

Creative Enterprise

Evolve

Investing in the Future of Storytelling

What is it?

Creative Enterprise Evolve is a unique development programme for screen based companies seeking investment for business growth.

Perhaps you've not raised investment before and don't know where to start, or you're already in the process of raising and you need some help; this programme will help you to evaluate your offering to investors, address your barriers to growth and connect you with experts and investors who can help you take your business forward.

What's involved?

Brought to you in partnership with the British Film Institute and UK Business Angels Association, the programme is designed by investors and delivered through a sequence of one-to-one sessions, direct investor meetings, pitching platforms and combined peer-to-peer group workshops intended to challenge and prepare you for your investment round.

Successful applicants will go through a four stage process;

Business Diagnostic –

an in-depth review of your business, values and performance

Growth Roadmap –

address weaknesses and opportunities through growth strategies

Investment Aims –

understand the process of raising finance, define and plan investment goals

Implementation –

facilitation of investor introductions and pitching events

We understand that each business, product, team, vision is different and that's why this programme works collaboratively with you to select the mentors, advisors and industry experts who bring the insight you need to progress your business plan.

It's designed around you, your business and your vision to evolve.



Who is it for?

The programme will support small businesses working in “moving image” for storytelling - spanning film, television, games and technology.

The businesses must:

Be based in the English regions outside of London

Have storytelling for entertainment as a core component of the business

Have ambitions for company growth and a clear vision for your business

Have relevant track record in the screen industry (e.g. film, TV, Games, tech & Immersive Media)

The businesses must NOT:

Be seeking investment to support the production of individual projects

Produce stories for advertising, marketing, or e-learning purposes or any other sector not related to entertainment

Be a not-for-profit or charity organisation

Be a Social Enterprise or Community Interest Company (CIC)

How do I take part?

Creative Enterprise Evolve is an exclusive programme with limited spaces available.

You can apply by filling in the online application form which includes a basic business diagnostic.

Application deadline is 5pm 17th February 2019.

If you have any questions, contact the Creative Enterprise team at creativeenterprise@creativeengland.co.uk

The Small Print

The programme does not provide or guarantee investment at any stage, although applicants will have the opportunity to pitch to external investors

We expect applicants to commit a minimum of 8 days over a period of 6 months, subject to availability

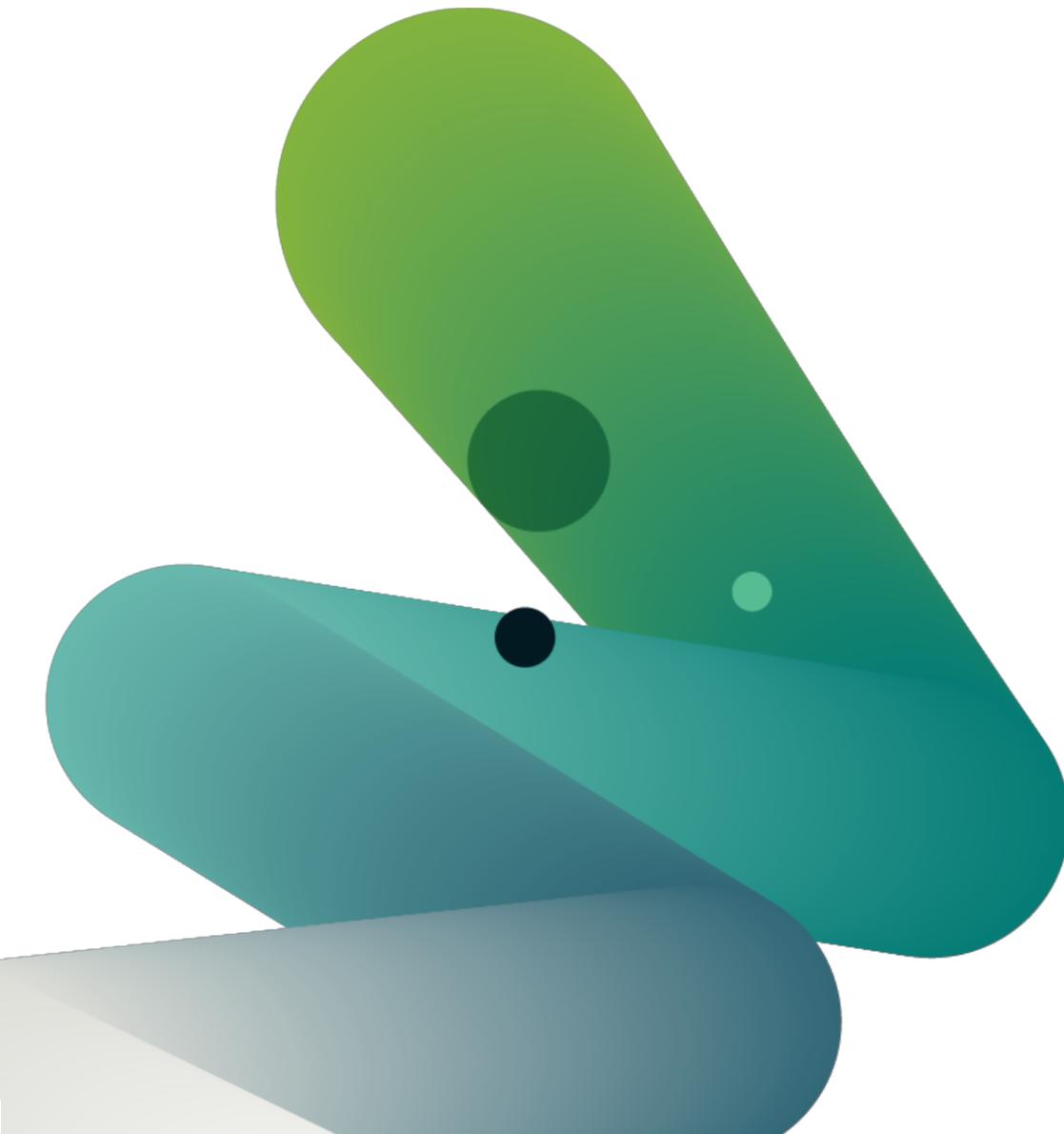
The recipient of the support must be the business owner/CEO of the company or other relevant senior management

Creative England reserves the right to withdraw the offer of support without notice, at any time.

Successful applicants will join a cohort of up to 20 creative SMEs based across the English regions

Successful applicants will receive between 2-5 tailored one-to-one sessions, including a direct investor meeting

A limited financial contribution towards travel expenses will be provided to support only activity associated with the programme



Frequently Asked Questions

How much investment will I receive?

No investment is committed or guaranteed through the programme, however applicants have an opportunity to pitch for up to £25,000 research and development investment from Creative England as well as engage with angel and VC investors.

When does the programme start?

The programme will commence in March 2019.

How much does it cost?

There is no fee to be part of the programme however companies are required to contribute their time and cost of associated travel.

How much travel allowance will I receive?

A small travel allowance can be available at the discretion of the Creative Enterprise team. We regret we cannot provide allowance for accommodation costs.

Where does the programme take place?

Various locations. Creative England has offices in Bristol, Manchester, Leeds, London and Hertfordshire and it is expected that some activity will take place at these locations throughout the programme. The Creative Enterprise team will endeavour to arrange the one-to-one mentor sessions to take place near the company's offices where possible; however this is not guaranteed. It is expected that some activity will be accessed via video conference and phone calls.

How much time would I have to commit?

We expect you to stay with the programme from start to finish and anticipate the activity to take up at least 8 days over a period of 6 months, subject to change and availability.

How much support will I receive?

Each business can receive a maximum of five one-to-one sessions including a direct meeting with an investor from the creative industries. There will be around six tailored workshops throughout the programme including investor pitching sessions.

What will I get out of the programme?

Creative Enterprise Evolve will help you:

analyse your investment offering, business performance, purpose and growth plan

address your challenges to growth & explore strategies to overcome them

plan your investment goals and build an effective investment proposal & pitch

place you in front of industry experts, mentors and investors

provide peer-to-peer engagement with a community of small and ambitious creative businesses

What happens if I can't attend all the sessions?

It is expected that all successful participants will take part in at least two one-to-one sessions with the Creative England Investment Team and one workshop and/or investment pitching session.

We need investment to develop our slate of content projects, can the programme help us?

Creative Enterprise Evolve is not designed to support investment strategies for single project investments or slate funding, though we will consider proposals that can demonstrate how this will lead to business growth.

The company's business is currently focussed solely on corporate/non storytelling content however, we wish to expand into more narrative productions that will tell a story and engage an audience. Can we apply?

Yes. However, your business proposal must include moving image for storytelling as a significant component.

Does the support qualify as state aid?

No, the business support provided by Creative Enterprise Evolve does not qualify as state aid support. A full definition of State Aid can be found [here](#).

Our Head office is based in London however, we have offices in the English regions. Can we apply?

Creative Enterprise cannot support London based companies, or those registered outside of England. Companies with a registered or trading office based outside of London are eligible.

Who will read my application?

All applications will be read and assessed by the Creative England Investment and Enterprise teams.

I have been unsuccessful; can I resubmit at a later stage?

We can only accept resubmissions if these are discussed in detail and in confidence with the Creative Enterprise team and invited by us in advance.

If my application has been unsuccessful can I request feedback?

Due to the high volume of applications that we expect to receive, we regret that we are unable to give any further feedback on unsuccessful applications. Due to the high volume of applications that we expect to receive, we regret that we are unable to give any further feedback on unsuccessful applications.

Will there be another chance to apply for the programme?

Subject to availability the programme may re-open for applications in 2019.