

# AD=VENTURE

EXPERT HELP TO TAKE YOUR  
BUSINESS FROM START-UP...



AD=VENTURE



European Union  
European Regional  
Development Fund

# TO SCALE-UP.



#THINKBIG  
#THINKADVENTURE  
[www.ad-venture.org.uk](http://www.ad-venture.org.uk)



**ADVENTURE**



European Union  
European Regional  
Development Fund

*“The support we have received is far beyond anything we could ever have expected. We would suggest any start-up or young business investigate the advice, guidance & sessions that are on offer and make the most of them.”*

Andy Jack – Candle Digital

## AM I ELIGIBLE FOR AD:VENTURE?

We do have some eligibility criteria, but if it's a yes to the questions below, you'll know if you're likely to be eligible before you register.

- Have you been trading for 3 years or less? ✓
- Are you trading with other businesses? ✓
- Do you have growth plans? ✓
- Are you based in the Leeds City Region? ✓



### Yes to all these?

Great news! It sounds like you could be eligible for the programme. It takes just a few minutes to register and find out how we can help you with our fully funded business support programme. Please complete our online registration form and one of our team will get in touch with you.

**To register, please visit:**  
**[www.ad-venture.org.uk/register](http://www.ad-venture.org.uk/register)**

## WHATS ON OFFER

### Mentoring

Our brilliant advisors can help you in so many ways. Guiding you through your journey, helping you set goals and more crucially, acting as your trusted critical friend.

*“We expected some hints and tips but what we got was free, professional business consultancy that helped to shape the future direction of our organisation.”*

Gordon Lorimer – TimberTight

### Workshops

Tackling those topics that trouble you and helping you to identify actions that will keep your business on its scale up journey all the way to the top.

We have a wide range of events for all stages of growth covering Marketing, Branding, Sales, HR, Finance, Grants & Funding, Business Planning, Strategy, Leadership, Pitching and Networking.

*“I can't praise the AD:VENTURE workshops enough! They've helped me navigate my way through my first year in business & the difference I see in myself is enormous!!”*

Claire Barnett - Claire Barnett Design

## Finance and Funding

Whether it's helping you to decide what finance route is the right choice for you, guiding you through your grant application or helping you to source the right product. Our team are well connected and can offer you expert insight into financial products ranging from government loans, growth grants, investors, traditional bank products or new crowdfunding products.

The Business Enterprise Fund are also an AD:VENTURE partner, and offer all round support on a range of low rate government loan options. These can also be matched with your AD:VENTURE grant to make your cash go further!

*“Without the AD:VENTURE funding, we definitely wouldn't have been able to operate at the capacity we are currently working at & we've been able to speed up our new product plans.”*

Andrew Bishop – BishopSound

*“The access to professional advice has been incredible and with so much business support out there, I can't believe every start up isn't tapping into what's available!”*

Sarah Oliver – Smiles and Miles

## Specialist Advice

AD:VENTURE partners have a wealth of expertise you can access. If you are grappling with a business challenge, we can help you to find the right specialist business support for you.

There are many growth reasons your business may need to access specialist support, such as:

- Innovation
- Product Development
- Recruitment, including Graduates, Interns and Apprentices
- Sector Specific Support
- Export Advice

We have a number of specialist programmes on offer, and your advisor will be able to provide you more information about what's available to you.



*“The advice that I have had has been from either experts in their field, or people with years of experience so it’s been hugely beneficial.”*

Stuart Hill – Access Hospitality

## University Support

Universities successfully work in partnership with a wide range of small businesses in a variety of ways, for example:

- Access to leading-edge facilities and academic expertise
- Partnerships to develop new lines of business
- Expert training to support people development from technical skills to leadership and management
- Access to new talent from interns, placement students and graduates

There are 2 universities involved in the AD:VENTURE programme, and in addition to the services above, they also offer the following:

## Leeds Beckett University - Accelerate

A 6 month acceleration programme for ambitious businesses based in the Leeds City Region. Unlock your business potential, overcome your growth barriers and gain access to expert advice via our programme of support.

The Accelerate programme is delivered in 6 month cohorts, three times a year. A series of 1 day Masterclasses covering key topics such as Planning for Growth and Strategic Sales & Marketing.

- Online learning materials
- Work with a cohort of like-minded people
- A dedicated key account manager
- An initial diagnostic to help identify your strengths and development needs
- A bespoke programme of support for your growth journey
- One to One advice from our University academic and industry experts
- Opportunities to collaborate on research projects
- Access to student and graduate talent via recruitment, internships and placements
- Access to grants and funding
- Increase your network through Leeds Beckett and partner events

To register interest please email:  
[adventure@leedsbeckett.ac.uk](mailto:adventure@leedsbeckett.ac.uk)



ACCELERATE

*“Start-up companies can shy away from business events, believing that they know what they are doing, but we are a great example of how this support can help businesses to grow more quickly.”*

Sam Havis – Wildcraft Gluten Free Bakery

## Workshops at Leeds Trinity University

As a small and specialist University we offer expert advice through our programme of AD:VENTURE workshops in Marketing and Sales, Finance and Tax, Public Relations, Resilience in Business, Social Media, Photography and Video, Search Engine Optimisation, Pay Per Click and Building Websites. We also offer a Business Advice Café where you can ask an expert specific business questions.

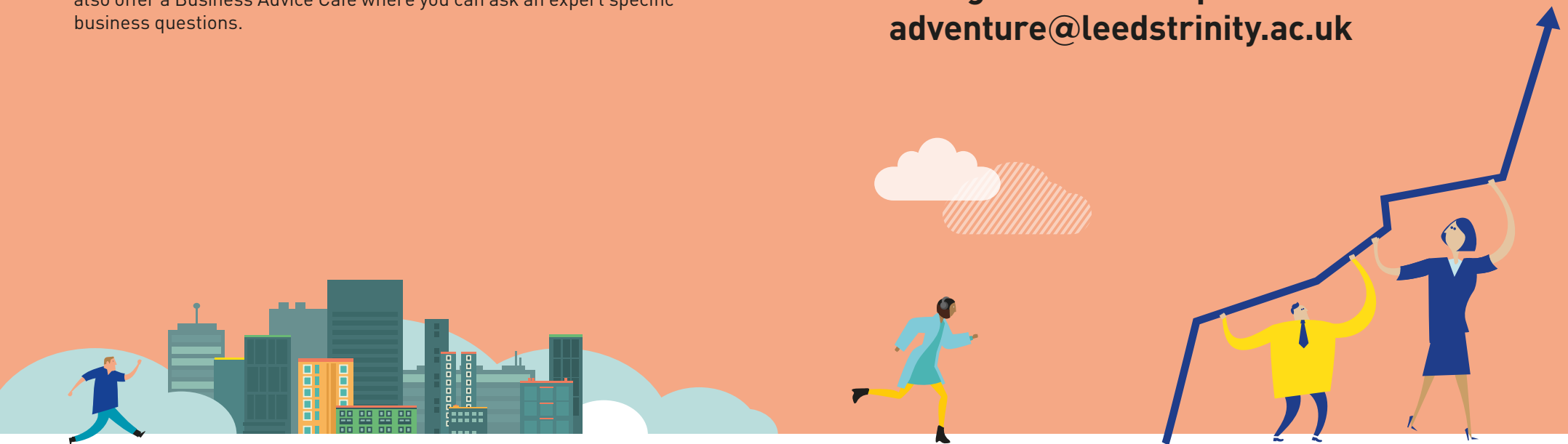
## Areas of Expertise

In tandem with our professional workshops we have specialist knowledge in the following areas: Media, Film and Journalism; Business including SME growth and development; Childhood and Education; Criminology, Sociology and Psychology (including Sport Psychology and Forensic Psychology); Health, Nutrition, Sport and Physical Education (including Sports Coaching).

## Leeds Trinity Business Network

We play a major part in our community and this includes supporting and mentoring local businesses. As part of our support, we offer the Leeds Trinity Business Network; a thriving, informal and free network with an opportunity to make good connections, raise your profile, and learn something new to grow your business.

**To register interest please email:  
[adventure@leedstrinity.ac.uk](mailto:adventure@leedstrinity.ac.uk)**



## Young Entrepreneurs

### Be your own boss!

If you're aged 18 to 30 and live in the UK, then The Prince's Trust Enterprise programme might be for you.

Kicking off with a free information session, The Trust's and AD:VENTURE's Enterprise programme will explore how you can be your own boss and will tell you how we can support you. And, if you're still keen, we'll also invite you onto a three-day interactive workshop.

You'll get to meet other like-minded people and will have the chance to tap into a business expert, who covers everything from business planning and marketing, to sales, budgeting and tax.

Following the 3 day Explore Enterprise Course, we will support you to create your very own business plan, test market your business idea and apply for funding. When you feel ready to launch, we will help you check the viability of your business.

Once you've launched your business, we'll provide you with an experienced business mentor. They will be able to share advice at every step of the way – for up to two years.

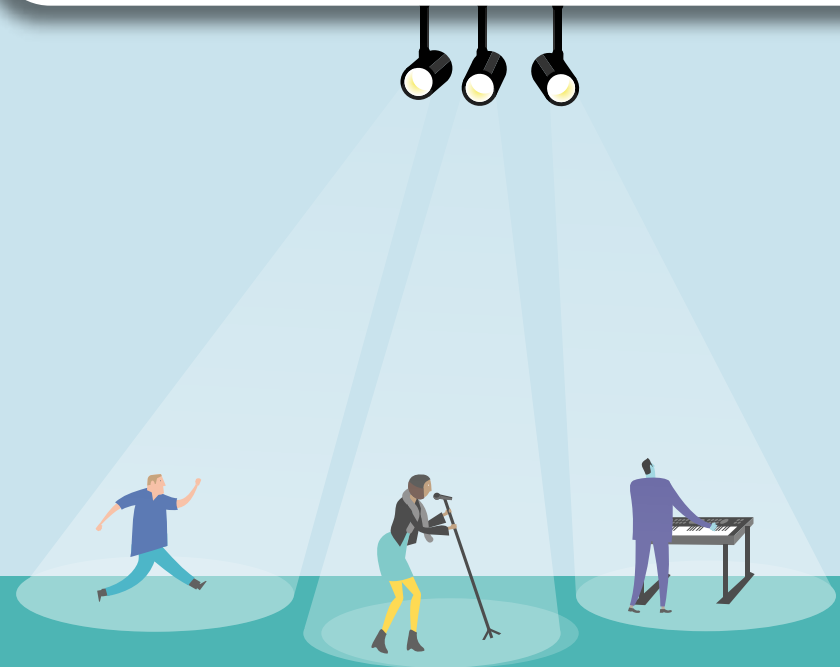
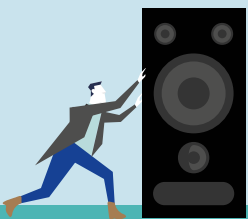
*“The help I received from The Trust and AD:VENTURE has enabled me to discover what is out there and encourages me to continue to build on my idea.”*

Charlotte Cross - Charlotte's Animal Services



Prince's Trust

PROUD TO SUPPORT  
THE PRINCE'S TRUST  
YOUTH CAN DO IT



*“We now have a working product which we can sell. We wouldn’t have been able to get to this point without the support from AD:VENTURE. Their help has enabled us to get the wheels in motion in bringing the new product to market.”*

Sarah Scaife - NuVech Vehicle Solutions

## THIS SOUNDS TOO GOOD! WHAT’S THE COST OR CATCH?

### Cost

There isn’t one for the SME. AD:VENTURE was developed by a consortium of partners across the Leeds City Region who are passionate about helping our economy and it’s SME business community thrive and was created to address the challenges young SMEs have faced in the early growth stages of their business.

As a result it’s fully funded by Partners and this funding is also matched by the European Regional Development Fund.

### Catch

Not as such, but as with all funding there are some eligibility criteria!



### For AD:VENTURE, the business must be:

- An SME\* under 3 years old
  - Based in the Leeds City Region\*\* (Including Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield and York)
  - Trading in an eligible sector (this generally excludes primary agriculture, banking and financial services, nuclear decommissioning, activities related to education or social care, and those sectors trading directly with consumers e.g. retail and hospitality)
  - Committed and planning to achieve growth in turnover and creation of jobs
- \* SME - The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
- \*\* Excluding Barnsley for this programme as it would sit within Sheffield City Region for this type of support.

*“They’ll happily come out and see you and are always available to give you advice on anything that you might need. They’ve also advised us on where to go for other funding and put us in contact with lots of different people who might be able to help us.”*

Jack Sutcliffe - Power Sheds







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# MAKE YOUR BUSINESS THE BEST IT CAN BE AND START YOUR AD:VENTURE TODAY

**Visit:** [www.ad-venture.org.uk/register](http://www.ad-venture.org.uk/register)

**Tel:** 0845 524 0210

**Email:** [support@ad-venture.org.uk](mailto:support@ad-venture.org.uk)



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**LEP** Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the

**West  
Yorkshire**  
Combined  
Authority