



Create Growth

Applicant information pack

 **Create Growth
Programme**

 **EMC²**
East Midlands
Creative Consortium

What is Create Growth?



Fully funded

£1.3m from the Department for Digital, Culture, Media & Sport

Tailored support

Mentoring, access to peer networks, masterclasses for creative companies

Investment readiness

Workshop to help prepare your business for scale-up

Who is eligible?



Support is available for...

- Businesses trading or registered within Leicester, Leicestershire, Derby, Derbyshire, Lincoln, Greater Lincolnshire, or Rutland
- Companies that have created a revenue generating product, launched a new platform or service, or reached a market of scale
- Firms that have generated sales revenue in the last 2 years

Meet some or all of the above criteria? Get in touch and see how we can help.

Programme timeline

Cohort 4

- Scheduled to start in September
- Led by Greenborough Management
- Mainly in-person learning

Cohort 5

- Scheduled to start in October
- Led by CDI Alliance
- Majority of course delivered virtually



CDI Alliance



Programme breakdown

- 1:1 business health check
 - Full day in-person business bootcamp and peer networking session
 - 8 x 90minute online masterclasses addressing Leadership; Marketing; HR; Sales; Finance; Business planning
 - Additional masterclasses based on specific needs of the cohort
 - 6 week intensive timeframe
-

Greenborough Management



Programme breakdown

- 1:1 business diagnostic
 - 5 x 3 hour in-person sessions covering Business model and innovation; Markets and customers; Leadership people and process; Finance and funding; Business growth plans
 - Ask the experts Q&A session
 - Slack networking group
 - 12 week timeframe
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Available to all applicants

1:1 Mentor

- 4+ hours with a creative industry specific mentor
 - Expert mentors from across the region
 - Meet online or in-person
-

Investment readiness

- 12 hour programme led by Lincolnshire Business Angels
 - Delivered after programme
 - Optional dates
-



Cohort 1 testimonials



“Thanks to the programme, I now have a clear vision of what I want the business to look like, how I want it to grow, and the timescale I want that to happen over.”

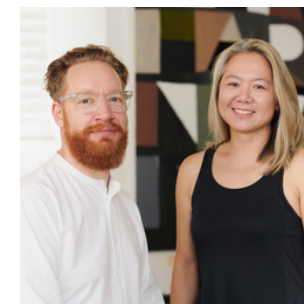


Jonny Prest

Seed



“We’re in a growth stage so Create Growth came at the right time - I’m looking forward to using what I’ve learned as we grow the business.”



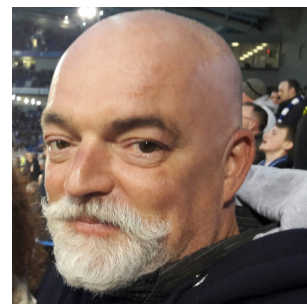
Damien Hodgson

Old School Architects

Cohort 2 testimonials



“It’s like business therapy. My mentor has been brilliant and I’m working with people I’ve met through the course already to really get the most out of my new network.”



Andy Jupp
Paper Starlights



“The programme has provided me with a fresh perspective on various aspects of my business, enabling me to identify areas for improvement and implement new strategies for growth.”



Andy Gundelach
Created by TEN

Apply now



EMC²
East Midlands
Creative Consortium



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