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Itinerary

- *Welcome:*
Kevin Scott, Managing Director, New Park.
- *Context:*
Carroll Buxton, Area Director, HIE Caithness & Sutherland.
- *What Is Innovation Forss?*
Neil Robertson, Director, New Park.
- *Forss Innovation Centre & Deliverables.*
Doug Berry, Innovation Consultant.

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Welcome

*Kevin Scott. Managing Director,
New Park Management Ltd.*

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Context

*Carroll Buxton – Area Director,
HIE Caithness & Sutherland*



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What is Innovation Forss?

*Neil Robertson – Director,
New Park Management*

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‘Innovation Forss’

- ‘Innovation Forss’ is a programme that brings together the resources of Highlands & Islands Enterprise with New Park Management to support the *innovation process*.

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‘Innovation Forss’

- Three main elements:
 - *Forss Innovation Centre (FIC)*
 - *Innovation & business support*
 - *Stimulating Inward investment*

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‘Who should be involved’

- *Existing local companies*
- *Further & Higher Education*
- *Local Entrepreneurial Talent*
- *Companies locating northward*



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‘Innovation Forss’

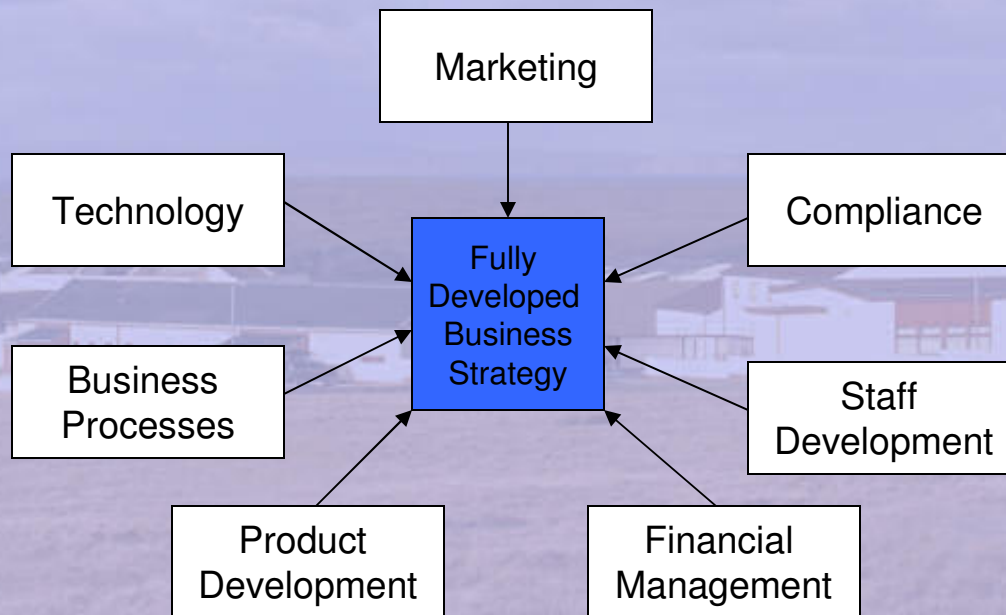
- Objectives:
 - *Assist with Company Creation in Growth Sectors.*
 - *Encourage the establishment of R&D activity.*
 - *Support the creation of a culture of creativity, innovation and entrepreneurship.*
 - *Encourage commercial collaboration.*

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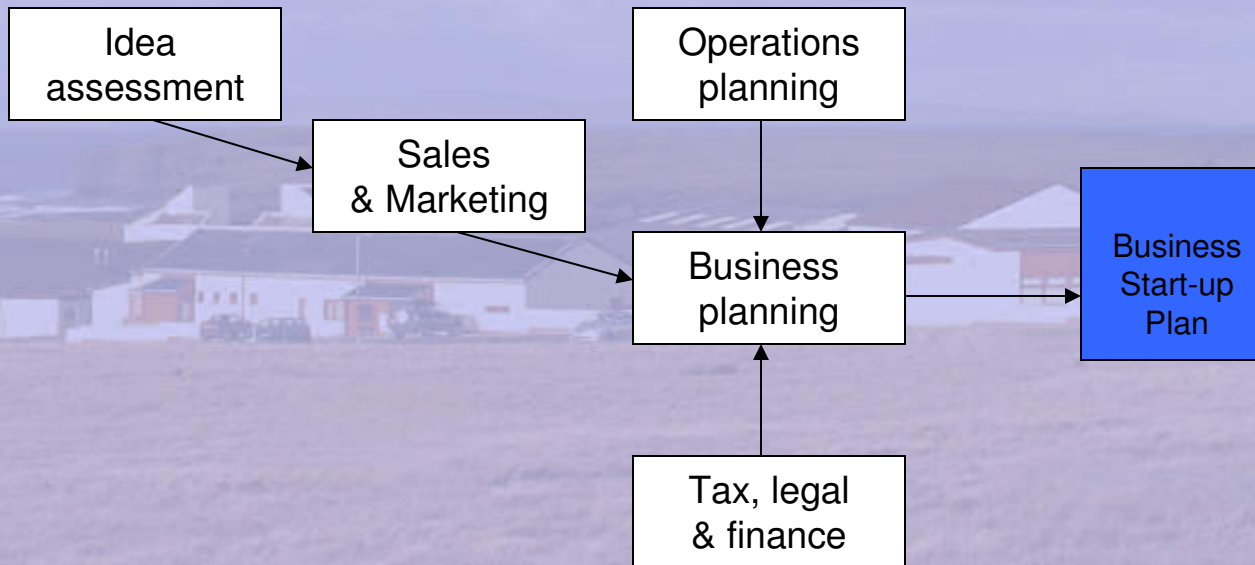
Integration with HIE Caithness & Sutherland

- Business Information & Advice



Integration with HIE Caithness & Sutherland

- Business Start-up workshops



Innovation Forss

- Implementation
 - You may want to set up a *new subsidiary* or a *'spin out' company*.
 - Develop a new route to market.
 - Innovation Forss is about *making things happen* by providing facilities, adding support and helping to find collaborative partners if appropriate.



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Innovation Forss

- Implementation:

currently working with companies with commercial aspirations in :

- Fuel cells
- Biomass fuels & CHP
- Environmental remediation
- Decommissioning technology
- Renewables

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Innovation Forss

- From today:
 - *IF website*
 - *Innovation Forum*
 - *Series of Events*
 - *Marketing programme*

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Forss Innovation Centre & Deliverables

*Doug Berry – Director,
Innovation Consultants*



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Innovation

- Successful innovation *develops an idea*, taking it from the drawing board to *commercial reality*.
- It requires drive & energy, time & space, reliable information and creative skills.

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Aims

- Help develop *innovative ideas* into *sustainable businesses*, providing *high quality jobs*
- Stimulate and support a culture of *innovation and enterprise*
- Build a cluster & enhance natural networking and cross-fertilisation

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Forss Innovation Centre

- Aims
- Accommodation
- Facilities
- Developing the idea
- Incubation services
- Events





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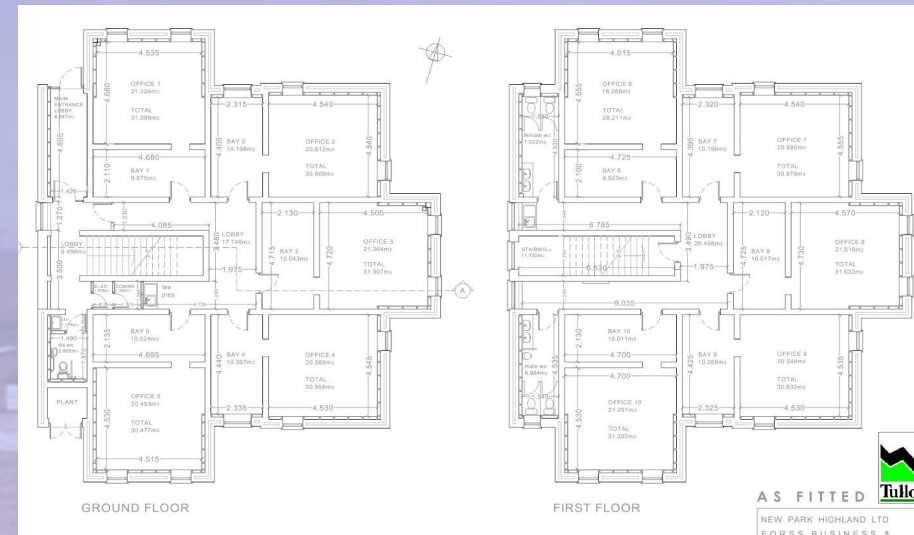
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Accommodation

- Ten units of approx. 300 sq. ft.
- Available for short term license and longer term lease
- The accommodation is suitable for office space, workshop or laboratory space
- Set on the wider **Forss Business and Technology Park**



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What is Business Incubation?

“Business incubation is a business support process that *accelerates* the *successful* development of start-up and fledgling companies by providing entrepreneurs with an array of *targeted* resources and services.”

National Business Incubation Association (NBIA)

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Developing the Idea

- Technological innovation has special demands
 - Innovative business models
 - Protection of intellectual property
 - Testing viability of a proposal
 - Skills
 - Specialist funding





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Developing the Idea

- For those that are at an early stage with their ideas;
 - that require space and resources to help research and plan their venture, on a drop-in basis
 - need training & mentoring on starting a business, business planning, sources of funding

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Developing the Idea

- An initial surgery provides diagnosis
 - helps target support services to those hoping to use the pre-incubator
 - establish priorities
 - coordinate training, support and mentoring

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Developing the Idea

- Goals
 - develop business plan
 - establish funding
 - create company



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Developing the Idea

- Facilities
 - Hot-desking
 - Meeting rooms
 - Photocopier
 - IT infrastructure
 - PCs with internet access, MS Word, Excel, Powerpoint and printers

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Incubation Services

- Venture planning
 - Product / service
 - The market
 - Sales and marketing strategy
 - People plan
 - Tactics and strategy
 - Financials

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Incubation Services

- Ongoing support
 - Continuous external review by incubator staff and others
 - Signposting
 - Help with collaboration, finding partners
 - Personal development

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Events

- Seminars
 - Information dissemination
 - Personal development
 - E.g. marketing, selling, IP protection
- Networking
 - Learn from others
 - Mix with different sectoral groups

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Future events

- Identifying and Protecting Intellectual Assets
- Financing / funding
- Innovation road show
 - *Fusion*
 - *HI Links*
 - *IRC*
 - *ICASS*
 - *SMART, SCORE, etc.*
 - *BTP*
- Hi Links
 - Renewables
- Fusion
 - *Business ideas, creativity & innovation*

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