

Newable Advice

Accelerating Business **Growth**

Newable



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We know all too well the challenges SMEs face when trying to accelerate the growth of their business.

Every business needs a good piece of advice, especially during these unprecedented times. That's why we have a range of professional business support services to help you.

From launching, surviving and growing, to innovating, sustaining and exporting, every SME has different requirements and needs.

Here at Newable, our team of friendly, approachable advisers can guide you through all of these challenges.

We have all the tools, expertise and people to help you accelerate and propel your business - all with a smile on our face!

But don't just take our word for it - take a look through the thousands of SMEs we have helped over our proud history.

“

"Being on the programme has been invaluable. Our Innovation & Growth Specialist, Grace, has been supportive, helpful and a fantastic sounding board for ideas. She has helped me consider and plan the small details, and always backs up advice with real life examples."

I FEEL
LIKE
MAKIN'
DREAMS
COME
TRUE



Accelerate your business with....
Expansion.

“

“Exporting has been transformational for us as a business and, strengthened by the support of Newable’s Trade Team, we’ve secured major international contracts.”

Trevayne O’Brien,
Head of Partnerships,
Point

You're in safe hands....

We work with over 43,000 businesses every year, helping them fulfil their expansion potential and tap into new local and overseas opportunities. So we know our stuff when it comes to growing your business.

Let us support you in....

- Developing a tailored growth action plan.
- Advising you on which overseas markets and routes to markets are best for your business.
- Getting in touch with key contacts who can help your business access or expand in your target national and international markets.
- Acquiring the skills and techniques to successfully access supply chain opportunities.
- Acquiring the skills and knowledge you need to achieve international success through free virtual and in-person courses, events, and one-to-many advice programmes.
- Accessing the opportunities offered by the Government's e-exporting programme.
- Meeting local and/or international buyers or in-market experts.
- Attending international trade fairs or accessing highly specialised export support services.
- Taking part in our Global Business Innovation Programmes (GBIPs) to discover/enter a new market and build a presence.
- Building effective collaborations and partnerships in new markets.
- Exploring global R&D and innovation opportunities.

Say hello to....

Our adviser Nicola Penfold has helped many SMEs during her time as an International Trade Adviser.

So who better to ask for her top tips on how to get started on your International Growth and Expansion journey.

Nicola shares with us [top tips](#) to achieve expansion success internationally:

"Most companies on their export journey will have to follow a specific action plan. Some top tips from me would be to:

1. Protect your trade mark and have an Intellectual Property strategy
2. Set up your website properly for worldwide use
3. Supply origin and impact, keeping in mind export controls
4. Use PESTLE analysis (and others)
5. Be transparent with both customers and partners

Other things to keep in mind is that growth and expansion always costs more and takes longer than you think it should take.

However, be patient as rushing can often cause mistakes."

“

"Supporting SMEs to achieve their ambitions, to grow and be successful is an extremely rewarding role. Particularly being able to take the time to get to know the team and support their expansion through development of their company strategy, helping them to find new clients and innovating their product or service."



Don't just take our **word** for it....

Case Study

Teknobuilt

Teknobuilt offers an innovative SaaS platform for digital programme management, construction workflow automation and AI driven project delivery.

Situation

Teknobuilt is on a mission to help the world build better - safely, smartly and sustainably.

The company was already live in three continents and digitally transforming infrastructure, with energy projects ranging from mid to mega.

Problem

They approached us seeking support in their strategy, investor readiness, exporting, IP protection and upskilling.

How we helped

Newable helped Teknobuilt in many ways, including:

- Introduction to an International Trade Adviser to explore international opportunities
- Assistance with investment readiness pitch deck and attendance at PitchFest
- Several procurement opportunities identified through the Orbit Construction meet-the-buyer event
- Detailed IP review and guidance

The Outcome

- Grown from 30 to 50 employees
- Sustainable Innovation Fund Grant worth £98k
- Internal upskilling in areas including Leadership and Negotiations
- Participation in GBIP to India leading to sales in a new market



Accelerate your business with.... Finance.



“

"The help that we received through Innovate UK EDGE and Polly was absolutely invaluable and made a tangible difference to our growth trajectory."

*Laura Harnett,
Founder,
Seep's*

We've got this....

Every year Newable provides support to hundreds of ambitious Early Stage, Growth and Scaling businesses that need to secure the appropriate types of finance and support for the different stages of their growth.

Lean on us for....

- Coaching and brokerage on suitable sources of funding and finance.
- Grant application critique and access to our own FIRM (Funding for Innovation Readiness Module) to develop your idea.
- Access to updated information on grants available.
- Pitch and investment deck development.
- Peer-to-peer pitch learning activities.
- Introductions to funding and investor opportunities regionally, nationally and internationally.

Being able to access the right funding when it is needed is a critical part of the growth journey of your company. Newable can provide you with the knowledge, skills and tools to secure the finance required to deliver your growth ambitions.

Investment Readiness

Innovate UK EDGE Pitchfest delivered by Newable is a comprehensive national offering, designed to help the UK's most innovative businesses to get investment ready and hone their pitching skills. The programme offers two days of comprehensive pitch training, an understanding on how to find UK investors, access to leading pitch and innovation experts, an opportunity to craft a powerful investor pitch, constructive feedback from a panel of investors, bespoke follow-on support from a dedicated innovation and growth specialist.

Say hello to....

Newable's Innovation & Growth Specialist Sandra Steinhauer helps SMEs access the funding they need to accelerate their business growth.

Let's see what she has to say about her favourite memories, helping SMEs during her career and what to look out for.

"A lot of my clients come to me, stating that they urgently want to approach investors and raise equity investment.

Often they are not aware of how hard this can be and how much of their time and resources this process takes, with often limited chances of success.

I work with them to help them determine what is really the best way forward for their business, at their current stage.

Bringing in outside investors always means giving away a part of their business. When looking at this fact, many founders realise that raising an investment round doesn't actually represent as much freedom as they initially thought.

I am always happy to help companies see the many routes and options there are to finance the growth of their business and work together to develop a comprehensive business funding strategy."



"I love helping companies understand the innovation ecosystem, opening their eyes to opportunities out there and helping them decide which is the right type of funding."

Don't just take our **word** for it....

Case Study

Envorem

Envorem is driving environmental change through innovative oil waste treatment technology.

Situation

Their mission is to address one of the legacies created by the global dependence on oil: displacing current sludge disposal practices with environmentally responsible technology.

Problem

After Covid hit, the company operatives were unable to return to Oman to progress R&D and undertake revenue generating activity in Oman and Kuwait.

With funds running out, the company needed to secure grant funding to continue R&D in the UK and obtain launch funding by selling equity to raise £600K.

How we helped

The Newable Innovation Team helped to:

- Apply and receive an IP audit grant to underpin their investment proposition
- Review and critique their application for Innovate UK grant funding
- Shape their investment pitch through coaching
- Tune their pitch delivery through participation in Pitchfest

The Outcome

With the help of Newable, Envorem secured:

- £2.5K grant for IP Audit
- £100K grant from Sustainable Innovation Fund Round 2
- Equity raise of £1.47M



**Accelerate your business with....
Innovation.**

“

“Working with Newable’s Innovation Team and Peter has been incredibly useful, not only in terms of the advice and resources shared with us, but also in having a great sounding board with wide industry experience.”

**Judith Blair,
Commercial Director,
So Just Shop**

Let's get innovating....

Innovation, in terms of the market introduction and impact of new products and services, is a key component for increasing SME competitiveness, revenue, profit and ultimately growth.

Our Newable Innovation Team works with SMEs who are actively involved in the development and commercialisation of their new products or services.



We've got you covered in....

- Validating and progressing your new ideas and concepts.
- Developing your innovation projects, using specific tools.
- Accessing innovation grant funding or private finance.
- Sourcing resources vital to the progression of your innovation, such as technical expertise.
- Identifying, protecting and exploring routes for the potential exploitation of your Intellectual Property.
- Creating or refining your value propositions and business models.
- Addressing challenges concerning the scaling of new products or services.
- Identifying and addressing areas crucial for innovation management.
- Helping with the creation of strategies in areas such as innovation, marketing or sales.
- Developing Innovation culture within your team and how to access talent.
- Developing a team culture and focusing on Human Resources.

Say hello to....

Newable's own Innovation & Growth Specialist, Abrar Jawaid, has been helping SMEs review their business model to ensure innovation was at the core.

Let's hear what he has to say about helping SMEs during his career.

"I have a background of helping innovative and growth potential SMEs with their innovation endeavours. In particular, I enjoy supporting these SMEs through the many challenges that are present through their innovation journey.

One of these common challenges

“ *I enjoy supporting these SMEs through the many challenges that are present through their innovation journey and indeed, at different stages of their journey.”*

encountered is SMEs who are not yet ready to approach innovation grant funding opportunities. This was an area of concern that I identified when I joined Newable.

So I worked to create a tool that would support SMEs, who had ideas or concepts but wanted to **develop** these and build an innovation project. The tool, known as the FIRM Tool®, is now being used by dozens of Innovation and Business Advisers.

The FIRM Tool® has certainly helped my own SME clients (from diverse sectors such as biopharma, utilities, renewable energy, AI and the built environment) who have been at different stages of their innovation journey. The FIRM Tool® has also helped SME clients with the development of their **investment** pitch decks in relation to them seeking private investment.”



Don't just take our word for it....



FOR THE
WORLD

"As a small company, it's been *invaluable* to have the *support* of our relationship manager Howard Jones and several experienced business coaches as we have navigated our way from the R & D phase to a period of *high growth*."

Thomas Davison-Sebry, Chief Innovation Officer

Case Study

Thermal Compaction Group

Thermal Compaction Group, founded in 2014, provides innovative solutions to many different waste streams across a vast array of industries focused on achieving carbon net zero.

Situation

The firm offers unique patented products that provide cost-effective solutions to global waste management problems, including the world's only at-source PPE recycling technology.

Problem

They faced a number of challenges that were constraining their expansion speed.

1. They required more insight as to where the best commercial opportunities were.
2. They required support in selecting the funding options most appropriate.
3. They needed more and better insights, mapping out critical prospects to target and how best to engage with them.

How we helped

Thermal Compaction Group received support under the "Business Wales" Accelerated Growth Programme.

Our team at Winning Pitch - which is the lead partner in the delivery consortium of Exceleator - supplied specialist 1-2-1 coaching for each challenge, including mentoring and specialist advice on market analysis, funding opportunities and establishing key client contacts.

This helped to co-create action plans and provided additional specialist support to implement the activities ensuring the plan was delivered in full and on time.

The Outcome

- Increased year on year turnover by 253% (Y/e 30/11/21)
- Created 2 new senior job roles
- Generated £60k through new export strategy

A person is sitting on a grassy hill at night, looking up at a starry sky. The sky is filled with numerous stars and several bright, glowing light trails that curve across the frame. The overall color palette is dark blue and black, with the light trails providing a warm, golden glow.

**Accelerate your business with....
Resilience.**

“

"Having this belief has been so helpful during a time where I didn't know what could happen to my business."

**Harky Kalsi,
Harky Kalsi Design**

We've got your back....

Newable's support enables innovative businesses to develop and implement effective growth strategies.

Our experienced business advisers work with you to understand your objectives, the challenges that your business is facing and provide tailored specialist advice.

We can help with....

- Go back to basics and review your business plan.
- Introduce flexibility in the business model to be able to pivot but also adopt continuity plans.
- Establish your value proposition.
- Identify the market demand for your products or services.
- Coach you along the path to successful commercialisation.
 - » Acquire digital skills to establish online presence & e-commerce.
 - » Introduce efficient management process to increase productivity and cost savings.
- Manage your finance and cash flow.

Setting up an effective online presence and leveraging the opportunities offered by a rapidly changing market and consumer landscape is critical for the success of your business.

We can help you develop your digital strategy and implement online solutions that really work for your business, including:

1. Applying a solid social media strategy
2. Becoming the face behind the brand
3. Optimising your website
4. Effective Email Marketing
5. The power of Amazon and e-Commerce

Say hello to....

Newable's Resilience/Growth Adviser Raj Tandon has been helping SMEs to sustain their business through challenging circumstances.

COVID-19 introduced immediate and disastrous circumstances for SMEs. Many had to close down and were unable to reopen. Financial implications led to future commitments and programmes being postponed along with difficult decisions regarding staff.

Raj has supported over 500 businesses since January 2020, providing general business advice specific to the businesses' industries.

Also, he provided avenues for seeking financial help and connected them with helpful contacts such as Hammersmith and Fulham council.

One of the businesses he supported is EdTree, helping them with setting business goals and objectives, developing the business strategy and offering advice on product marketing and branding. Raj also set-up a peer network with other businesses in the education sector to help expand EdTree's contacts and learn from other people's successes and failures.

particularly enjoy helping businesses to think strategically and objectively about their business. It helps them to map out their vision despite being in a time of uncertainty, which in turn, helps them refine and enhance their strategies to achieve success."



Don't just take our word for it....



Case Study

Harkiran Kalsi Designs

In 2018 Harkiran “Harky” Kalsi took a leap of faith, leaving the corporate world and starting her own small business in London.

Situation

Following her love for graphic design, illustrating and lettering, Harky is now an artist with a growing impact.

Problem

The impact of COVID-19 hit Harky’s business hard, resulting in the devastating loss of all of her clients.

With all her projects cancelled, no foreseeable income and limited government support, it was a tough period to navigate alone as a business owner.

Savings provided a lifeline for a few months while the impact of the pandemic slowly stabilised, allowing her clients time to adjust to the new way of working during the first UK lockdown.

How we helped

Harky became aware of the free support services from the London Business Hub to help SMEs during COVID-19. Her adviser, Sheriff Alabi, helped Harky in numerous ways, including:

- Provided strategic guidance for marketing and lead generation
- Highlighted financial options such as the Government’s Bounce Back loan
- Introduced Harky to the free webinars from the COVID-19 Business Help Series

The Outcome

Harky has been able to build significant resilience into the business:

- Worked with Evening Standard and Samsung for an online ad campaign
- Working on some illustrations for a series for Channel 4
- Currently working with New Balance running as an ambassador for their new community ‘The Stolen Starts’
- Designed ‘Gratitude’, a sculpture paying tribute to NHS staff

Delivering ESG and Net Zero....



"The reality is that SMEs with climate action plans incorporated into their business model will become the most attractive suppliers to the host of governments and multinationals with decarbonisation plans, the increasing climate conscious consumer base and the growing number of financial institutions, along with investors, now addressing climate related risk."

Newable Adviser Teju Akande

ESG Strategy

Our commitment to ESG

Our mission at Newable is to make sustainable profits by helping other businesses to thrive. We are committed to acting responsibly, not only in the way we engage with our clients, but also in supporting our employees, managing our impact on the environment, contributing to the communities in which we work and ensuring we conduct ourselves fairly.

ESG strategy

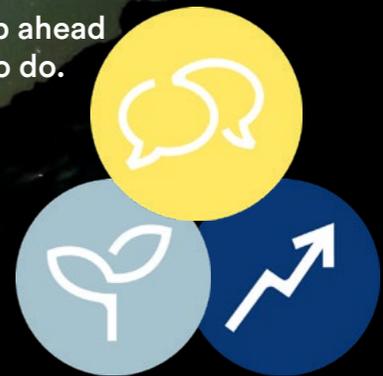
Newable is committed to effective Environmental, Social and Corporate Governance (ESG) in support of its own efforts to deliver inclusive and sustainable growth and as the means by which it can positively influence others to participate in the opportunities, and share in the benefits, of acting responsibly.

Which is why we have created a robust, clear and concise ESG strategy to outline our commitments and how we plan on delivering on them.

Within each area, we've outlined clear objectives which aim to focus our efforts and which ensure that we are able to maximise our impact by focusing on the key areas where we can engage and influence our stakeholders.

Our objectives are thought through, aligned to our company values, and aligned to the UN Global Goals, so we can best position our skills and experience to work towards building prosperity for all. We believe we are strongly placed to deliver real change both within our organisation but also within the thousands of businesses we work with each year, therefore amplifying our positive impact.

We have a clear roadmap ahead of us, and a lot of work to do. We look forward to delivering on our commitments to support prosperity for all.



Global Young Innovators Programme

Case Study

In 2021 the Global Young Innovators Programme offered forward-thinking, entrepreneurial individuals from across the UK and South Africa a platform to join forces, ignite ideas and co-design solutions that can help solve 5 of the UN Sustainable Development Goals for our global community – low carbon, education, infrastructure, urban & rural communities and quality healthcare.

Hydrop

Hydrop designs modular ablution platforms for people living in rural settings, makeshift villages and low-cost housing in Sub-Saharan Africa (SSA). The goal of Hydrop is to solve a global health crisis arising from the lack of adequate sanitation facilities and overcrowded living conditions. The inspiration came from Jeremiah's experience associated with the hygiene challenges he faced in sharing shower facilities with many other

people in a communal living setup. The team utilised their engineering backgrounds to develop a solution that improves the human experience by maintaining a good standard of sanitation and hygiene, and at the same time, reducing the energy footprint and environmental impact.

The Global Young Innovators Programme helped provide the financial resources to enable the team to produce designs and production processes for the product.

*"We had **great mentors** who provided us with the **guidance** we needed to develop our idea **further**. Mentorship coupled with the training we **received** at the beginning of the program also **helped us to understand more** about the business idea we were **developing**."*

Net Zero

Net Zero Accelerator

Case Study

The Barnsley Net Zero Accelerator brings free and intensive support to 36 innovative local businesses who have high-impact potential for contributing to the net zero carbon emissions.

This project, running to the end of June 2022, offers a series of in-person workshops, peer-to-peer networking and bespoke one-to-one support for fast growing and ambitious SMEs.

- 1. Diagnostic** - Teach businesses how to make the most of the Net Zero Accelerator and evaluate business growth and innovation aspirations.
- 2. Innovation Support** - Attendance to an Orbit 'visioning' session to create a scalable three-year high-growth blueprint and build an Innovation Growth Action Plan.
- 3. Group Training Sessions + Peer Group** - Attendance at four comprehensive workshops alongside peers to gain marketing insights, identify roadblocks, evaluate opportunities and test, learn & execute.
- 4. Innovation Coaching** - Tailored to businesses industry and the support a business requires, working one-to-one with a dedicated Net Zero Business Coach to fast-track their results.
- 5. Stay on Track** - Attend a review meeting with a Local Growth Manager. Discuss what's next for the business and how we can help.

Newable

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