



**dti**

**SUCCEEDING  
THROUGH INNOVATION**

A guide for corporates and  
business organisations



The DTI drives our ambition of 'prosperity for all' by working to create the best environment for business success in the UK.

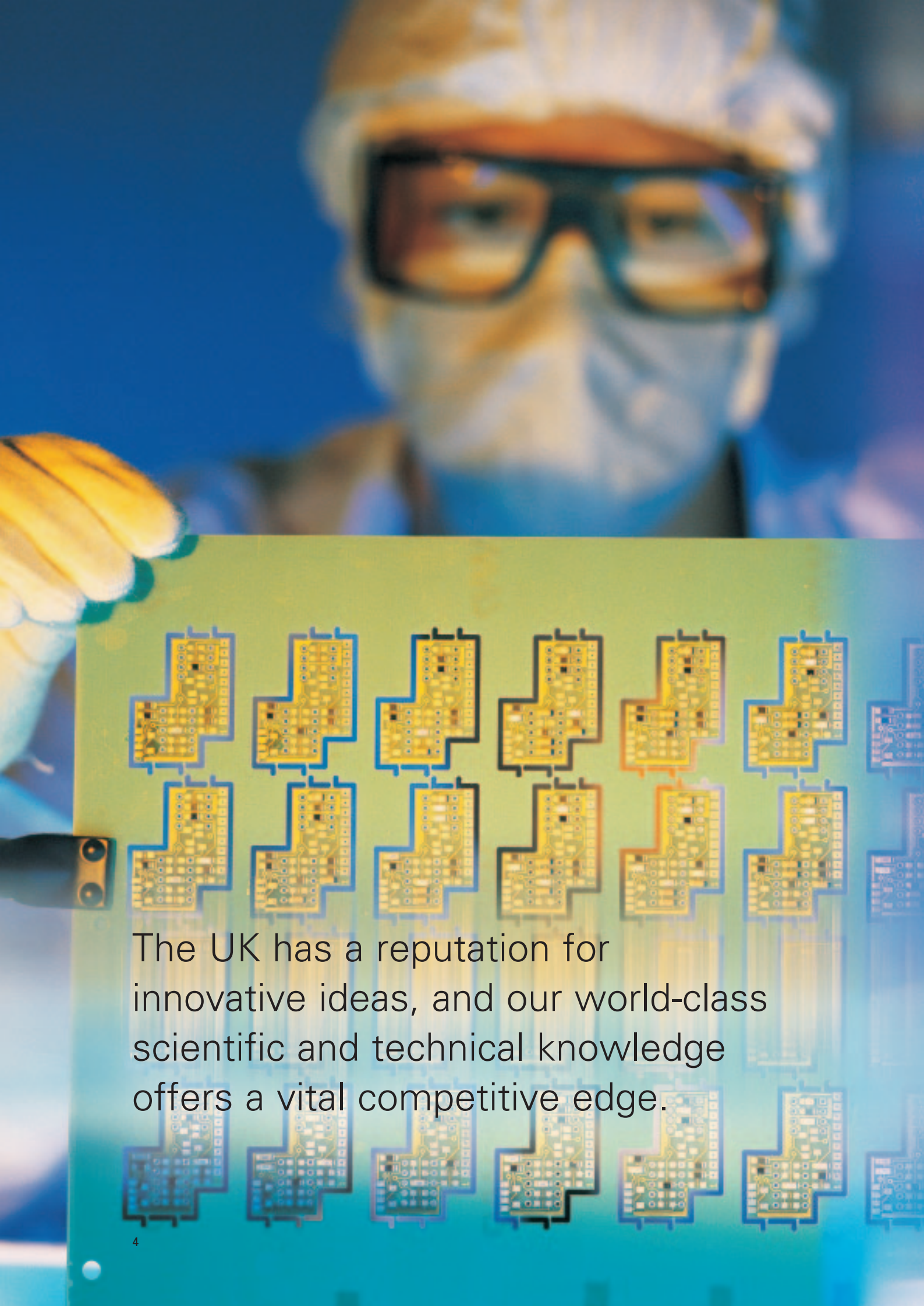
We help people and companies become more productive by promoting enterprise, innovation and creativity.

We champion UK business at home and abroad. We invest heavily in world-class science and technology. We protect the rights of working people and consumers. And we stand up for fair and open markets in the UK, Europe and the world.

To help drive up UK productivity through better innovation, the DTI provides a range of solutions that offer practical support and encouragement at the different stages of the innovation process.

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The UK has a reputation for innovative ideas, and our world-class scientific and technical knowledge offers a vital competitive edge.

# The business environment constantly changes

Businesses today face global competition as never before, as trade liberalisation and falling production costs in emerging economies squeeze profit margins and raise the competitive stakes.

Couple these factors with the speed of technological change and customer and market responses and there's a need for direct action. The most forward-thinking of UK businesses are already responding to these challenges by increasing their levels of innovation.

The UK has a reputation for innovative ideas, and our world-class scientific and technical knowledge offers a vital competitive edge. It's an advantage the DTI would like to help many more businesses to capitalise on.

## Why is innovation so important to your business?

Innovation is the successful exploitation of new ideas. It's about:

- bringing new knowledge and processes into your business
- developing new, high value-added products, processes and services.

Innovation enables you to compete successfully and profitably in today's fast-changing marketplace. It can help your business:

- become more competitive
- participate in new industries and new markets
- offer customers and suppliers better quality goods and services
- keep pace with constantly changing consumer demands and markets

- achieve higher returns on investment
- increase sales and profits
- capitalise on new knowledge and innovative ways of doing things
- help your business survive and grow, safeguarding jobs.

## What makes it difficult to innovate?

Like most businesses, you're probably too busy with the everyday demands to be able to spare much time or money to invest in a new idea or new ways of doing things. Achieving a return on your investment will often require significant change and risk. You'll probably need to work with others, but how do you find an organisation with the necessary capital or skills – and how do you know you can trust them?

If you work in a Research and Technology Organisation, Trade Association or other business organisation you'll be aware of innovation's vital role in keeping your industry vibrant and thriving. But how do you go about motivating your members to invest more in research and development?

## How can the DTI help?

The DTI would like to help your business or organisation make innovation, research and development an essential part of your or your members' growth strategy.

After talking to businesses, taking into account their feedback and building on the best of successful schemes such as LINK and Faraday Partnerships, we've developed a range of three carefully targeted, easy-to-access solutions that provide practical support at key stages of the innovation process.

<b>Your requirement</b>	<b>The solution</b>	<b>It provides</b>
If you need expert help to innovate	Knowledge Transfer Partnerships	A grant to cover part of the cost of using a person to transfer and embed knowledge into a business from the UK knowledge base via a strategic project
If you want to make contact with others in particular technology areas	Knowledge Transfer Networks*	A grant to an intermediary to set up a network in a priority technology area, bringing together businesses, universities and others with an interest in technology applications
If you want to work with others to develop particular technologies for exploitation	Collaborative Research and Development*	Funding for collaborative research and development projects between businesses, universities and other potential collaborators

\* Knowledge Transfer Networks and Collaborative Research and Development are focused around the technology priorities business tells us are critical to future economic success and which form the basis of the Technology Strategy. See page 21 for more information.

## There's more help available

The DTI's three core business solutions complement other solutions and information services already in place to help your business become innovative:

Existing solution	It offers help or information	It provides
R&D Tax Credits	If you spend money on research and development and would like to invest more	Jointly devised by the DTI, Treasury and Inland Revenue to offer you significant tax relief on certain expenditures associated with research and development
Patents and other forms of intellectual property rights	If you want to protect invention, design or creative work	Mechanisms to consider for registering and protecting your designs and ideas from the competition
Further information on innovation	If you want to check out the latest innovation thinking, investigate foreign markets and forge contacts abroad	A free-of-charge online service which provides information on innovation tools and techniques, including reports and self assessment

## How do you find out more?

Over the following pages you'll find more detailed information about the solutions outlined above, together with case studies showing how they have helped individual companies fulfil their potential for innovation. Contacts for further help and advice are signposted at the end of this brochure. This brochure, along with other information about how the DTI can help you to innovate, are available at [www.dti.gov.uk/innovate](http://www.dti.gov.uk/innovate)

Small and medium sized businesses are also eligible for other support to investigate innovative ideas and for research and development. A separate brochure is available from the above website or from the DTI Publications Orderline on **0870 150 2500**.

# Collaborative Research and Development

The cost involved in financing and resourcing a research and development project is an inhibiting factor for a lot of businesses. Collaborating with other organisations brings many benefits. Pooling ideas, expertise and resources cuts costs, reduces the risk factor and reduces the time it takes to bring innovative technologies, products, processes and services to market.

Collaborative Research and Development provides the catalyst for collaborative projects between industry and the research community and builds upon the success of the LINK Programme. It provides financial support in the form of grants to cover a proportion of the direct research and development costs of the industrial partners in a project. It assists you to carry out highly innovative projects that otherwise would have been prohibitively expensive and risky.

## What is Collaborative Research and Development?

Collaborative Research and Development aims to get the industry and research communities working together on research and development projects in strategically important areas of science, and technology, from which successful new products, processes and services might emerge.

It also primes the flow of the latest knowledge and thinking from the UK's science, engineering and technology base to business.

## What types of programme does it support?

Collaborative Research and Development programmes across the spectrum of basic, industrial and pre-competitive research involving:

- science-to-business as well as business-to-business consortia
- collaborations in both the manufacturing and service sectors.

## How does it benefit our business?

It gives you the opportunity to bring your specialist skills to work on pioneering technology applications with other leading-edge companies and the science, engineering and technology base.

The twice-yearly calls for proposals help you plan your research and development commitments well ahead and ensure that you have equal access to funding with other companies and research organisations.

## What financial support is available?

The grant covers between 25% and 75% of the direct costs of the project, subject to EU state aid rules.

## When can we apply?

Funding is awarded through open competition, with calls for proposals focusing on technology areas of strategic importance under the DTI's Technology Programme.

Competitions for funding are issued in the Spring and Autumn. You can find out about them:

- by contacting the DTI, see page 22 for details
- by going to [www.dti.gov.uk/technologyprogramme](http://www.dti.gov.uk/technologyprogramme)
- as a member of a Knowledge Transfer Network, see page 10 for details
- by contacting your Research and Technology Organisation (try [www.airto.co.uk](http://www.airto.co.uk) members' directory) or Trade Association.

## Are we eligible?

Yes, provided:

- your project is directly relevant to the call for proposals
- your research is being conducted in the UK
- your project is strategic (typical projects will be valued in the range £2 million to £5 million)
- your project performs well against selection criteria, including: the potential economic benefits, project risk, social and environmental impact, the project's organisational quality and the strength of its management team.

## What do we do next?

For further information and application details contact the DTI on **020 7215 5000**, or log onto the DTI website [www.dti.gov.uk/technologyprogramme](http://www.dti.gov.uk/technologyprogramme)

### Case study:

#### Tapping into market knowledge

Corus Colors, a business unit of Corus Plc, manufactures pre-finished metal products which are fabricated into components and systems for the construction industry and for consumer products such as microwaves and refrigerators and other manufactured goods.

Corus identified a market requirement for combating microbial contamination within the controlled environment sector, which encompasses food production, industrial clean rooms and medical environments. The company set about finding a solution which would meet the needs of these markets.

A key challenge was understanding which of the technologies already in use by other industries could be adapted to the company's own markets. Corus worked closely with a number of research bodies and testing facilities which were operating close to industry and therefore understood the market requirements.

The successful outcome was Assure™, a pre-finished metal product with anti-bacterial protection which not only serves Corus's existing markets but has opened up new ones from which it had been previously excluded.

# Knowledge Transfer Networks

Many businesses don't make the most of their potential for innovation and therefore miss out on its competitive advantages. Often this is through a lack of awareness of, and access to, the latest technological knowledge and breakthroughs.

Networking is a classic route to finding out what's going on in the wider world. Knowledge Transfer Networks provide business and members of business organisations, for example Trade Associations and Research and Technology Organisations, with an opportunity to network in this way.

## What is a Knowledge Transfer Network?

A Network actively promotes and accelerates the transfer of knowledge between the science, engineering and technology base and industry.

It offers invaluable opportunities through networking to mix, make contacts and exchange information with other businesses and research organisations working in similar fields or sectors.

## What support does a Network offer?

The Network programme offers support to three types of network:

- Managed Networks, that seek to actively promote the exchange of knowledge and information through a range of outreach activities. These are likely to be quite large, involving a variety of players from industry, academia and professional associations
- Information Networks, that seek to fill in information gaps that exist between knowledge holders and users. These are likely to be interactive and online
- Issues Networks, that seek to bring together industry players to undertake practical problem-solving or fact-finding activities, drawing on knowledge from the science, engineering and technology base both at home and abroad.



## **What kind of activities does a Network undertake?**

Typical activities include:

- technology workshops, seminars and conferences
- exploratory studies into new technologies
- matchmaking potential joint ventures
- exchanging information on key topics such as intellectual property rights and marketing
- predicting market trends and requirements.

## **How can it benefit our business or business organisation?**

Participating in a Network can benefit your business or organisation by:

- giving you access to technical and business knowledge and expertise, together with the experience and support of the other members of the group
- providing inspiration from associating regularly with other organisations in your field
- offering many potential sources of help and advice when you have a dilemma or a need for a specific piece of information
- enhancing your business's own knowledge and expertise – and ultimately its profits.

## **Are we eligible for Network funding?**

Yes, you are eligible if your proposed Network:

- is relevant to the call we make for proposals
- is managed from the UK
- performs well against specific selection criteria including the relevance to the call for proposals, the potential benefits and risks associated with your Network proposal and the quality of the organisation and management of your Network.

## **Are we eligible to join a Network?**

Yes, you are eligible if:

- you are a business or business organisation with a keen interest in finding out about the latest technology, how it has been applied in the marketplace, and what it can do for your business or sector
- a Network exists in your field or sector.

## Will we have to disclose confidential business information or practices?

No – the DTI understands that confidentiality is important in retaining competitive advantage. Being a member of the Network does not automatically mean that confidential information is made available to all. Businesses participating in Networks need only share the information they feel comfortable disclosing.

## How can we join a Network?

Networks are in the process of being set up across technology sectors. To find out when one is launched that's relevant to your business or sector:

- contact the DTI on **020 7215 5000** who will forward you to someone who can help
- log onto the DTI's Technology Programme website at **[www.dti.gov.uk/technologyprogramme](http://www.dti.gov.uk/technologyprogramme)** for an update on the latest Networks.

For information on other good networks contact your industry Trade Association or Research and Technology Organisation (try **[www.airto.co.uk](http://www.airto.co.uk)** members' directory).

### Case study:

#### Networking in the fuel cells community

The Fuel Cells Forum was established to bring together industrial and academic research teams working in fuel cell technology. Funded by the DTI, the Forum's objectives are to identify common interests, collaborate more effectively, disseminate global news and developments and provide a platform for discussing issues, influencing policy and developing technology road maps.

The Forum operates through an interactive website, facilitating 'webinars' to communicate topics of interest to the community. The website provides business and research teams with the tools to interact nationally and internationally – American fuel cell networks have expressed an interest in joining the Forum to share their knowledge and experience.

Networking offers invaluable opportunities to mix, make contacts and exchange information with other businesses and research organisations.



# Knowledge Transfer Partnerships

There's a wealth of expertise and resources in the UK's universities, colleges and research organisations your business could be making use of. But how do you go about tapping into it?

A Knowledge Transfer Partnership makes this possible and part-funds the cost of a joint project that could help you increase your knowledge, expertise, sales and profitability.

## What is a Knowledge Transfer Partnership?

A Partnership gives your business access to the expertise in the UK's universities, colleges and research organisations by working in partnership with academics or researchers.



## How can a Partnership benefit our business?

A Partnership can help you increase the profitability of your business by:

- improving existing products and developing new ones
- upgrading or streamlining a manufacturing or logistics process
- developing a marketing strategy.

## How does a Partnership work?

A Partnership works in the following way:

- working together, you and your chosen research partner prepare a proposal for a project designed to enhance your business and the latter submits an application for funding to the DTI
- once it's approved, you jointly recruit a suitably qualified graduate or technician, known as a Partnership Associate, to carry out the project work
- employed by your research partner, the Partnership Associate works onsite with your business
- throughout the project, academics or researchers at the university, college or research organisation remain closely involved throughout the project.

## Who funds a Partnership?

A Partnership is part-funded by the DTI, which reimburses some of your research partner's costs. You pay the rest – typically £16,000 for a one-year project. This gives you the services of your Partnership Associate and also the time and expertise of the academics and researchers working with you. You will also have to meet your own business overheads.

## Who benefits from a Partnership?

The following benefit from a Partnership:

- your business, by acquiring new knowledge and expertise
- your Partnership Associate, by gaining business experience and personal and professional development
- the research organisation, by enhancing the business relevance of its research and teaching.

## Are we eligible to set up a Partnership?

Businesses of all sizes in most industries and commercial sectors are eligible to take part. There are some limitations affecting the type of project and the sectors that can be supported.

## How do we find a Partnership partner?

The DTI's specialist Partnership Consultants can help you identify the research organisation with the most appropriate academics or researchers. To contact the consultant covering your area telephone **01367 245215**, e-mail **companies@ktponline.org.uk** or visit **www.dti.gov.uk/ktp**

### Case study:

#### Switching over to new technology

Softel Limited, a small company specialising in teletext and subtitles, needed to make a vital strategic shift from analogue to digital television. Through the DTI's Knowledge Transfer Partnerships programme, it acquired the hands-on expertise of a Associate, a graduate from the University of Reading's Department of Cybernetics. In the initial stages of the Partnership, the Associate undertook global market research to gain a detailed understanding of a very new and evolving market. The information gathered was instrumental to the success of the company's new business strategy and helped it remain one step ahead of the competition.

Softel's subsequent move into the digital arena has seen its existing products improve significantly and led to the development of an innovative new range. The business has built a strong industry profile, established partnerships with other businesses operating in the industry, gained a wealth of knowledge and recruited a number of skilled employees. Turnover forecasts show an increase of £400,000, with a £60,000 rise in profit in the year following the end of the Partnership. The Partnership Associate who helped set them on the path to success is now employed full time as the company's research engineer.

## Further help on innovation

Innovation often involves the application of new technologies, and so far this brochure has explained the business support available to help you access the latest technological advances and get new ideas off the ground. However, funding is not the only solution.

If you are interested in finding out how other companies in your sector are handling and benefiting from new technologies, investigating foreign markets and forging contacts abroad there is a wealth of further innovation information available online.

### What further help is available?

Online information sources are available free of charge to all businesses through the [www.innovation.gov.uk](http://www.innovation.gov.uk) portal.

### What can it provide us with?

These sources provide you with further help on increasing the innovation in your business, including reports and self-assessment tools. It also refers you to other organisations who support innovation, such as the Design Council ([www.designcouncil.org.uk](http://www.designcouncil.org.uk)) whose website provides a range of practical information, tools and case studies to help innovative businesses take ideas to market.

### What financial support is offered?

There is no financial support associated with this free information service.

### How do we access it?

You can visit the website at [www.innovation.gov.uk](http://www.innovation.gov.uk) and use the free self-assessment tools at any time.

### Are we eligible to use it?

All companies can access this information simply and easily. All you need is an internet connection and, for some documents, Adobe Acrobat Reader. This software can be downloaded free of charge from the website.

Best Practice information on a wider range of issues beyond innovation is available at [www.dti.gov.uk/bestpractice](http://www.dti.gov.uk/bestpractice)

# R&D Tax Credits

UK companies currently under-invest in research and development compared to their international competitors, and the Government has introduced tax incentives to support companies to invest more.

Following joint work with the Inland Revenue, the DTI and the Treasury, R&D Tax Credits have been introduced to offer corporates greater incentive to raise their own research and development investment levels.

## What are R&D Tax Credits?

They're a Government incentive in the form of tax relief designed to encourage businesses to undertake more research and development.

## How do Tax Credits work?

You can claim 125% corporation tax relief on certain expenditures associated with research and development, such as staff costs and materials.

## Are we eligible?

You can claim R&D Tax Credits if you spend at least £10,000 in the year on qualifying research and development costs.

## What research and development costs don't qualify?

You can't claim relief on the costs of subcontracting research and development, unless the subcontractor is a non-taxpayer such as a university or a charity body, or is an individual.

## How do we claim?


You can claim on your company's tax return.

## How do we find out more?

To find out more information:

- talk to your accountant or local tax office (see [www.inlandrevenue.gov.uk/menus/contactus.shtml](http://www.inlandrevenue.gov.uk/menus/contactus.shtml))
- visit [www.inlandrevenue.gov.uk/randd/index.htm](http://www.inlandrevenue.gov.uk/randd/index.htm)





Effective use of intellectual property rights has given many businesses a competitive advantage.

# Protecting your intellectual property

All businesses have intellectual property – perhaps the name of the business, inventions, designs, works of creative or intellectual effort. These are valuable assets and a potential means of increasing your profits.

A variety of intellectual property rights exist to help you protect them, the reasons for using intellectual property rights are clear:

- as competition increases the importance of intellectual property is increasing
- businesses are using intellectual property rights to protect their market position
- effective use of intellectual property rights has given many businesses a competitive advantage
- ownership of intellectual property rights may provide the incentive investors are looking for.

## How can we protect an innovative product or process?

A patent protects products or processes that possess new functional or technical aspects. It's an intellectual property right granted by a government (e.g. the UK) for a limited period. Patent rights make it illegal for anyone other than you, or someone given permission by you, to use and profit from your invention in the country where the patent is granted.

Published patents are also an excellent source of ideas and information – many companies regularly search them for inspiration and to keep up to date with what's new in their sector.

## How can we protect a symbol, sign, jingle or logo that represents our business?

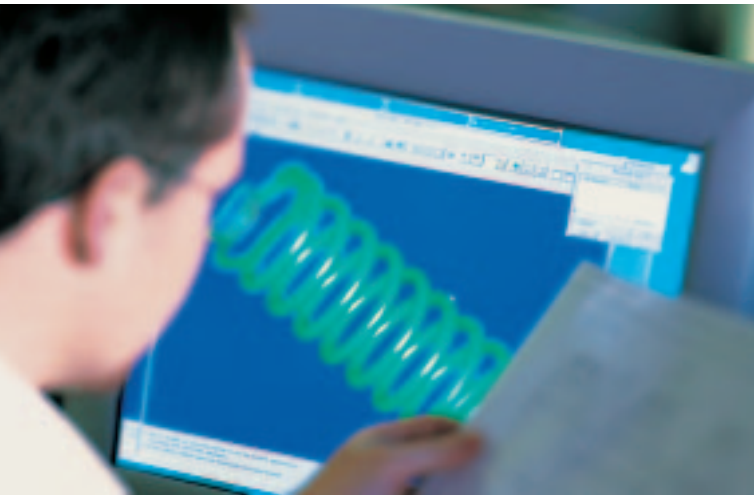
A trademark is a symbol, sign or even words, sounds or jingles which distinguishes your goods and services from those of another business. Trade mark registration gives you the right to stop someone using the same or similar mark on the same or similar goods and services.

## How can we protect our design?

Design registration can protect the design of the outward shape or configuration of products, patterns and ornamentation. Once you have the rights for a registered design, no-one else can use it without your permission.

## Can we protect creative works?

Yes. Copyright gives rights to the creator of original literary, dramatic, musical and artistic works, and published editions of works, sound recordings, films, videos, broadcasts, cable programmes and computer programs. Protection against copying happens automatically without you having to do anything else.



## Where can we go to get advice or find out if we are eligible to register?

Applying for intellectual property rights can be a complex process, but there is a considerable amount of advice and support available to you:

- your first port of call should be the UK Patent Office's website ([www.patent.gov.uk](http://www.patent.gov.uk)) or contact its Central Enquiry Unit (tel: **08459 500505**). They can answer general enquiries and forward you onto professional advisors, e.g. the Chartered Institute of Patent Agents or the Institute of Trademark Attorneys, if this is appropriate
- the Patent Search and Advisory Service, which is a fee-based research service can carry out patent searches for you ([commercialsearches@patents.gov.uk](mailto:commercialsearches@patents.gov.uk))
- the British Library, which offers free access to a patent and trade mark database (tel: **020 7412 7901**, website: [www.bl.uk/patents](http://www.bl.uk/patents)).

## How much does it cost to apply for intellectual property rights?

The following costs will apply:

- fees for processing a UK patent or registering a trademark are normally around £200. Registering a design is less at around £60. The Patent Office can advise on the latest costs. Copyrights are free
- if an agent or attorney is involved, professional fees can range from £100 to over £1,000. The Patent Office can put you in touch with people who can advise you on this
- making an application in several countries can cost tens of thousands of pounds over several years
- once a registration is granted a renewal fee is payable. Again, the Patent Office can advise.

## How long does it take?

Registering a design or trademark can be done in a matter of months. Patents generally take longer, and can take up to three to four years depending on the complexity of your specific request.

## The DTI's long-term plans for innovation

The business support solutions outlined in this brochure can play a useful role in helping your business fulfil the UK economy's – and your own – need for greater investment in research and development. However, that's not all the DTI is doing to encourage and support innovation.

Recognising the importance of the Government's role in boosting innovation, the Prime Minister has asked the DTI to lead the innovation agenda across the whole of Government.

Our Innovation Report\*, published in December 2003, sets out clear medium to long-term proposals for improving the UK's innovation performance. At the core of this lies a Technology Strategy\*\* which is being developed in conjunction with business, the science, engineering and technology base, relevant Government departments and agencies and other stakeholders. It provides a framework for identifying and setting technology priorities critical to the growth of the UK economy, and on which the Government can focus its support and encouragement.

There are a number of complementary ways in which the Government can deliver this strategy: through incentives such as R&D Tax Credits, legislative changes, the introduction of new technology standards as well as through the DTI's own business support solutions.

The Technology Programme is the means by which we'll help business to 'pull through' and exploit technologies from the UK and the international research base by providing some of the funding and sharing some of the risk in taking new technologies to market. We are making an initial £150 million funding available to business over the three years starting from 2004.

The Technology Strategy and Programme will be implemented in phases with competitions for funding in key technology areas announced each April and October. These competitions will be open to all businesses located in the UK and will focus on two of the five products in the innovation theme:

- Knowledge Transfer Networks
- Collaborative Research and Development.

\* The Innovation Report is available at [www.dti.innovationreport/index.htm](http://www.dti.innovationreport/index.htm)

\*\* If you would like to find out more about the DTI's Technology Strategy and Programme please visit: [www.dti.gov.uk/technologyprogramme](http://www.dti.gov.uk/technologyprogramme)

## We want to find out more – What do we do now?

Contact the DTI on 020 7215 5000, and you will be forwarded to an adviser who can:

- advise you on the procedure for joining a Knowledge Transfer Network
- provide you with more information on the Technology Strategy and Programme
- advise you on how to get involved in a Collaborative Research and Development project and put together a consortium of partners
- give you information about some other relevant schemes or programmes that may be relevant to your business.

If you have a specific query on Knowledge Transfer Partnerships, the DTI's specialist Partnership Consultants can help you identify the research organisation with the most appropriate academics or researchers. To contact the consultant covering your area telephone **01367 245215**, e-mail **companies@ktponline.org.uk** or visit the website at **www.ktponline.or.uk/companies**


Further copies of this brochure are available from the DTI Publications Orderline on **0870 150 2500**, or alternatively online at **www.dti.gov.uk/innovate**

### **A note about Support in the Devolved Administrations**

For information about the UK-wide innovation products featured in this brochure and other business support products available in Wales, please contact Business Eye/Llygad Busnes on **08457 969798** or on **www.busesseye.org.uk** or **www.llygadbusnes.org.uk**

For information about the UK-wide innovation products featured in this brochure and other business support products available in Scotland, please contact Business Gateway on **08456 096611** or on **www.bgateway.com**

For information about the UK-wide innovation products featured in this brochure and other business support products available in Northern Ireland, please contact Invest Northern Ireland on **028 9023 9090** or on **www.investni.com**

A man with curly hair, wearing a dark suit, white shirt, and patterned tie, stands in a dimly lit room with blue ambient lighting. He is holding a white folder and gesturing with his right hand. In the foreground, a white camera on a tripod is positioned to the left. The background is blurred, showing the heads of an audience.

The DTI can advise you on how to get involved in a Collaborative Research and Development project and put together a consortium of partners.

## The DTI's Business Support Solutions: practical help for your business

The solutions outlined in this brochure are part of the DTI's range of tailored business support. They are designed to meet different stages of your business's development and growth. They are easy to access and use.

The solutions, listed below, are grouped into four themes reflecting the areas in which your business is most likely to need help: innovation, best practice, raising finance and regional financial support.

Information can be obtained from the contacts on page 22, or online at [www.dti.gov.uk/bss](http://www.dti.gov.uk/bss) or at [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

Succeeding through innovation			
The product	Who is it for?	What does it provide?	Notes
Knowledge Transfer Networks	All businesses wanting to grow by exploiting technology.	A grant to an intermediary to set up a network in a priority technology area, bringing together businesses, universities and others with an interest in technology applications	1 4
Collaborative Research and Development	All UK-based businesses wishing to exploit technology	Funding for collaborative research and development projects between businesses, universities and other potential collaborators	1 4
Grant for Investigating an Innovative Idea	Small businesses wishing to exploit an innovative idea	Reimbursed consultancy to help businesses get advice on the steps needed to implement their ideas	2 4
Grant for Research and Development	Small businesses with an innovative product or technology	A grant to help businesses carry out research and development that could lead to a technologically innovative product or process	2 4
Knowledge Transfer Partnerships	All businesses needing expert help to innovate	A grant to cover part of the cost of using a person to transfer and embed knowledge into a business from the UK knowledge base via a strategic project	4

## Achieving best practice in your business

The product	Who is it for?	What does it provide?	Notes
Access to Best Business Practice	All businesses wishing to find out how to improve their performance through better ways of working	Materials on best practice, networking events, organised visits to businesses successfully implementing best practice	4
Support to Implement Best Business Practice	Small businesses wanting practical help in implementing best practice. (Also open to larger firms for certain projects.)	A free diagnostic run by a Business Link adviser, with subsidised consultancy for selected projects	2 4

## Raising finance

The product	Who is it for?	What does it provide?	Notes
Small Firms Loan Guarantee	Small businesses with viable proposals unable to obtain conventional loans because of a lack of security	A government guarantee covering 75% of the loan, encouraging commercial lenders to provide loans to businesses lacking security. Borrowers pay DTI a premium of 2% pa in return for the guarantee	3 4

## Regional investment

The product	Who is it for?	What does it provide?	Notes
Selective Finance for Investment in England	All businesses located in or considering relocating to one of the 'Assisted Areas'	A grant towards a project's capital cost, subject to criteria on productivity, job numbers and quality, and need.	2 4

### Notes:

- 1 The DTI is delivering the Technology Strategy and Programme through these products. Applications can only be made in the priority technology areas specified by the Strategy. More details are available at [www.dti.gov.uk/technologyprogramme](http://www.dti.gov.uk/technologyprogramme)
- 2 Available in England only. In many cases similar schemes are offered by the appropriate organisations in Scotland, Wales and Northern Ireland. All other solutions are UK-wide.
- 3 The DTI also funds various programmes to provide SMEs with better access to venture capital.
- 4 Participants may be contacted on behalf of the DTI as part of the department's routine evaluation and monitoring system.







Printed in the UK on recycled paper with a minimum HMSO score of 75.  
First published April 2004. Department of Trade and Industry. [www.dti.gov.uk](http://www.dti.gov.uk)  
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