



**Coventry**  
University

# **Accessing Funding with** Coventry University

## SUMMARY

Coventry University is one of the country's leading business facing universities and has invested heavily in providing business development support to organisations of varying size in all sectors, both regionally and nationally. Our provision of services range from assisting new start ups to developing prototypes and most importantly access to financial support. Our commitment is long term and that's why we have a focused approach to developing strategic partnerships for mutual benefits and collaborations.

To view a brief summary of current funding opportunities please see the list below and contact the Business Development Group to determine the most relevant support for your business.

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Email: [cpu.cad@coventry.ac.uk](mailto:cpu.cad@coventry.ac.uk)



To access **Product or Service Development**, why not look at:

- Innovation Vouchers
- Knowledge Transfer Enterprise Grants
- Economic Challenge Investment Fund
- Manufacturing Advisory Service
- Designing Demand
- Innovation Networks

To access **International Expertise**, why not look at:

- Soft Landing Zones
- Enterprise Europe Network
- West Midlands Internationalisation
- European Business Technology Centre
- WM International Innovation Centre
- IntaTrade

To access **Business Start-Up Support**, why not look at:

- SPEED WM
- West Midlands Business Link Enterprise Delivery

To work with our **Students**, why not look at:

- Masters Internships
- Student Placements
- West Midlands Graduate Internship
- Knowledge Transfer Partnership (KTP) and Shorter KTP Programmes

To access **Staff Expertise**, why not look at:

- Research Sabbatical Fellowship
- Academy for Industry
- Applied Research Fellowship

To **Up-Skill Your Workforce**, why not look at:

- ACUA's in-house Accredited Training Programmes

To access **Collaborative R & D**, why not look at:

- Bid Writing
- WM Rural Enterprise Grant
- WM Grants for Research and Development

To access **Venture Capital Funding**, why not look at:

- MidVen Venture Capital

## Product or Service Development

### **Economic Challenge Investment Fund (ECIF)**

**ECIF Package 1:** Business Enterprise, Sustainability and Growth

How much? Part or fully funded support

Available Until? July 2010

What for? Assistance to companies in the development of an entrepreneurial environment. Tailored intervention package includes determination of entrepreneurial individual profiles, business viability, goals and actions, followed by development, implementation and continuous review of targeted interventions, which includes training, research, and consultancy.

**ECIF Package 2:** Business Sustainability Voucher Scheme

How much? Up to £3000 (needs to be matched by company)

Available Until? July 2010

What for? Access to specialist services to tackle specific issues faced by companies during the economic downturn. Includes support for developing a new business, access to international markets, specialist design and measurement advice, or student placements.

**ECIF Package 3:** Niche Manufacturing/Automotive Technology

How much? Part or fully funded support

Available Until? July 2010

What for? Support for the development and provision of targeted training with external partners for automotive manufacturers, third party suppliers, and other niche manufacturing companies. Additional support for companies to maintain a position within the market, manage legislative and consumer pressures, or diversify into new sectors less affected by the economic downturn.

**ECIF Package 4:** Creative Industries

How much? Mentoring and graduate placement

Available Until? July 2010

What for? Placement of a graduate within a creative business. Supervised mentoring relationships between graduates and business mentors from the creative industries and recent alumni.

**ECIF Package 5:** Gaming/Serious Games

How much? Specialist consultancy and placement

Available Until? July 2010

What for? Support to at-risk companies within the gaming sector, support of sector specific academics, investors and innovation specialists plus mentoring provision for graduates linked to industry placements.

### **Innovation Vouchers**

How much? £3000

Available Until? 2010

What for? For Small Medium Enterprises (SMEs) to purchase academic support from a West Midlands University. The vouchers are designed to support businesses to improve effectiveness and efficiency.

### **Knowledge Transfer Enterprise Grants (KTEG)**

How much? Up to £3,000 (needs to be matched by company)

Available Until? July 2011

What for? Knowledge Transfer consultancy between University and Company, allowing access to University staff and students to work on a specific project. Projects support needs of external organisations and contribute to an improvement in effectiveness of their operation.

### **Manufacturing Advisory Service**

How much? Package of services, including 50% towards the cost of an expert (up to £3250)

Available Until? Ongoing

What for? MAS services are open to any manufacturing company. They offer a free quick query service, a hands-on assessment and diagnostic of your business, training and networking events, and free or subsidised consultancy support. MAS operate at both a national and regional level.

### **Designing Demand**

How much? Free initial workshops, services and up to five days' Design Associate support

Available Until? 2012

What for? Free half-day workshop on how good design makes money plus up to 5 days one-to-one support from a Design Associate who will help you identify and run the right project to move your business forward.

### **Innovation Networks**

How much? £10,000 for Revenue and £10,000 and £15,000 for Capital grants available

Available Until? 2011

What for? Three West Midlands based SMEs already need to be collaborating to apply for the funding. Quick and simple application process.

## International Expertise

### Soft Landing Zones

How much? FREE access to expertise and office infrastructure with possible assistance for travel, depending on funding

Available Until? 2010

What for? Typically we offer one to two days of support, starting with an initial meeting or call with our consultant, to establish your company's precise needs. Advice includes: Intellectual property advice, Identification of potential partners around the world, assistance in finding sources of R&D funding, access to an office infrastructure in a number of countries.

### Midlands Enterprise Europe Network

How much? Free support

Available Until? 2013

What for? Provides information and advice on EU legislation, regulation, policy information and assistance concerning EU Funding Programmes and initiatives, business-partnership facilitation across all EU member states, candidate states and a selection of third countries. Focus on technology transfer and innovation.

### West Midlands Internationalisation

How much? Provide grants up to £2500 to support SMEs with international trade activity

Available Until? 2012

What for? Partnership with UKTI to deliver international trade support to SMEs, mentoring available to companies from the UK Trade and Investment international trade teams.

### European Business Technology Centre

How much? Free support

Available Until? 2012

What for? Supports SMEs to develop direct collaboration between European Businesses and Indian partners, involved in the Energy Sector (Wind, Solar, Hydro, Clean Coal etc). Package of benefits includes specialist energy sector market reports, access to EBTC head office in New Delhi, attend energy specific events in EU and India & access a network of partners in India & technical translation.

### WM International Innovation Centre

How much? Two free days mentoring

Available Until? 2012

What for? International trade support to SMEs to assist with R&D activity, includes a free enquiry service for R&D information.

### IntaTrade

How much? Free support

Available Until? 2010

What for? Support for business seeking partnering, joint venturing and other overseas investment activities. Package available includes experienced business advice, intelligent signposting, some financial assistance and self help material. In addition help is offered in protecting IP and agent and distributor agreements.

## Business Start-Up Support

### Student Placements for Entrepreneurs in Education West Midlands (SPEED WM)

How much? Package of support

Available Until? 2011

What for? Designed to give students the opportunity to improve their entrepreneurial skills through the development of a new business idea.

### West Midlands Business Link Enterprise Delivery

How much? Free mentoring and support

Available Until? March 2010

What for? Enterprise support for students. Aims to drive up creation and growth and survival of economy. To assist sustainable and competitive new business (social enterprise) and increase business start ups in the Midlands.



## Student Skills

### Coventry University Masters Internships

How much? Access to graduate students  
Available Until? Ongoing – two cohorts of students per year  
What for? Masters internships provide host companies with a postgraduate intern for between 8 and 12 weeks (typically starting June and September). Students will be dedicated to undertaking a significant workplace project.

### Coventry University Student Placements

How much? Access to students  
Available Until? Ongoing  
What for? Work placements for students will vary from short placements, either in the summer or done on an ongoing basis through the year, through to full-year placements as part of a traditional 4-year degree (i.e. where the third year is spent in industry).

### West Midlands Graduate Internship

How much? Free graduate intern  
Available Until? 2010  
What for? Access to graduate-level skills in the West-Midlands through graduate placements for a period of 1 - 6 months. Internships are available to cover all sectors.

### WM Classic Knowledge Transfer Partnership (KTP) Programmes

How much? Up to 60% funding for the placement  
Available Until? 2013  
What for? WM regional placement of a university graduate in your company for between 1 and 3 years to enable businesses to improve their competitiveness, productivity and performance. The University facilitates the placement and works with you and the graduate on a weekly basis.

### WM Shorter Knowledge Transfer Partnership (KTP) Programmes

How much? Up to 60% funding for the placement  
Available Until? 2010  
What for? WM regional placement of a university graduate in your company for 10 - 40 weeks. Aims to address short-term, tactical business issues and can be used as a stepping-stone for other funding.

### Classic and Shorter Knowledge Transfer Partnership (KTP) Programmes

How much? Up to 60% funding for the placement  
Available Until? Ongoing  
What for? UK-wide programme to place a university graduate in your company for between 10 weeks and 3 years, depending on the needs of the business and the desired outcomes. The partnership between you, the graduate and the University aims to embed skills and expertise to help your business develop.



## Staff Expertise

### Research Sabbatical Fellowship

How much? Up to £6000 to buy-out academic time  
Available Until? Ongoing - two bidding rounds in June and November

What for? Provides funding to release academic staff from their normal duties to concentrate on delivering high quality research outputs which support the University's research priorities.

### Coventry University Applied Research Fellowship

How much? Up to £10,000 to buy-out academic time  
Available Until? Ongoing - two bidding rounds in March and October

What for? Academic internship of up to 45 days within a commercial research setting. Coventry University offers research staff the opportunity to spend time working with leading universities or commercial research centres in the UK and overseas.

### Coventry University Academy for Industry

How much? Up to £10,000 to buy-out academic time (needs to be match-funded by host company)  
Available Until? July 2011

What for? A 3 to 6 month secondment of a Coventry University academic in your company. Host companies will gain a temporary staff person with different skills and new perspectives that will add value to the business. It is expected that these staff project placements will prompt lifelong cross-cultural relationships and corporate partnerships.

## Up-Skill Your Workforce

### CU Accredited In-House Training

How much? Dependent on courses – subsidised by up to 50%  
Available Until? 2012

What for? Staff training in three core areas - short course modules, leadership development training and foundation degrees. Training delivered in your workplace and a tailored programme to meet the specific needs of your organisation and your staff, as part of a recognised Higher Education level qualification.

## Venture Capital Funding

### MidVen Venture Capital

How much? Investment up to £500,000  
Available Until? Ongoing

What for? Investment to fast growing SMEs, supporting start-ups, early stage, growth, management buy-outs and management buy-ins, in any sector. Particular areas of interest in Medical/Biotech, Environmental Technologies, ICT and Software and Service sectors.

## Collaborative R & D

### Bid Writing

How much? Dependant on bid  
Available Until? July 2011

What for? To obtain specialist consultancy bid writing expertise for large collaborative projects between the University and external organisations.

### WM Rural Enterprise Grant

How much? 40% of eligible grant up to a maximum of £62,500

Available Until? 2013 - funded under the Rural Development Programme for England (RDPE)

What for? Grants available to farmers and specific rural micro-businesses in the West Midlands region, supports investments in Environmental Technologies, Food and Drink, Tourism and Livestock related activities.

### WM Grants for Research and Development

How much? Grants ranging from £5,000 to £500,000  
Available Until? Ongoing

What for? Individuals planning to start a business, new start-ups or established businesses with an innovative proposal to either develop a pre-production prototype or to conduct research that moves a concept closer to commercial realisation. Six week application process.



## Other Funding

To keep track of up-to-the-minute changes with the latest grants and support available here are some useful links:

- Advantage West Midlands:  
[www.advantagewm.co.uk](http://www.advantagewm.co.uk)
- Business Link Solutions:  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)
- Support West Midlands:  
[www.supportwm.co.uk](http://www.supportwm.co.uk)
- West Midlands Finance:  
[www.westmidlandsfinance.com](http://www.westmidlandsfinance.com)

If you would like to discuss specific areas of business support or get advice on funding for your organisation, then please contact the Business Development Group for an informal, no obligation chat on **+44 (0) 24 7623 6364** or email [cpu.cad@coventry.ac.uk](mailto:cpu.cad@coventry.ac.uk).



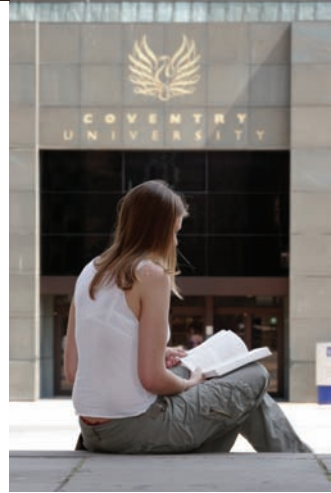
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