

GM Business Growth Hub, Innovation

**Driving Growth Together: Effective Collaboration
Between Universities and Business Growth Hubs**



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Agenda



- Overview of GM Business Growth Hub, Innovation Support
- GM's Innovation Ecosystem - Strategies, Challenges, Successes!
- International Commercialisation Strategy - Global Scale-up Team
- Panel: How to harness collaboration and ecosystem support to deliver successful KTPs
- Breakout Session: Groups discussion on regional gaps/ best practice
- Review and Peer Feedback
- Close

We're GM Business Growth Hub



GM Business Growth Hub is Greater Manchester's business support organisation.

We exist to make life better for communities across our city region by unlocking potential in businesses that want to achieve more. We provide support with funding, innovation, people, sales and sustainability.

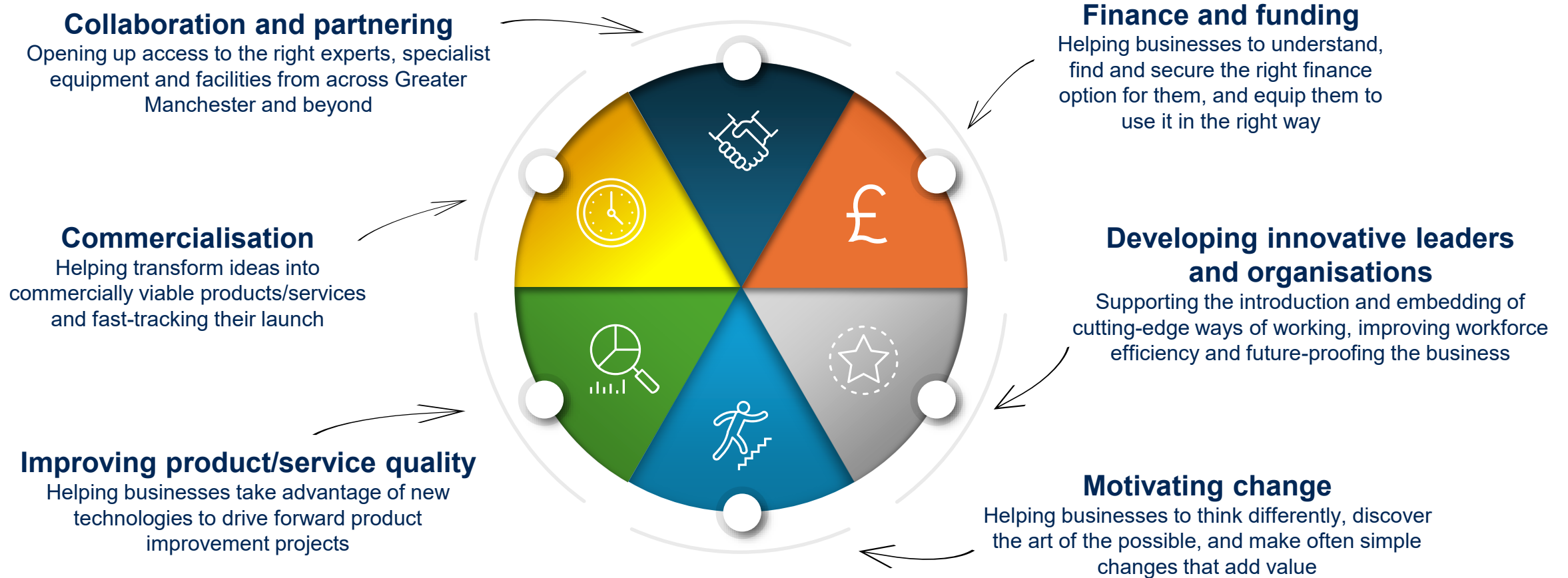
We're experts in Greater Manchester's growth sectors, from advanced manufacturing and health innovation to green technology, digital, creative and media.

With the support of the UK Shared Prosperity Fund, we're supporting businesses in Greater Manchester to reach great heights.

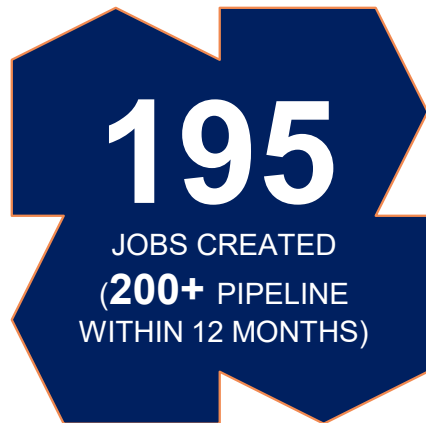




Innovation Service Support



Impact 2023-2025



Figures July 2023 to 31 March 2025; UK Shared Prosperity Fund Phase One funding



GM's Innovation Ecosystem Strategies, Challenges & Successes!

Dharma Nurse
Senior Innovation Development Manager



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GM Ecosystem Focus



- Close the **R&D investment gap** between GM and the national average
- Support **long-term economic growth** and job creation across the region
- Strengthen **connections between innovation assets and businesses**
- Foster **mature stakeholder relationships** and improve access to the ecosystem for companies
- Deliver **strategic added value** through leadership, influence, and engagement
- Drive **business growth and productivity improvements**

Insights: Impact & Feedback



Sectoral Focus Fuels Growth

- Digital, Creative & Media, Advanced Manufacturing & Materials, Net Zero, Health Innovation
- Investment drives jobs, productivity, and competitiveness
- Sector clusters (e.g. CEAMS) attract collaboration and funding

Collaboration & Knowledge Sharing

- Mentoring and advice offer high non-financial value
- Tailored ideas support inclusive regeneration
- Strategic partnerships boost innovation and commercialisation

Insights: Challenges & Strategies



INNOVATION



Place-Based Strategies for Local Growth

- Innovation support reaches beyond Manchester city clusters
- Tailored local initiatives drive **regeneration** and **inclusive growth**
- Embedded Local Authority roles key to attracting new companies

Tackling Barriers to Innovation

- Key challenges: rising costs, cashflow issues, limited finance access
- Struggles with market access and digital transformation

Solutions: Grants and flexible finance options, Knowledge Transfer Partnerships (KTP), Export support and digital programmes, Scale-up support and mentoring.



Innovation Navigator Profile



Business Profile: AI, Data, Advanced Computing, Advanced Sustainable Materials, and Diagnostics & Genomics

Support Type: Most impacts focus on knowledge transfer and **commercialisation**

New Engagement: **61% of firms new** to the Growth Hub, and 79% new to the GM Innovation Navigator, showing strong outreach success

Technology Readiness: Most innovations are at **TRL 6** or above, indicating market readiness

Innovation Readiness: Acceleration for earlier TRLs via University **cohort delivery**

Data source UKSPF GM Innovation Navigator (Sept 2025)

Routes to Commercialisation



The Power of Business Support

Key challenges: Long lead times vs immediate commercial impact

Solutions: Innovation Vouchers to start work whilst KTP application is being develop/reviewed

Business support activities and complementary grant packages before, after, or alongside KTP initiatives, ensuring a **cohesive approach** that fosters sustainable **growth**

Examples: Manufacturing, Made Smarter, Mentoring, Global Scale Up, International Trade, Green Tech, Skills & Training, Digital Transformation, Procurement & Supply Chain, Innovate UK Business Growth.

Case Study: The Insights Family



The Challenge

Limited Technical Expertise

As a start-up the company had limited in-house skills in data science and artificial intelligence, doing everything manually, hindering its growth potential.

KTP Case Study: The Insights Family



Strategic Partnership

KTP to use intelligent psychological profiling and state-of-the-art AI clustering techniques to create a market segregation tool and automate data analysis

Successful KTP Bid

Collaboratively developed a strong business case leading to a **28-month KTP** and supported with two Innovation Vouchers

Impact on Company Growth

The KTP enabled hiring specialists and data scientists, expanding the workforce to **60+ employees** and global presence in **22 countries**

Ongoing Collaboration and Improvement

Launched a **second (mKTP)** to enhance customer management and market strategy



International Commercialisation Strategy

Edy Heng and Ishan Dutta
Business Growth Hub, Global Scale-Up



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Global Scale-Up Team

Edy Heng

- 20+ years international experience
- Technology x business
- Fortune100: SAP, JNJ & startups
- USA, Singapore, ASEAN, Japan, UK
- 4 patents on semantic AI



Ishan Dutta

- MA (Oxford), MBA (INSEAD)
- 20+ years International Management career at L'Oreal, Essilor, Henkel
- 10+ years as E-commerce beauty start-up founder, manager and owner
- Lived in France, India, USA, Singapore, Korea, Japan, UK



Commercialisation Strategy Framework

Market Assessment

- Target market sizing
- Competitor landscape
- Regulatory requirements
- Entry barriers analysis

Go-to-Market Strategy

- Distribution channels
- Pricing positioning
- Partnership models
- Sales infrastructure

Resource Planning

- Capital requirements
- Team capabilities
- IP protection strategy
- Risk mitigation

Execution Support

- Market entry pilots
- Performance tracking
- Iterative refinement
- Scale-up acceleration

International Scale-up Strategic Pillars

Market Intelligence

- Competitive intelligence
- Regulatory navigation
- Local market dynamics
- Cultural adaptation

Operational Excellence

- Supply chains
- Quality standards
- Technology infrastructure
- Process scalability

Talent & Leadership

- International team building
- Cross-cultural competence
- Local market expertise
- Leadership development

Capital & Finance

- Growth funding access
- Export finance
- Investment readiness
- Currency management

Entering New Markets

Domestic Market Expansion

Geographic Clusters

Leverage regional strengths and sector ecosystems

Best for: Tested products, established operations

Channel Partnerships

Collaborate with distributors for rapid market access

Best for: Resource constraints, market testing

International Market Entry

Direct Export

Control brand and customer relationships

Best for: High margins, unique offerings

Strategic Alliances

Joint ventures or local partnerships
reduce risk

Best for: Complex regulations, new territories

Licensing/Franchising

Minimal investment with local expertise

Best for: Proven models, scalable concepts

Supporting High Growth Companies Overseas



Business Review, Priorities, Objectives



Try and prioritise one market and one focus product



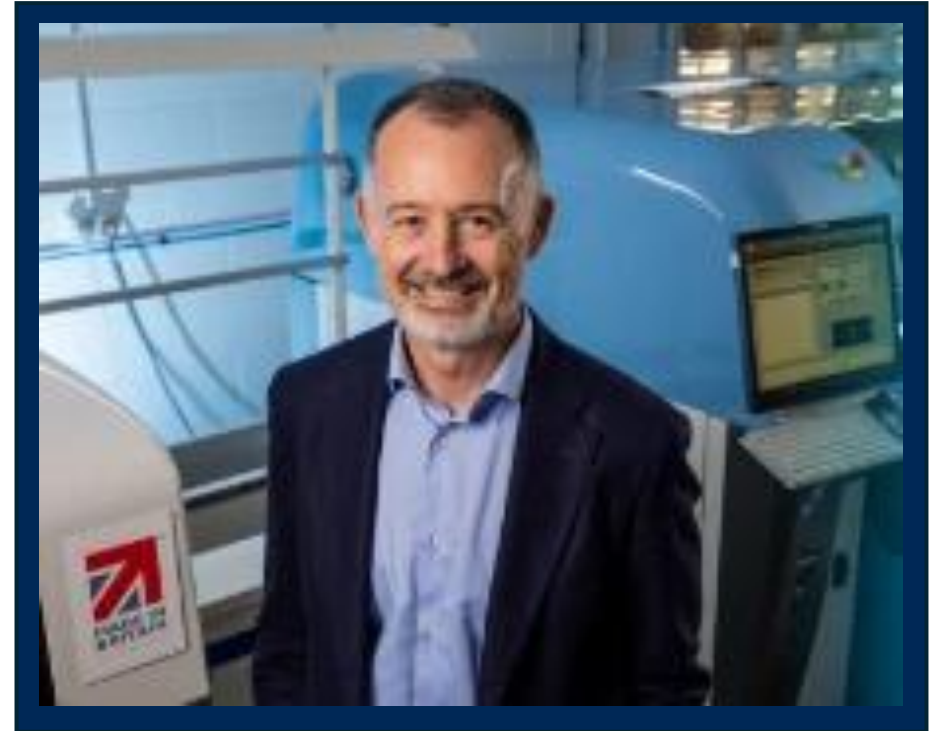
Build a plan with numbers and action items



Review and assess progress at regular intervals

Kane International

- Market leaders in gas analysers
- From £15 million to £30 million
- Plan includes Europe, China, India



Canine Menu

- Dog treats sold at pubs
- From start up to £1 million
- Netherlands, Germany



International Scale-up Programme

- **Based in Greater Manchester**
- **Operating for at least 3+ years** in the domestic UK market
- You can be either a first-time exporter or have experience trading internationally
- You have a **scalable product or service** ready for international markets
- Ideally have registered a **year-on-year growth**
- All sectors welcome

3 GM Leading Trade Partners	6 Months Tailored Export Support	25 Ambitious GM Businesses	Up to £2,500 to Accelerate Growth
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PANEL DISCUSSION

**How to harness collaboration and
ecosystem support to deliver
successful KTPs**





BREAKOUT SESSION

In groups, please discuss and answer the following 4 questions:

Q: What are the opportunities / gaps for KTP engagement in your region?

Q: What does good collaboration in your regional ecosystem look like?

Q: How do you see the role of partnerships like KTPs evolving in the next 5 years?

Q: What is most important measure of success for a KTP?

We will then have a short time to feedback any learnings, thoughts or examples to the room.



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Thank you

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