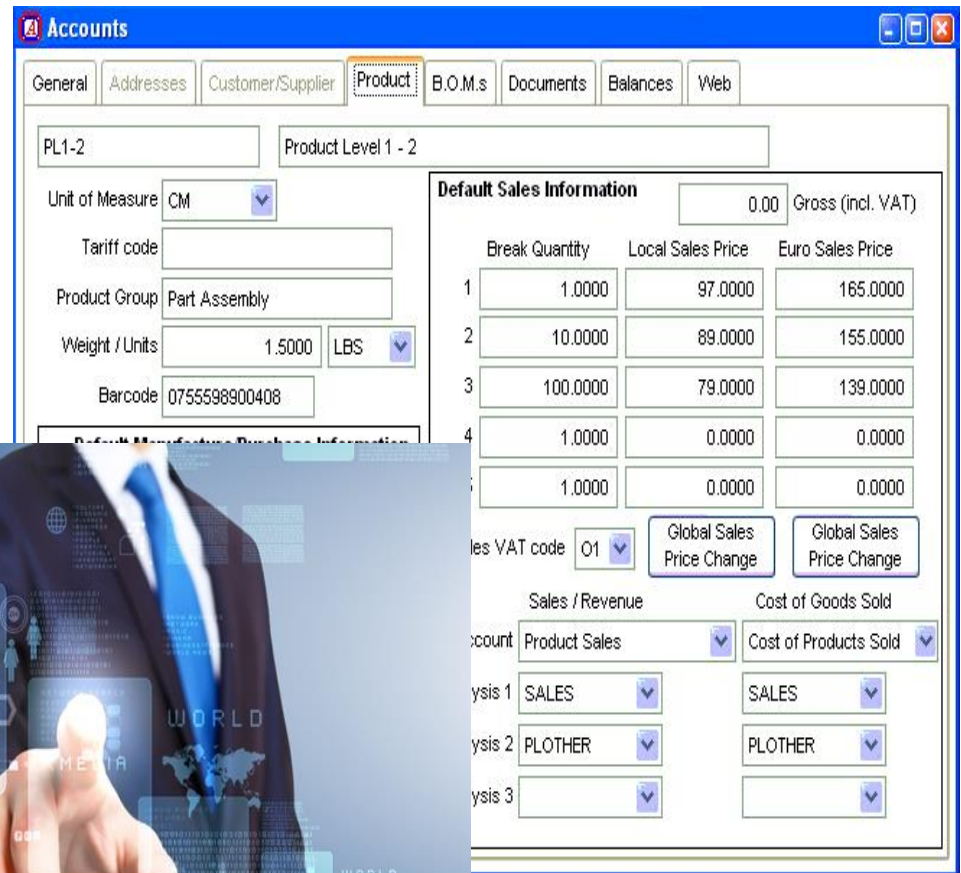
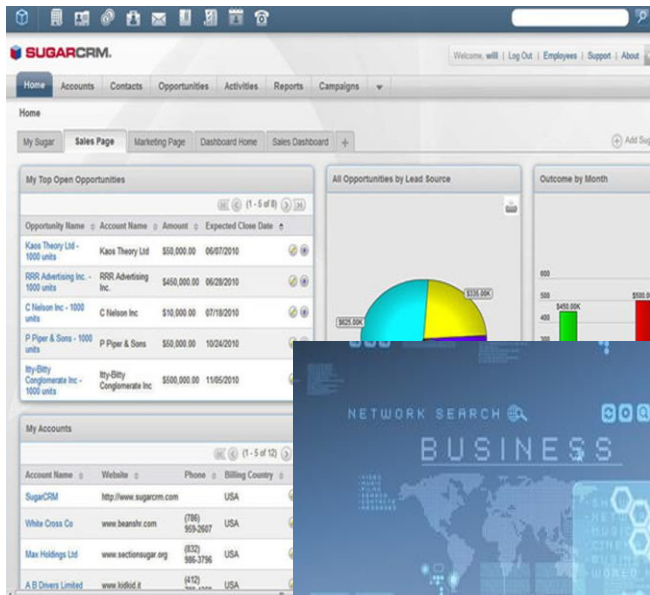


School... daze..

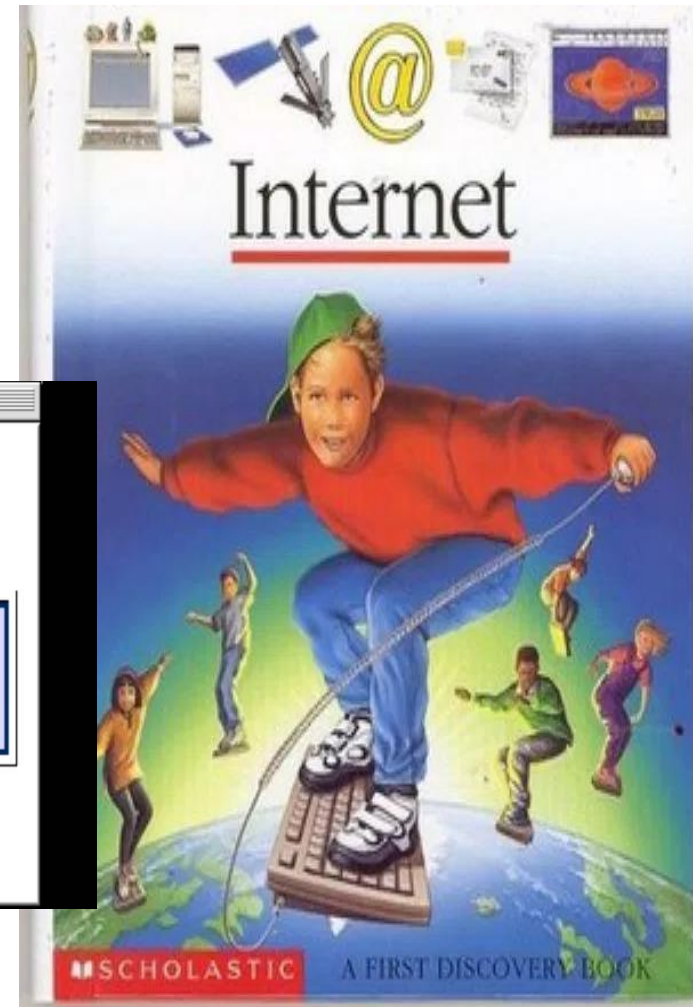
Could do better ...
if he applied himself



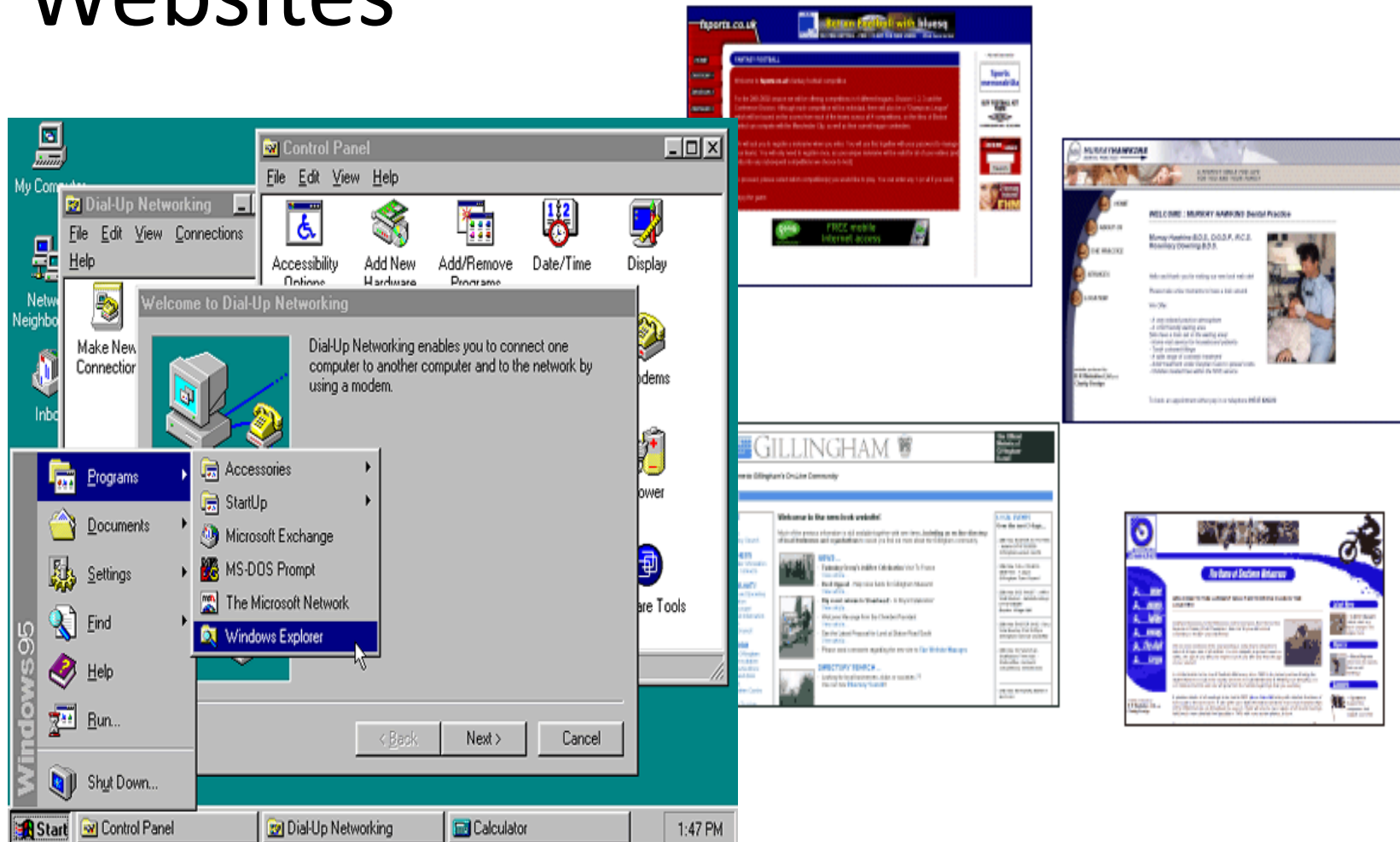
Games out of reach, but business software



Birth of the Internet



After A-levels, another business - Websites



Bank



Something about this internet thing



First company 1999



Building websites... but MORE than websites...

Freelanced contracts



Dan Hatch joins as
Director / Programmer
2005



Act Finder

Search ALL categories ☒ Approx Budget (£)
 or Select Category: Give or take... (£) **Search**

<input type="checkbox"/> 70's Disco/Funk	<input type="checkbox"/> big band (small)	<input type="checkbox"/> Celtic Band	<input type="checkbox"/> Covers Disco	<input type="checkbox"/> Funk	<input type="checkbox"/> Keyboard Player	<input type="checkbox"/> other entertainment	<input type="checkbox"/> rock and roll	<input type="checkbox"/> Special
<input type="checkbox"/> Act	<input type="checkbox"/> Big Band and Jazz	<input type="checkbox"/> Circus Performers	<input type="checkbox"/> Cuban/Latin	<input type="checkbox"/> Gospel Choir	<input type="checkbox"/> Magician	<input type="checkbox"/> Party	<input type="checkbox"/> Rocky	<input type="checkbox"/> Stage pr
<input type="checkbox"/> Actor	<input type="checkbox"/> Blues	<input type="checkbox"/> Classical	<input type="checkbox"/> Dance teaching	<input type="checkbox"/> Greek Theme	<input type="checkbox"/> magician/master of co	<input type="checkbox"/> Party band	<input type="checkbox"/> Salsa	<input type="checkbox"/> steel ba
<input type="checkbox"/> Agent	<input type="checkbox"/> blues brothers	<input type="checkbox"/> Classical Background	<input type="checkbox"/> Disco	<input type="checkbox"/> Guitarist	<input type="checkbox"/> Malout	<input type="checkbox"/> Party Bands	<input type="checkbox"/> Salsa & Latin	<input type="checkbox"/> String Q
<input type="checkbox"/> Artists	<input type="checkbox"/> Brass Ensemble	<input type="checkbox"/> Comedian	<input type="checkbox"/> Disco	<input type="checkbox"/> Gypsy	<input type="checkbox"/> Malout - Artist	<input type="checkbox"/> People	<input type="checkbox"/> show bands	<input type="checkbox"/> String Q
<input type="checkbox"/> Back Ground	<input type="checkbox"/> Business	<input type="checkbox"/> Completed/Wedding	<input type="checkbox"/> Discos	<input type="checkbox"/> Harpist	<input type="checkbox"/> Malout - James	<input type="checkbox"/> Pianist	<input type="checkbox"/> Singer	<input type="checkbox"/> Team B
<input type="checkbox"/> bagpiper	<input type="checkbox"/> Cabaret	<input type="checkbox"/> Corporate Client	<input type="checkbox"/> Drummer	<input type="checkbox"/> Harpists Classical not	<input type="checkbox"/> Marching Band	<input type="checkbox"/> Piano	<input type="checkbox"/> Sixties Group	<input type="checkbox"/> Theatre
<input type="checkbox"/> bagpipes	<input type="checkbox"/> Cabaret Style	<input type="checkbox"/> Country and Western	<input type="checkbox"/> Duo	<input type="checkbox"/> Highland Piper	<input type="checkbox"/> Mime Artist	<input type="checkbox"/> Piper	<input type="checkbox"/> Solo	<input type="checkbox"/> Theming
<input type="checkbox"/> Band	<input type="checkbox"/> Caricatures	<input type="checkbox"/> Covers	<input type="checkbox"/> duo trio	<input type="checkbox"/> Irish bands	<input type="checkbox"/> Murder Mystery	<input type="checkbox"/> Pop Cover	<input type="checkbox"/> Solo Singer	<input type="checkbox"/> Tribute
<input type="checkbox"/> Bands	<input type="checkbox"/> Caricaturist	<input type="checkbox"/> Covers Band	<input type="checkbox"/> Equipment Hire	<input type="checkbox"/> Irish/Celtic	<input type="checkbox"/> Musician	<input type="checkbox"/> Pop Cover's	<input type="checkbox"/> Solo Singers	<input type="checkbox"/> tribute a
<input type="checkbox"/> Bavarian Band	<input type="checkbox"/> Caterer	<input type="checkbox"/> Covers Band with Dis	<input type="checkbox"/> Fanfares	<input type="checkbox"/> Jazz	<input type="checkbox"/> Musicians	<input type="checkbox"/> Pop Covers	<input type="checkbox"/> solos	<input type="checkbox"/> Tribute s
<input type="checkbox"/> Big Band	<input type="checkbox"/> Celtic	<input type="checkbox"/> Covers bands	<input type="checkbox"/> Flamenco	<input type="checkbox"/> Jazz/Funk	<input type="checkbox"/> New Contact	<input type="checkbox"/> R and Blues	<input type="checkbox"/> soul	<input type="checkbox"/> Tribu

Acts less than £450.00 - Found: 148

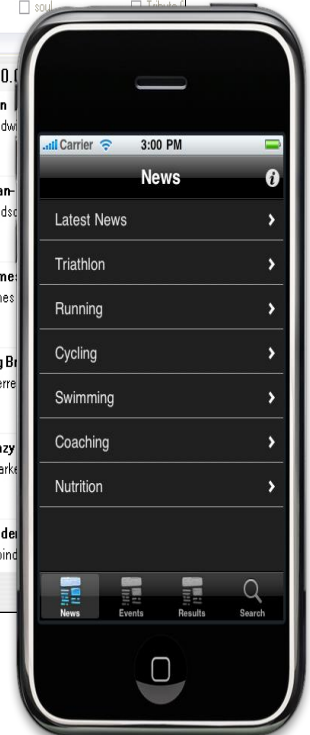
Act	Harpist
Contact Name	Susanne Sheard
Cost (£)	425
Categories	
Act	Robbie Reynolds - Elvis Tribute
Contact Name	Robbie Reynolds
Cost (£)	425
Categories	
Act	Bambi & The Trail Blazers
Contact Name	
Cost (£)	
Categories	

Acts in budget. - Found: 60

Act	Silhouette Artist
Contact Name	Artist
Cost (£)	450
Categories	
Act	Juggler
Contact Name	Martin Solity
Cost (£)	450
Categories	
Act	Jazz Trio
Contact Name	Frank Hockney
Cost (£)	450
Categories	
Act	Jazz Trio
Contact Name	Kenny Hung
Cost (£)	450
Categories	
Act	Pianist/Vocalist
Contact Name	Ian Towers
Cost (£)	450
Categories	
Act	Jazz Trio
Contact Name	Rod Kelly
Cost (£)	450
Categories	

Acts more than £550.00 - Found: 10

Act	Magician
Contact Name	Andy Gladwin
Cost (£)	560
Categories	
Act	Magician
Contact Name	Matt Windsor
Cost (£)	560
Categories	
Act	Rob James
Contact Name	Rob James
Cost (£)	560
Categories	
Act	Bucking Br
Contact Name	Nicky Werre
Cost (£)	575
Categories	
Act	Jive Crazy
Contact Name	Trevor Barker
Cost (£)	575
Categories	
Act	Bar Tender
Contact Name	Lewis Spind
Cost (£)	575
Categories	



I CAN make games



Petrol station



Serious Games

Royal Navy / Royal Netherlands Navy

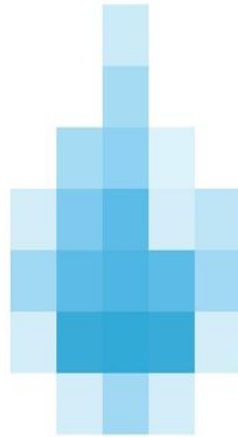


GAMES

LEGO / CBBC Tracy Beaker



Regroup company focus - Serious Games



blueflamedigital

Some projects... driver sims...



Bloodhound SSC Experience



Virtual + Augmented Reality



Rail Industry

Runners Up National Rail Innovation Awards



Massive support from



innovate²
succeed

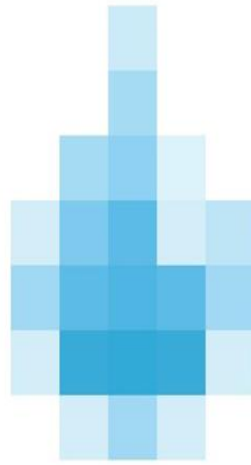
Eureka



Now...

Looking back I realise... I'm more than a coder...





blueflamedigital

Rich Lloyd
Director

rich@blueflamedigital.co.uk