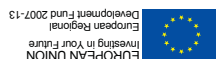


# Who is eligible to join?

The qualifying criteria for Co-Innovate are simple; you need to be an SME, be based in a London borough and have an innovation challenge. On joining, an Innovation Director will undertake an initial diagnostic with you to explore your particular innovation challenges, advise on potential sources of Brunel support, and where support is feasible, capture this in a series of recommendations for action.

# What are the costs of support?

Support from the Innovation Directors is free of charge, allowing participants to identify what they require to achieve success whilst exploring the support possibilities from the academic specialisms within Brunel University. Depending on the form of support subsequently defined, participants may be able secure further Co-Innovate support without cost, but where a significant input from Brunel resource is needed, this may need to be funded. If this is the case, where those funds are not available directly from the SME, the programme may be able to help by working with the client to identify and approach potential external funding sources.



Connections for product & service innovation  
**co-innovate**

Innovation support  
for London SMEs

Contact us now for  
more information:

Paul Davies | Operations Manager  
T: +44 (0) 1895 267694  
E: paul.davies@brunel.ac.uk  
contact@co-innovatebrunel.org.uk  
www.co-innovatebrunel.org.uk

## About Co-Innovate

Co-Innovate is an exciting new innovation support programme for London-based SMEs. This programme is jointly funded by Brunel University and the European Regional Development Fund and will provide innovation support to 150 London-based SMEs by helping them access and utilise the academic expertise within Brunel University.

## Why join Co-Innovate?

Unlike larger organisations, the innovation resources of SMEs are often stretched to their limits, the expertise needed to address a particular set of innovation goals are frequently only available from external resources, if at all. Co-Innovate's aim is to support SMEs in their innovation ambitions by giving them the potential to access the significant knowledge and expertise within Brunel University's world-class academic community. Participating organisations will be helped to define their innovation needs and navigate the academic landscape within the university to accomplish locate and engage with the expertise they require.

# Expert Support

Academics come from a diverse range of disciplines: user-centred design, user experience, digital design, brand and product design, mechanical and electrical engineering, computing, social sciences, business and management, supply chain and logistics, food science, and healthcare to name a few. Input from academics could take the form of light touch advice through consulting to contract research.



## Seeking Funding?

It isn't always obvious to smaller businesses which funding opportunities are relevant to them, simply finding out just what is available is challenging. Brunel University's RSDO office can support Co-Innovate participants directly in this area by helping them identify and apply to the many funding sources available to innovators.

## Innovation workshops and skills training

Co-Innovate hosts a number of specialised innovation workshops that bring together industry thought leaders, academic specialists and of course SMEs themselves with the aim of stimulating thinking, providing insight into the range of academic specialisms and providing a chance to build new networks with the industry and academic specialists attending.

We offer free skills training short courses for London-based SMEs on topics targeted at helping companies with innovation challenges in areas such as branding, business models, R&D funding, Intellectual Property and many more...

## Support through student placements and sponsored projects

One of the options available to participants in Co-Innovate comes in the form of student placements and collaborative projects. In a student placement, a Brunel University student would work directly inside the participant's organisation for a six month or longer period. Depending on the nature of the placement activity, clients may be eligible for funding for this activity via the TSB's KTP funding mechanism.

With sponsored projects, individual or groups of students will, as part of their studies, undertake projects to a brief developed by the sponsoring organisation. Many of these collaborative projects can be seen in the Made In Brunel exhibition and website.

## Find out more:

Paul Davies | Operations Manager  
T: +44 (0) 1895 267694  
E: paul.davies@brunel.ac.uk

[contact@co-innovatebrunel.org.uk](mailto:contact@co-innovatebrunel.org.uk)  
[www.co-innovatebrunel.org.uk](http://www.co-innovatebrunel.org.uk)