

MORAY

# AMBITIOUS ENTREPRENEURSHIP

BE INSPIRED. BE CONNECTED. ACCELERATE.

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ACCELERATED NEW  
PRODUCT OR PROCESS  
DEVELOPMENT PROGRAMME



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd's nan Eilean





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## DO YOU WANT TO GROW YOUR BUSINESS?

## DO YOU NEED TO IMPROVE THE SPEED AND SUCCESS OF YOUR NEW PRODUCT OR PROCESS DEVELOPMENT?

Highlands and Islands Enterprise (HIE) is delivering an exciting new initiative with PA Consulting to help businesses and social enterprises in Moray accelerate their business growth.

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A three-month programme will start in **January 2019** for businesses in Moray that are frustrated with their current pace of growth and are open to adopting new ways of thinking and working.

The programme will start with an intensive two-day workshop in **Forres on 16 and 17 January 2019**. This will take you through the end-to-end process for new product or process development and will provide you with a structure that you can put in place within your business. You will learn from best practice and how to avoid the many pitfalls inherent in developing and commercialising new products or services. The workshop will be delivered by Steve Carden and Paolo Siciliano from PA Consulting in Cambridge, renowned experts in this field.

Participants will also benefit significantly from learning from, and networking with, the other businesses in the cohort.

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After the workshop, you will have a bespoke three-month action plan for your business.

- You will be assisted to implement the action plan by specialists from PA Consulting and the team from HIE.
- You will have a monthly phone call with an expert from PA Consulting to discuss any challenges you need to address or opportunities you need to exploit to implement your plan.
- There will also be two webinars on topics selected by the participants on the programme to keep you on the right track.





This advice and assistance will be delivered by Skype or phone to minimise the time you need to take away from running your business.

The cohort of businesses on the programme will meet for a final session on **3 April 2019** in **Forres** to reflect upon progress and next steps. This session will also be delivered and facilitated by Steve Carden and other specialists from PA Consulting. A high-level schedule for the programme is outlined opposite.

There is a charge of £150 for each business or social enterprise taking part on the programme. Please note that companies can send more than one delegate.

If you think your business will benefit from accelerating your new product and process development processes and wish to register your interest in the programme, please contact [entrepreneurship@hient.co.uk](mailto:entrepreneurship@hient.co.uk)

## ACCELERATED NEW PRODUCT OR PROCESS DEVELOPMENT

### WORKSHOP DATES

#### WORKSHOP 1

##### DATE

Wednesday 16 and Thursday 17 January 2019

##### VENUE

Horizon Scotland, Business and Innovation Centre,  
The Enterprise Park, Forres, Moray, IV36 2AB

##### AGENDA

Overview and key steps within new product or process development.

On completion of this workshop, you will have a three-month action plan for new product or process development for your business. You will receive support to implement this action plan by specialists from PA Consulting and HIE.

**Please note there is a networking dinner for participants on the evening of Wednesday 16 January 2019 at Horizon Scotland.**

#### WORKSHOP 2

##### DATE

Wednesday 3 April 2019

##### VENUE

Horizon Scotland, Business and Innovation Centre,  
The Enterprise Park, Forres, Moray, IV36 2AB

##### AGENDA

Participants' feedback on progress and lessons learned.



# TESTIMONIALS

The pilot helped us focus and have the confidence to say 'no' to interesting but tangential new opportunities.

It also helped us revise our business plan and ensure we are investor ready.

**ALAN WHITE**  
Solutions Architect,  
Interactive Health Ltd

We now feel equipped to embark on new product development and bring our team into the process in a managed and structured way.

**STEVEN JACK**  
Managing Director, Nessgro Ltd

The pilot helped us increase efficiency through better planning and increase the effectiveness of our sales team. The opportunity to share experiences of new product development with other companies was beyond price.

**JOHN RUSSELL**  
Managing Director, Ruswood Ltd

The format of the workshops was very useful and enabled us to try new tools and techniques.

Very helpful and informative to learn from the experiences of other companies.

**JONATHAN HILL**  
Head of Innovation and Product Development, Hydrasun Ltd

Focus and efficiency and de-risked product development.

Producing an action plan with timescales gave us focus and drove our efforts.

**Gael Force Group Ltd**

An invaluable opportunity to gain insight and knowledge of a structured approach to new product development.

**JOHN ELLIS MBE**  
Technical Support Assistant,  
MacLean's Highland Bakery



## THE ACCELERATED NEW PRODUCT OR PROCESS DEVELOPMENT PROGRAMME IS AIMED AT:

- Young entrepreneurial companies with significant growth potential and an existing product or service.
- Entrepreneurs - and their senior staff - who need a tried and tested structure to accelerate business growth.
- Entrepreneurs who need to be prepared to meet the challenges of scaling their business in the UK and overseas.

The programme provides a tried and tested structure –based upon best practice – to develop and commercialise new products and services and introduce new processes.

Participation is suitable for companies across industry sectors including food and drink, energy, life sciences, technology and advanced engineering, software, business services and textiles.



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## IS THE PROGRAMME RELEVANT TO BUSINESSES THAT PROVIDE A SERVICE?

Yes. The end-to-end process for successful product or process development is the same for businesses that provide a service.

## DOES MY BUSINESS HAVE TO BE ACCOUNT MANAGED BY HIE TO APPLY TO TAKE PART?

No. You do not have to be account managed by HIE. However, your business or social enterprise must have growth potential and you must have some knowledge and practical experience of developing new products/services or processes.

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## WHAT ARE THE BENEFITS?

There are many business benefits to be gained through putting in place a structured approach to new product or process development. The programme will help you:

- Reduce the risks – and associated costs - inherent in developing and commercialising a new product or service.
- Make faster and more informed decisions.
- Prioritise – you must focus your efforts on the opportunities with a real chance of success.
- Improve your productivity.
- Engage with your staff, suppliers and customers to identify products/services that are most likely to have traction in the market.
- Commercialise your product or service successfully.
- Learn from best practice and the experiences of other businesses.
- Identify new markets or more relevant products and services for your existing market.



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## WHAT DOES IT COST?

There is a charge of £150 per company to participate on the three-month programme. Please note that companies can send two delegates to take part in the workshops. This charge includes the cost of the networking dinner on the first evening.

The Accelerated New Product or Process Development Programme is funded partly with public assistance from HIE and European Regional Development Funds (ERDF). This assistance may be assessed as State aid and is likely to be awarded as De minimis aid. The EU competition laws place restrictions on the amount of De minimis aid organisations can receive over a three-year period. Therefore, once you have registered for a place on the programme, HIE will email you a simple declaration form so that we can check your eligibility.

Please note that you must complete this form and send it to [entrepreneurship@hient.co.uk](mailto:entrepreneurship@hient.co.uk) prior to attending the programme. On completion of the three-month programme, you will receive an invoice for £150 and a State aid letter outlining the value of the support you have received. The State aid value of the programme will be in the region of £3,000 - £4,500.





## FEEDBACK SURVEY RESPONSES FROM PARTICIPANTS

**16 INDIVIDUALS  
FROM 10 COMPANIES  
PARTICIPATED ON  
THE PILOT.**

**89%**

of respondents stated the programme exceeded their expectations.

**100%**

of respondents agreed that their approach to new product/process development has benefitted from the programme.

**100%**

of respondents will be ready to launch a new product/process in the next 3-12 months.

**100%**

of respondents will recommend the programme to other businesses.

**100%**

of respondents felt the use of specialists on new product development from PA Consulting was very beneficial.

## BIOGRAPHIES



### PAOLO SICILIANO, PhD

New product development consultant

Paolo is a Consultant in PA's Technology and Innovation Management team based in Cambridge. He has several years of experience in the innovation consulting sector, helping clients in different markets to develop their innovation strategy and improve their innovation processes as well as identify new technologies, partners and commercial opportunities.

Prior to joining PA, Paolo worked as an innovation consultant for a boutique consulting firm where he provided services such as technology landscaping, technology roadmapping and innovation management for clients in the automotive, rail, Fast Moving Consumer Goods (FMCG) and pharmaceutical space.

He was also responsible for the set up and management of Open Innovation portals for clients in the consumer goods and automotive sectors.

Recent examples of his work with PA include the development of the innovation strategy for a global beverage manufacturer, the assessment and improvement of the innovation processes for two major players in the FMCG sector and the development of a technology landscape for a major player in the medical device and diagnostics market.



### DR STEVE CARDEN

New product development expert

Steve, who is a member of PA's Management Group, has over 20 years experience in helping clients to understand and build products that are focused on meeting clients' business needs.

He leads the New Product Development (NPD) service which brings together PA's experience in developing innovative products and bringing them to market.

His particular expertise is in electromechanical and electronic products across multiple sectors including energy, transport, medical devices and manufacturing.

Steve's focus is on the cross-cutting development of products to include not just the technology but also the business maturity ready for deriving revenue and value from new products.

**Try PA's online assessment tool to explore your company's attitude and approach to innovation.**  
<https://www.paconsulting.com/insights/2016/innovation-hub/>

## FOR MORE INFORMATION

For more information on HIE's support for entrepreneurs, please visit:

[hie.co.uk/entrepreneurship](http://hie.co.uk/entrepreneurship)

## HOW TO APPLY

Please email [entrepreneurship@hient.co.uk](mailto:entrepreneurship@hient.co.uk) to register your interest in taking part on the Accelerated New Product or Process Development Programme.



EUROPE & SCOTLAND  
European Regional Development Fund  
Investing in a Smart, Sustainable and Inclusive Future



Eòrpa agus Alba  
Maoin Leasachaidh Roinnean na h-Eòrpa  
A' tairgadh ann an Àm ri teachd Gleusta, Seasmhach is In-ghabhail



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