



Fuelling Ambition

Supporting female entrepreneurs

Newable



Fuelling ambition, unleashing potential.

With sustainable economic growth so difficult to secure, ensuring that women realise their full business potential is critical to the UK economy.

Deloitte has estimated that women-led SMEs could potentially contribute in excess of £180bn GVA to the UK economy by 2025.

However, even today, Newable's first hand experience of working with businesses at the heart of the economy shows that women are still confronted by many obstacles. This empirical evidence is supported by numerous research studies.

These include a lack of role models, access to finance, networking opportunities and, on occasions, experience in commercial risk taking.

Newable is the champion of business growth. We strive to generate positive social impact through the promotion of inclusive economic activity.

We are excited to be launching the Fuelling Ambition programme designed to make a dent in these issues and help female entrepreneurs realise the commercial potential of their businesses.

An aerial photograph of a winding asphalt road on a steep, rocky mountain slope. The road features multiple hairpin turns and is bordered by a low stone wall. The surrounding landscape is a mix of green grass and brownish-yellow patches, suggesting a high-altitude or alpine environment. The text "The landscape" is overlaid in white, with a short white horizontal line pointing towards the road.

The landscape

Promoting women in business is a key driver of growth. Scholars, such as Kalsen, Dollar and Gatti, have demonstrated a clear link between high GNP per capita and little or less gender inequality.

The economic case

Following the expiry of the Millennium Development Goals at the end of 2015, the United Nations implemented a new development agenda known as the Sustainable Development Goals (SDGs). This is a global set of 17 goals and 169 targets that UN Members' states are expected to achieve by 2030. The fifth SDG - entitled 'Gender Equality' - is explicitly aimed at achieving gender equality and empowering all women.

The rationale of this programme is essentially based on the findings of scholars, such as Kalsen, Dollar and Gatti, who have demonstrated - in the late 1990s - a clear link between high GNP per capita and little or less gender inequality.

A study by Deloitte revealed that around 1 million SMEs were women lead. This represented 20% of UK SMEs. These businesses contributed £85 billion in Gross Value Added (GVA) to the UK economy. However, only 5.7% of working-age women engaged in early entrepreneurial activity.

Deloitte estimated that by 2025, women-led SMEs could contribute in excess of £180bn GVA to the UK economy were this proportion to reach 10%.

Studies by scholars Donna Kelly and Susan Marlow, have illustrated that in the UK men are twice as likely to start businesses as women are. Helping women to create their own businesses, to raise funding and to innovate is therefore pivotal to boosting the UK's economy.

A 2016 study by Innovate UK interviewed 200 female innovators. It established that securing funding was the main challenge for women entrepreneurs.

The Global Entrepreneur Monitor documented that some perceptual factors such as self-confidence and fear of failure also depress the level of women's entrepreneurship.

Unlocking women's potential through public intervention

The UK Government is taking steps to encourage women to set up and grow their business. In November 2013, the Government adopted a Women Action Plan to identify and assist the 'missing million' women entrepreneurs in the UK. Within the frame of this Action Plan, the Government announced in May 2014 that budding female entrepreneurs would benefit from superfast broadband with a new £1 million challenge fund.

This fund gives women the practical help needed to get their business on-line and to take advantage of superfast broadband. It includes online mentors, business clubs and training courses.

In 2014, UK Trade and Investment, now known as Department for International Trade published a guide aimed at helping women expand into overseas markets.

In terms of mentoring, the UK Government decided in 2014 to contribute £1.9 million to the Get Monitoring project which recruited and trained over 15,000 business mentors, out of which 42% were women. This very successful project was followed by a series of national 'Meet a Mentor' road shows aimed at giving female-led businesses the opportunity to link up with experienced mentors who have the skills to support new and growing businesses. Thus sharing experience, building confidence and providing inspiration.

To help women across the country more specifically, the Government invested £1.6 million to support rural women's enterprises through improved access to transport, virtual assistants for those in remote areas, networking opportunities and skill trainings.

Although these public and private initiatives provide a firm basis for empowering women in business, there is much more that needs to be done.

Women entrepreneurs also have access to government-backed Start-Up loans. The Start-Up Loans Company has now made over 25,000 loans, worth over £130 million in total, with over a third of these loans going to women. Finally, the women section of the governmental Business is GREAT website sets out advice and sources of support on issues such as finance, mentoring and networking.

Private support to women entrepreneurs

Ernst and Young is acting – through the Women Fast Forward programme – to empower women entrepreneurs to think bigger. Through its Entrepreneurial Winning Women programme, EY identifies high-potential women entrepreneurs whose businesses show real potential to scale and helps them by identifying potential partners, strengthening their executive leadership and discussing business strategies. Benefiting from a global network, EY implements this programme in Europe, in the US and Canada as well as in Asia-Pacific.

Other organisations, such as Prowess or AllBright, provide women entrepreneurs with comprehensive support ranging from networking to funding. AllBright for instance, implemented the AllBright Angel Pool, a community of angelinvestors, HNWIs and business leaders who are dedicated in changing the way the world thinks about female-led business by helping to unlock their potential. Although women entrepreneurs are underrepresented in the UK, they are highly successful. The ground-breaking AllBright platform argues that female-led start-ups have a 35% higher return on investment compared to equivalent companies headed up by men.

Prowess is also committed to helping women in business. Prowess is the online hub for women-friendly business support, inspiration and information. They organise networking and knowledge sharing events to support women entrepreneurs and manage the Charter for Women in Business, a code of practice to encourage and help companies to support women in business.

What more needs to be done?

In an August 2016 study, Innovate UK established that women often consider that the very fact of being a woman negatively impacted their careers.

Sheryl Sandberg – Chief Operating Officer of Facebook – wrote that ‘men are quite used to stepping up while women may not feel they have the right to be there’.

Leadership role models, mentorship, networking support groups therefore play a vital role along side access to finance and open opportunities. A joined up package of measures would provide women entrepreneurs with tailored support.

Such a programme would require considerable investment. However, all the evidence suggests that the economic return through the increased GVA delivered by women led businesses would cover the costs many times over.

Newable is committed to delivering social impact by seeking to stimulate inclusive growth.

We already assist female entrepreneurs through a comprehensive range of activities, from access to funding to mentoring and from business strategy to business expansion. Now we are going further and are launching a comprehensive and co-ordinated programme – Fuelling Ambition.

Our aim is to become a leading part of the drive for economic empowerment that will benefit all. Acting as a trailblazer, Newable aims also to be a focal point making the practical case for additional public and private sector support for women entrepreneurs.

Perspectives



Rachel Maclean, MP



Rachel is a successful entrepreneur, MP for Redditch County and a member of the Business, Energy and Industrial Strategy (BEIS) Select Committee.

The future success of our economy isn't just dependent on Government being ambitious, as important as that is, but central to our country's future prosperity is empowering women to become entrepreneurs and to believe in themselves.

As an entrepreneur myself, I know all too well the many obstacles and challenges women face in the world of business. Although we have made great strides in improving equality and diversity in the workplace since I began my career in business, we still have a long way to go in making sure all women reach their full potential.

That's why Newable's Fuelling Ambition programme is key in effecting tangible change in the belief that one day we will live in a country and a world where women are no longer held back. Our country prospers when everyone prospers. The future success of the UK's economy will not be unlocked until we unlock the talents and ambitions of every girl and woman in this country.

We must remove every obstacle which prevents women from becoming entrepreneurs and leading the future FTSE 100, tech-pioneering and small and medium-sized businesses in this country. Only then can we truly say Britain's economy works for everyone.

After moving from the world of business into politics, I am passionate and more determined than ever to empower women and to prove to them that no matter their age or background, their dreams and ambitions can take them as far as they wish to go.

Emily Nott



Emily is the Lead for Diversity and Inclusion Programmes, Innovate UK.

Innovate UK is UK's innovation agency, a public body sponsored by the Department for Business, Energy & Industrial Strategy. We believe that the most disruptive innovation can only occur when great and diverse minds meet and get access to proper support to realise their ideas.

The participation of women in the innovation eco-system is therefore crucial to the development of work that will truly change the world. Not only for these women themselves, but for everybody - boosting female entrepreneurship could deliver approximately £180 billion to the UK economy.

After reviewing our data in early 2016, it was a real eye-opener to discover that only one in seven applications for business funding to Innovate UK were led by women. This was obviously not good enough, so we decided to take positive action to address the situation.

We began by conducting research to better understand the challenges and opportunities for female entrepreneurs and how Innovate UK support could have the greatest impact. We followed this up with a campaign and awards programme to unearth more women in innovation with fantastic ideas and huge potential to be leaders in innovation for the future.

Our Women in Innovation Awards provided innovation grant funding and a tailored programme of mentoring and business support which we worked with Newable to deliver. The award holders are now well recognised role models and as a result of our campaign (including a photography exhibition in partnership with Getty Images) both their personal and business profiles have received a significant amount of positive attention. I can honestly say that I am truly blown away with the achievements of our award holders so far and I am certain that this is only the beginning of a much bigger success story for the future – watch this space!

We are therefore excited to see Newable's Fuelling Ambition programme making use of the research we commissioned and designing and delivering support and resources to female entrepreneurs that specifically address the barriers to growth that were identified. We are delighted to support our partners who share our inclusive vision and determination to unleash the potential of women entrepreneurs.

Jenny Tooth



Jenny Tooth, OBE is CEO of the UK Business Angels Association, the trade body for angel and early stage investing, representing over 15,000 investors around the UK.

It is heartening to see that many more women here in the UK are identifying the potential to establish and build a successful business and I meet so many fantastic innovating women entrepreneurs. However, many of these female founders are missing out on the opportunity to access the benefits of external investment and notably the support that angel investors can bring to help grow their business.

Angel investment is the most significant source of risk capital for start-up and early stage businesses in the UK, bringing not only finance, but access to vital business mentoring and expertise to enable

entrepreneurs to achieve their high growth potential. Yet currently only around 10% of angel investments are being made in women founders and pitching events still tend to only have one or two women, at most, among the line-up of presenting entrepreneurs seeking investment.

One of our biggest challenges affecting women's access to equity is that only 14% of business angel investors in the UK are women. To address this, UK Business Angels Association is spearheading a campaign to access this untapped pool of risk capital with a view to increasing the proportion of women investors to 30%. This has included an important piece of research which we carried out among 200 women across the UK during 2017 with a view to understanding the barriers and challenges that are holding women back from angel investing.

Armed with this knowledge, the trade body is now undertaking an active programme of awareness raising, recruitment, education and skills development; also involving existing women angels as role models to encourage more women to engage in angel investing, whilst ensuring that existing angel groups are welcoming to new female investors. I hope that these measures to increase the pool of women angels and create a more diverse equity market, combined with initiatives such as Newable's Fuelling Ambition programme, will result in many more women entrepreneurs successfully accessing the investment they need to build and scale their business in the years to come.

Anne Watts



Anne Watts, CBE was chair of the Appointments Commission and is currently on the boards of Opportunity Now, Race for Opportunity, Surrey University and Newable.

Over the course of my professional career, I have been a passionate advocate of improving equality and diversity across the private, voluntary and public sectors. I have witnessed considerable change in these areas and thankfully, this change is gathering pace.

Further momentum has been generated by the adoption of the UN's Sustainable Development goals at the beginning of 2016. These seventeen social, economic and environmental goals serve to underpin the proposition of "inclusive economic growth", with diversity and equality firmly enshrined.

Newable has held true to a 'balanced scorecard' approach since its inception. One of the most vital responsibilities I have as a non-executive director of Newable is to support the company as it strives to implement and live up to inclusive practices across company values and behaviours, corporate citizenship and powerful impact programmes such as Fuelling Ambition.

Newable is the champion of business growth. Its focus and expertise is the passionate business people at the heart of the UK economy. Newable is dedicated to helping them start, sustain and grow their companies. It strives to create positive social impact through the promotion of inclusive economic activity. There is a shared belief that doing good makes good business sense.

Whilst much has been achieved, much more remains to be done. The potential of far too many sections of our society, with so much to offer society, remains unfulfilled. Barriers remain to be broken. That is why I am excited by the comprehensive programme of practical advice and support that Newable has been able to bring together under the banner of Fuelling Ambition to help unlock the fantastic potential of women entrepreneurs. I look forward to seeing the positive impact that will be made.



Inspiration



Anna Hill is co-founder of the River Cycleway Consortium Ltd., a business with an environmental mission. Anna Hill is a London based artist, innovator and social entrepreneur who has innovated space technology, software and life support systems to create a floating transportation ecosystem, known as the Thames Deckway.

Could you tell us about what spurred the idea – perhaps a lightbulb moment?

Anna Hill

Rather than a single light bulb moment I experienced a series of epiphanies and life experiences that came together to create the vision behind this project. These moments included sitting on the river side of the Seine in Paris watching the river traffic and pedestrians; observing the view and listening to the power of the waves from my window on the Thames in Rotherhithe and noticing the huge untapped potential and beauty of the river; and lastly, riding my bike along the dangerous and congested noisy streets that ran parallel to the river Thames. Furthermore, much like astronauts who experience the overview effect, my work in the space industry helped foster an awareness of the fragility of the environmental systems of our planet and our ecosystems and a desire to protect them. From these series of epiphanies and experiences I realized that these numerous interconnected problems and opportunities could be addressed by a single project. **That project would become the Thames Deckway, an interdisciplinary concept that brings human centered design and engineering knowledge from the space industry to an urban smart transport and clean energy infrastructure environment.**

How did you get going – what were your first steps?

My first steps were taking the decision to “take the plunge” and enter the international space industry as an artist / designer by relocating to the Netherlands to work on an ambitious software and space payload project in 2005. Previously I knew no one in that industry and I learnt to creatively lead interdisciplinary teams to bring about unexpected social environmental and cultural innovation. **Learning how to disrupt for good and attract positive collaborators with shared values brought about further lessons and experiences.**

I co-founded the Thames Deckway project with a space architect David Nixon. We met at the European Space Agency Business Incubator whilst we were both working on other projects. We have a lot of respect for each other that is an essential prerequisite for effective collaborations of any kind.

These first steps coupled with life changing experiences initiated a domino effect that brought me to where I am in the present.

What help and support did you receive?

I've received much support over the years from both friends, colleagues and most recently from Innovate UK. In November 2016, I won the Innovate UK infocus Women in Innovation award that gave me the support of an innovation advisor from Newable, which has opened up a whole new community of other entrepreneurs to draw strength and inspiration from.

If you knew when you started out what you know now, what would you do differently?

There are, of course, many things that I wish I had known about when I started out. **I think that I wouldn't have grown as an individual or indeed, as an innovator if I had not had to respond to unexpected challenges and turn them into opportunities. After all, taking risks is always unpredictable but great things can happen that way.**

What's the most rewarding part of your job?

Bringing a high impact civil engineering project to market, nurtured from an early stage concept with the support of a collaborator and co-founder with its environmental and social core values as DNA intact! **Working alongside brilliant people from diverse industries and interesting backgrounds is immensely rewarding too - although the best things in life are rarely easy!**

What advice would you give someone who has just had their lightbulb moment and was just starting out?

Give it 100%, listen to advice and don't be too concerned by failure. After all some of the best lessons are learnt through creative failure. Have confidence in yourself and your vision, be analytical and listen to others. Take on board critical views without internalizing them. Remember that others may be looking at you through a different lens. At the same time challenge the dominant culture and assumptions as they are not always in the best interest of our collective well-being, adaptation and survival. Regularly acknowledge and celebrate your progress towards the goals you set out to achieve and envisage. **Engage with support groups and networks. An experienced mentor can facilitate you to approach a problem in a new light with a new set of tools.** Finally, be in it for the long haul and don't give up - it's a state of mind.



Lucy Gower

Lucy Gower, founder and director of Lucidity, is a coach, trainer and consultant specializing in giving people the confidence and tools to think creatively, develop ideas and make their innovations happen. Lucy led the first innovation team at the NSPCC, one of the UK's largest children's charities focusing on enhancing their creative skills, and providing them with tools to enable the creativity and innovation to help them flourish.

Can you tell us a little about how Lucidity came about?

There wasn't a light bulb moment, it was a slow hunch and impatience that built over time. I was in a day job, and I felt like I wasn't making a big enough impact. I was restless working 9-5 in an office environment and my job role changed so I was doing less and less of the work I really loved. **I wasn't very good at following rules and working in a hierarchy and was frustrated by the amount of bureaucracy it felt like was sapping my energy.** I felt like I could have more fun, learn more and make more of a difference if I went out on my own.

What were your first steps?

About 18 months before I quit my job, I thought about what I would need to do for people to want to employ me. I set up a website and started blogging but I didn't tell anyone for ages - in case they thought it was rubbish. I went on presentation skills training and started speaking at conferences. I started networking. I turned up to everything. **My first steps on leaving were to let everyone I knew (and that was a lot after 18 months or relentless blogging, conference speaking and networking) that I was freelancing and how I might be able to help them.**

What help and support did you receive?

Most people told me it was a bit too risky in a recession to quit a job – but I ignored them. I built networks of people who were thinking about doing the same, or people who were already freelancers or ran their own business. In November 2016, I was shortlisted as a finalist in the Innovate UK infocus Women in Innovation award where I received business support from an innovation advisor at Newable, along with further support from Innovate UK. This has enabled me to gain support on entering new markets and also tap into a new community of like-minded entrepreneurs. I found people were very generous with their time and advice. Several people gave me small bits of work to help me out. I still am grateful for their kindness.

Is there anything you would change in hindsight?

Hindsight is a marvellous thing. I think I did a lot of things right and looking back now I don't know how I had the energy to hold down a day job and side hustle at the same time. I would have looked for business partners or ways to leverage finance.

What's the most rewarding part of your job?

On Saturday, I got a postcard from a client saying thank you for everything I was doing to help them. That made my day. I love when I run training courses, or am speaking at a conference and the room changes. I call it the penny drop moment and I know that people are going to go and do something different. It's rewarding when people come up to me and say I saw you speak at a conference and I took your advice and now I am doing something different. **I've never worked harder in my life and if you run your own business I don't think you ever switch off, however I can work to my own time schedule.** I don't have to be at a desk from 9 to 5. I like working at 6am and having an afternoon power nap. The buck stops with me which is rewarding and terrifying in equal measure. Oh and invoicing. I love invoicing.

What advice would you give someone who has just had their lightbulb moment and was just starting out?

Spend time being really clear on why you are doing it. Test your idea – not with friends and family they will all say you are great. Test with your audience in a live environment. Follow your hunches. Research the marketplace and work out how you monetize your idea. It's the hardest thing you'll ever do and it doesn't get easier over time, you just learn to manage your stress and uncertainty. The focus you need to get something off the ground means you'll probably lose friends and jeopardize relationships. Make time to invest in your friends and family. Invest time in looking after you, eat well, rest, do exercise because if you are not ok then your business will not be ok either. And you are never done learning!

Dr Lorin Gresser

With a background in business and medicine, Lorin founded Dem Dx in June 2015. It is a medical diagnosis app used by medical students and professionals around the world. The app accurately guides users through symptoms to find the most likely medical diagnosis, while enabling access to decades of clinical experience along the way.

Could you tell us what spurred the idea behind Dem Dx?

I can certainly say that it was not a lightbulb moment but the gradual maturing of an idea that came about while I was at medical school. I was driven by the fact that technological advancements could significantly enhance the decision making of medical students and professionals around the world, and thus save lives. I felt that this solution, in the form of a mobile product, was something I needed during my studies and consultations with patients. I therefore became 100% consumed by the idea and set about developing it. I realised early enough that there was no way I could do this on my own, so I spoke to fellow students and senior colleagues, who served as sounding boards and 'test subjects' for the initial prototype.

How did you get going – what were your first steps?

After the gradual formation of the idea, I conceptualised the idea in powerpoint. I showed this to a couple of medical consultants as well as another technology entrepreneur. Receiving positive feedback encouraged me to pursue the idea; had they not been, the future may have looked different for me and my idea.

My next step was finding an engineer and 'partner in crime'. This took me 3 – 5 months, involving dozens of conversations. I, inevitably, met a lot of people who were either not the right fit, didn't have the capacity, or feared the commitment of a startup, just to serendipitously find someone in the end. **This enabled us to build a prototype which we demoed to investors to secure our first round of funding.**

What help and support did you receive?

Being a member of the medical community afforded me lots of opportunities to discuss my ideas with brilliant minds. We received great support from consultants, registrars and a group in our medical community.

Investors supported us financially, enabling us to grow our team with key people needed for critical aspects of our development.

Government programmes such as the EIS/SEIS scheme have proven to be a great support for businesses like ours. **Another was Innovate UK who provided me with the infocus Women in Innovation Grant as well as the business support which has been provided by Newable as their delivery partner.**

If you knew when you started out what you know now, what would you do differently?

I would've established and more regularly engaged with a network of startup founders – those I did communicate with were invaluable, so expanding on that would've exposed us to greater strategies, resources, and opportunities that are influential for every startup. If you are starting out, and have such a network, utilise it as much as you can. **If you don't, take time to build this network as this will prove invaluable in the long term.**

Working with Innovate UK and their affiliate organisations like Newable will help you with this!

What's the most rewarding part of your job?

Without a doubt, seeing Dem Dx being used to support the decision making processes of medical students and professionals, not only in UK, but in countries with less developed healthcare infrastructures - validating how big a problem we are solving.

We're only just getting started and are being used in 176 countries having been downloaded 26,000+ times.

What advice would you give someone who has just had their lightbulb moment and was just starting out?

That entrepreneurship is a massive roller-coaster. This cannot be emphasised enough. There will be huge amounts of setbacks and things will sometimes get very tough. That is okay though, because it is all part of the journey which can be very exciting. Other start-ups will always look sorted, further ahead and more successful. The reality however, is that they have had and still have their own challenges and struggles.

Secondly, get in touch with people of like mind as often as you can, especially other innovators and entrepreneurs. You can learn a lot from each other, especially things you have previously not thought about, which may be helpful for your new venture.

Lastly, it may sound a bit cliché, but my advice to innovators is to be bold and brave – these are two key requirements that will determine your future success. They are also two key features needed if you want to break new grounds.

The programme: from inspiration to investment





Beginnings

Newable has worked with businesses and business people operating at the heart of the economy for over 35 years. Our social purpose means we are particularly engaged with sections of the business community who, in one way or another are underserved.

We are passionate about the potential of female entrepreneurs and female led businesses to benefit everyone in the country through the positive economic impact they generate. Newable is also particularly well positioned to deliver much needed practical support.

In 2016 – working with our partners at Innovate UK, Tech UK and EEN – we curated our first Fuelling Ambition Conference, held at the Institute of Engineering and Technology, in London.

This brought together a stellar selection of speakers including Sue Lawton, advisor to the UN on Women's economic empowerment, Sharon Vosmek, CEO Astia investing in the success of women high-growth entrepreneurs, the Flock Global collective and Sarah Hunter, the World Cup winning England Rugby Captain.

We listened to and reflected upon the feedback we received from participants. We have also engaged with government work streams such as the Industrial Strategy and the Patient Capital Review. Frankly, the demand for support and the imperative to do more has only grown louder.

That's why Newable is delighted to launch the comprehensive programme supporting women entrepreneurs on their journey from inspiration to investment.

The 2018 programme

Tailored support

Mentoring

Innovation Advice

Export Services

Sourcing Partners
Overseas

Workshops

Dynamic
Business Modelling

Breaking through
roadblocks to
business success

Kick-start
your exports

How to position
yourself for
investment

Events

Fuelling Ambition Conference

Investment Pitching Event

Register your interest: fuellingambition@newable.co.uk

Tailored one to one support

Mentoring

As a leading provider of Responsible Finance, Newable has developed a long and successful track record of business mentoring. Our programmes, tailored to specific needs, are designed to help businesses get going, stay on track and realise their potential.

Innovation Advice

Our Innovation Advisers offer fully funded support that helps entrepreneurs take their business to the next level. They guide companies in all aspects of product development from design and prototyping, simulation and testing, through to logistics, marketing and launch. We advise on appropriate resources, supply-chain, access to appropriate funding and finance opportunities and intellectual property considerations through tailored one-to-one support, expert connections and technological partnerships.

Export Services

Newable is one of the Department of International Trade's leading Delivery Partners. Our International Trade Advisers provide in-depth support to businesses such as one-to-one advice, a programme of tailored workshops as well as opportunities to sell through trade shows, missions and meet the international buyers events. We can help you get started, help with identifying and researching the right markets and also identify the right route to market. We also advise on how to sell outside the UK using the web, from finding the best online marketplace to using social media and making your website international.

Sourcing Partners Overseas

Newable is part of the Enterprise Europe Network (EEN) and can therefore help ambitious businesses innovate and grow on an international scale. We can help your business find the right international partners to grow and expand abroad, not only in Europe but worldwide as well. The network has the reach and expertise to find the right partners for you to manufacture or distribute your products, access new markets, find the technology you need to drive innovation in your business and cooperate in research and development projects. Our advisers will work with you on a one to one basis to identify the best way for you to find a partner that matches your needs and provide access to matchmaking events across Europe where SMEs can meet potential business partners in person.

Breaking Barriers Workshops

Dynamic Business Modelling

Full day workshop

Design and innovate your business model and value proposition

Are you an innovative SME looking for specialist advice on the development and evolution of your business model? This hands on workshop is designed to help companies critically assess, adjust and/or improve their existing model. Using practical and systematic tools (the Business Model and Value Proposition Canvas), our experts will help you 'rethink' how your organisation creates, delivers and captures value and discover new ways to innovate your business model.

Breaking through roadblocks to business success

Half day workshop

How to identify and overcome barriers to Scale Up

The journey to build, grow and sustain a business can be challenging. You may have a vision of where you want to take the business, but don't always know the best pathway to get there and progress begins to slow down. At this interactive workshop, innovation expert, Nik Thompson and Newable's team of advisers will help you to identify the underlying roadblocks holding your business back from growth. Using a visual scoping tool, we'll help you map out your goals, identify the problems, devise a clear strategy and take decisive action to get back on track to achieving your business vision.

Kick-start your exports

Half day workshop

Identifying your global market

Designed for SMEs with ambitions to sell to new customers in new markets, this workshop can help you assess if exporting is viable for your business and identify ways to boost export sales. Facilitated by international trade consultant, John Harrison, specialising in export strategy and marketing, we'll explore the exporting process, market selection, reveal common pitfalls, routes to market and develop your export proposition. Whether you are new to exporting or looking for direction, this event can help you identify the risks and opportunities of selling your products/services internationally.

How to position yourself for investment

Half day workshop

Crafting an ultra-compelling pitch to fuel your fundraising

The ability to clearly articulate your value offering with an engaging pitch is crucial for businesses to cut-through a crowded marketplace. At this workshop, pitching expert and Astia Adviser, Brian Evje will share his wealth of knowledge in helping all businesses from start up to scale up access capital, through delivering a powerful pitch to attract investment. Like any key leadership responsibility, Brian believes becoming an expert pitcher takes preparation, practice, reflection and more practice – Evje will be exploring the common pitfalls he has seen entrepreneurs make and shares both practical tools and concrete advice to help you perfect your pitch.

Events

Fuelling Ambition Conference

Full day event

From inspiration ...

The Fuelling Ambition Conference brings together over 300 female like-minded entrepreneurs and business owners to engage, network and learn from other successful women in business. The full day event features a powerful line-up of speakers sharing practical business advice and their own inspirational journeys. It's a great opportunity to gain deep insight from female influencers and challenge the way companies approach starting, growing and scaling in business.

With engaging interactive panel sessions, tactical advice on turning your business into a global enterprise, keynotes on attracting investment, digital marketing, business pitching and the space to develop networks with like-minded women, this event is designed to help unleash your business potential with hard hitting ideas.

Investment Pitching Event

Half day event

... to investment

Newable Private Investing is one of the UK's leading early stage investing networks. In 2017, we completed nearly 40 investments into exciting, emerging, technology led businesses with the potential to scale. Newable helps entrepreneurs in three ways: by making direct investments from our Fund, through co-investment with other Funds and by helping to private ('angel') investors to form syndicates. Newable Private Investing has a number of women owned and or women led business in the investment portfolio and works with a number of women investors.

There's more to be done and more we can do to increase the level of investment into women led businesses and to increase the participation levels of women investors. That's why Newable Private Investing will be hosting a company presentation event in 2018. The event will showcase around seven businesses from knowledge intensive sectors with high growth potential. NPI will provide pre-pitch coaching. We will also reach out to existing and first time women angel investors. NPI will run investor workshops outlining the investing process and the benefits of the Enterprise Investment Scheme.

The team



Ciara Fitzgerald
Programme Lead

Ciara is a Certified Management Consultant and has a successful track record of working with SMEs to help them enhance their innovation capacity, commercialise and internationalise. Ciara delivers the Enterprise Europe Network (EEN) services. The EEN is the world's largest support network for SMEs which helps businesses innovate and grow on an international scale. She also delivers the Innovate 2 Succeed programme to SMEs in London, which is a fully funded tailored support programme for ambitious companies who want to unlock their innovation management potential.



Nik Thompson
Innovation Adviser

Nik advises clients on new product introduction, from concept and development through finance and onto production and entry to market. Nik has considerable experience advising clients both large and small, public as well as private. He has experience in product and service design, business development, organisational change and communication design to implement new services and change. Nik is an Innovation adviser delivering the Innovate2Succeed programme, which provides fully-funded support for companies wishing to develop new, or improve existing, products and services.



Guillia Simonelli
Senior Business Adviser

Giulia is Business Advisor for EEN clients, to help them to grow and succeed, maximising their innovation and internalisation potential. She assists SMEs and more established businesses in transforming their innovative ideas into real marketable products and services. She is an expert in fundraising activities under the European Horizon 2020 programme and National funding calls.

Newable

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We work with businesses at the heart of the UK economy. Our expertise is helping people start, scale and internationalise their businesses. The Fuelling Ambition will draw from the expertise of over 150 professionals from across the business. They include mentors, innovation experts, international trade advisers, grant experts, early stage investment specialists, as well as Responsible Finance loan professionals. The programme will be further enriched by the support we can draw upon from key partners like Innovate UK, Enterprise Europe Network and Astia for example.

About Newable

Newable works with passionate business people at the heart of the UK economy, helping them start, sustain and grow their companies.

Sometimes they need a little support in order for their extraordinary potential to be realised. This might take the form of loans, investment, advice or premises. Whatever their needs, we aim to create and deliver innovative, high quality, services and solutions. In fact, to serve our clients best we have structured around these four fundamental business needs.

Lending. Investment. Advice. Property.

Firstly, our lending products provide an alternative to high street bank finance. We are able to provide loans from between £25 thousand and £10 million. All of our products comply with Responsible Finance best practice. And we aim to provide fast, transparent decisions and delivery of funds to approved clients within a week.

Secondly, Newable Private Investing is one of the UK's largest Angel networks matching angel investors with start-up and early stage growth businesses. At the core of this activity is our significant EIS Fund. We are also working on plans to launch later stage investment funds.

Thirdly, Newable has over 150 professionals delivering advice to businesses. We are a leading delivery partner of the Department for International Trade in London and the South East, promoting UK exports and UK businesses abroad. Our advisers deliver funded business development programmes on behalf of Innovate UK and via the Enterprise Europe Network.

Fourthly, Newable's property and regeneration business works to create places for businesses and people through property investment and development focused mainly in the Greater London area.

You can find out more about us at www.newable.co.uk.
Please get in contact, we'd love to do our best to help.

Newable

Contact us at:
fuellingambition@newable.co.uk