

## Knowledge Connect™

CONNECTING LONDON SMES WITH THE CAPITAL'S KNOWLEDGEBASE TO HELP BUSINESSES SUCCEED.

There is a wealth of knowledge available from the UK's universities, colleges and research organizations however few SMEs recognize the strength of this knowledgebase as a business development resource.

Knowledge Connect™ is an exciting initiative that brings together London SMEs with the Capital's knowledgebase, facilitating an environment in which they can collaborate for mutual opportunity, benefit and commercial gain.

Developed in partnership with Angle plc, Knowledge Connect delivers a bespoke experience geared to the specific needs of participant businesses. A £5.4 million, 3 year, programme part funded by both the London Development Agency and through European Regional Development Fund, Knowledge Connect will support the growth of 3,000 London SMEs by providing targeted support from the Capital's knowledgebase.

The main goals are to help businesses develop new products and services, stay competitive in difficult times, find new markets, enhance processes, increase profits and achieve growth. All this is achieved through bespoke collaboration projects and Master class support, with the business very much in the driving seat by setting out requirements and agreeing expected outcomes. Projects can be based on new ideas, improving existing products and services or enhancing business processes.



\*with KC mediator support

## How do we do it?

Following a simple 4 step approach, Knowledge Connect will:

- > **Engage and inspire** – challenging perceptions and getting SMEs interested in participating in the programme, through thought provoking and fun engagement events.
- > **Preparing the SME for collaboration** - establishing support needs based on business goals. The foundation for this is their vision, goals and strategies for the future. Powerful proprietary diagnostic tools are used to understand where the business is and to prioritise areas for development and growth.
- > **Matching businesses with the knowledgebase** – based on defined business need, members of the knowledgebase will be identified to work with and support the SME.

- > **Collaboration** - this sees the SME and chosen provider from the knowledgebase working together to develop ideas, products and services that can be channeled to market through the SME.

Experienced Business Mediators are on hand throughout the process, providing a point of contact and personal adviser to participating SMEs. Mediators will help test the robustness of plans to ensure time and resources are not wasted in the wrong areas. They support the collaboration, which typically includes activities such as matching businesses to suitable knowledgebase partners developing and supporting a project, and highlighting relevant Master class activities available through the programme.



**Here's what some of the participating businesses said.**

“As a small business, the funding goes a long way. The project’s generated a lot of business and it still is”

Willson and Bell Ltd *Architecture design practice*

“It really expanded the opportunities for taking a technology and building all kinds of interesting businesses on it ”

Directionless Enquiries *Mobile phone and internet technology service*

“ First class support, and if the SME has a truly innovative idea it will change their business dramatically”

Platinumlinks Ltd *Economic development consultancy*

“The LDA is happy with the performance of Winning Moves and Angle on the Knowledge Connect project. They have shown a proactive approach to managing all elements of the project and as a result have delivered a professional product. We are confident that they will deliver the demanding and high profile product well over the next couple of years.”

London Development Agency, commissioning body for the programme

**To find out more:**

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