



# Arloesi Lleol Wreccsam

## Innovate Local Wrexham



# Croeso Welcome



**Megan Kearns**

Arweinydd Partneriaethau Lleol  
Innovate UK Business Connect

Local Partnerships Lead  
Innovate UK Business Connect

# Agenda

09.30 – 10.10 Opening remarks and Keynote speakers

10.10 – 11.10 Local innovation landscape

11.10 – 11.40 Break / networking

11.40 – 12.40 My business innovation journey

12.45 – 13.45 Lunch / networking

13.45 – 14.30 Parallel sessions: (1) Financing your business innovation journey (2) Unlocking up to £1 Million in Agri-Tech and Food Innovation Funding (3) Empowering Change Through Strategic Partnerships (4) Nurturing Talent and Skills

14.30 – 14.45 Turnover

14.45 – 15.30 Parallel sessions: (1) Grant Applications: What Assesors Look For (2) AI Adoption (3) 5 Principles of Impactful Marketing

# Cyweirnod Keynote



**Ken Skates, AS | MS**

Ysgrifennydd y Cabinet dros  
Drafnidiaeth a Gogledd Cymru

Llywodraeth Cymru

Cabinet Secretary for Transport and  
North Wales

Welsh Government

# Cyweirnod Keynote



**Dr Stella Pearce**

Cadeirydd Gweithredol Dros Dro  
Innovate UK

Interim Executive Chair  
Innovate UK

# Cyweirnod Keynote



**Dr Louise Jones**

Rheolwr Cenedlaethol Cymru  
Innovate UK

National Manager of Wales  
Innovate UK

# Welcome to Innovate UK

The UK's innovation agency

**Dr. Louise Jones**

National Manager - Wales

19th November 2024



# **We are the UK's innovation agency**

As part of UK Research and Innovation (UKRI), Innovate UK is publicly funded to drive innovation and productivity across the UK.

**We work for you to create a better future by inspiring, involving and investing in businesses developing life-changing innovations.**





A typical Innovate UK backed business raises

**>30%**

**more money**  
from the  
private sector



Than similar businesses. Since 2007

**Direct  
business  
benefit**



**£3.61**

**For every £1 invested**

Over a seven-year period. Based on the most recent independent evaluation.

# Our purpose

We drive **productivity and economic growth** by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

We **connect businesses to the partners, customers and investors** that can help turn these ideas into commercially successful products and services, driving productivity, and supporting business growth.

**Our mission is to enable the creation and adoption of innovation across the UK.**

# At Innovate UK we:



**Accelerate innovation, investment and productivity** through a world class suite of services that supports UK businesses to grow and develops the innovation talent and skills pipeline.

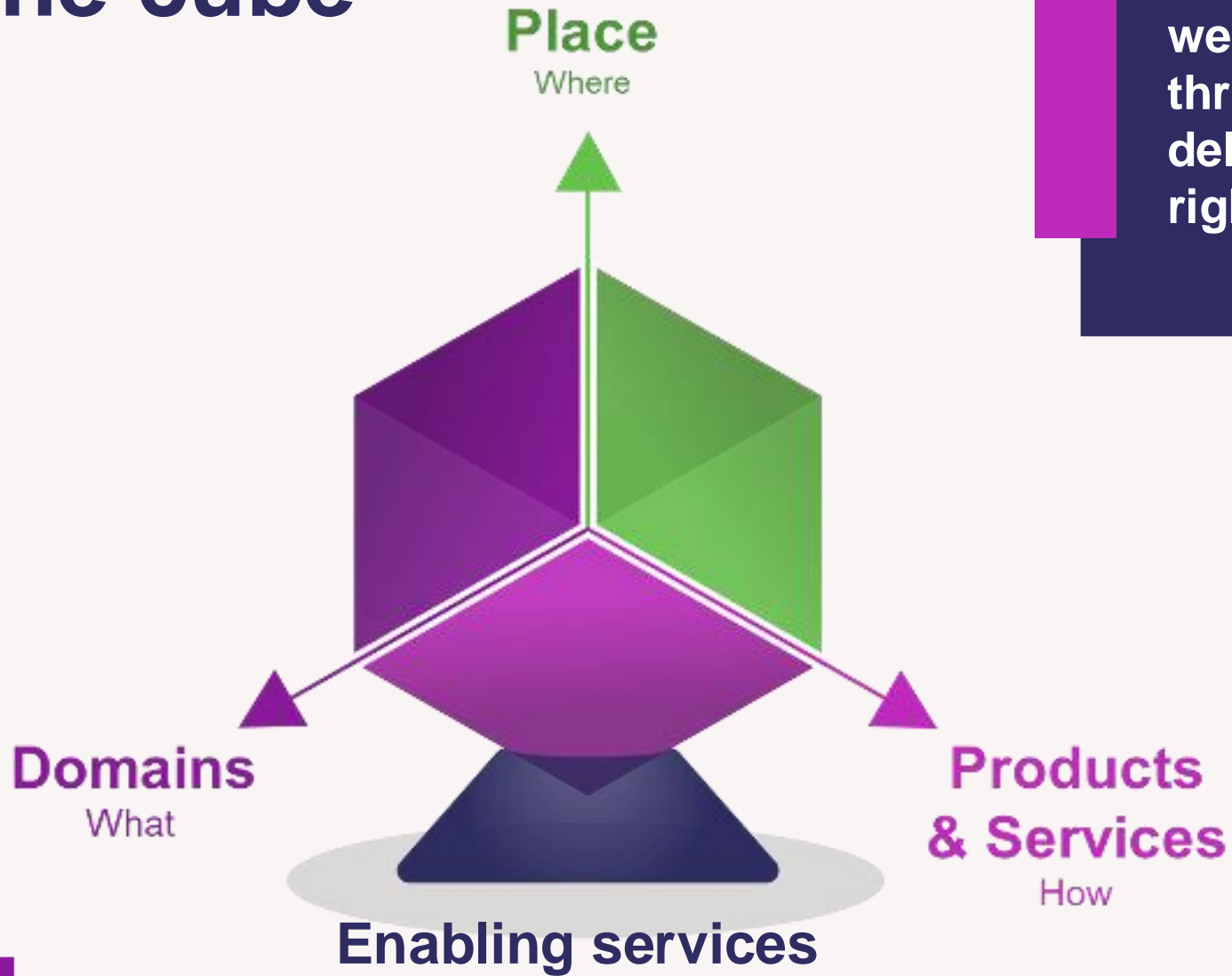


Inspire and invest in **emerging technologies and cutting-edge science, research and development** to directly benefit the UK's industrial future.



Create powerful connections that catalyse and create benefit from the **ethical and safe development of innovative technologies** across the whole of the UK.

# The cube



In the Innovate UK system we approach work across three axes, enabling us to deliver the right service to the right sector in the right place.

# What we do



## Domains

Powering the race to net zero. Ensuring healthy lives and economic growth by supporting life sciences, food and agriculture. Leveraging digital and technology innovation for safe and sustainable productivity and economic growth.



## Place

Working with partners, supporting regional development and international engagement. Enabling new skills and talent, and new collaborations to drive sustainable growth for businesses across the UK.



## Products & Services

Investing funding, expertise and support in accelerating future economic growth. Meeting the changing needs of businesses, expand research opportunities and support communities.

# Our domains

Three pivotal domains to support innovation across critical sectors



# Place

We are working in partnerships to catalyse the full innovation potential of every community across the UK. We are doing this by investing in local innovation clusters and connecting local businesses to national and global opportunities.

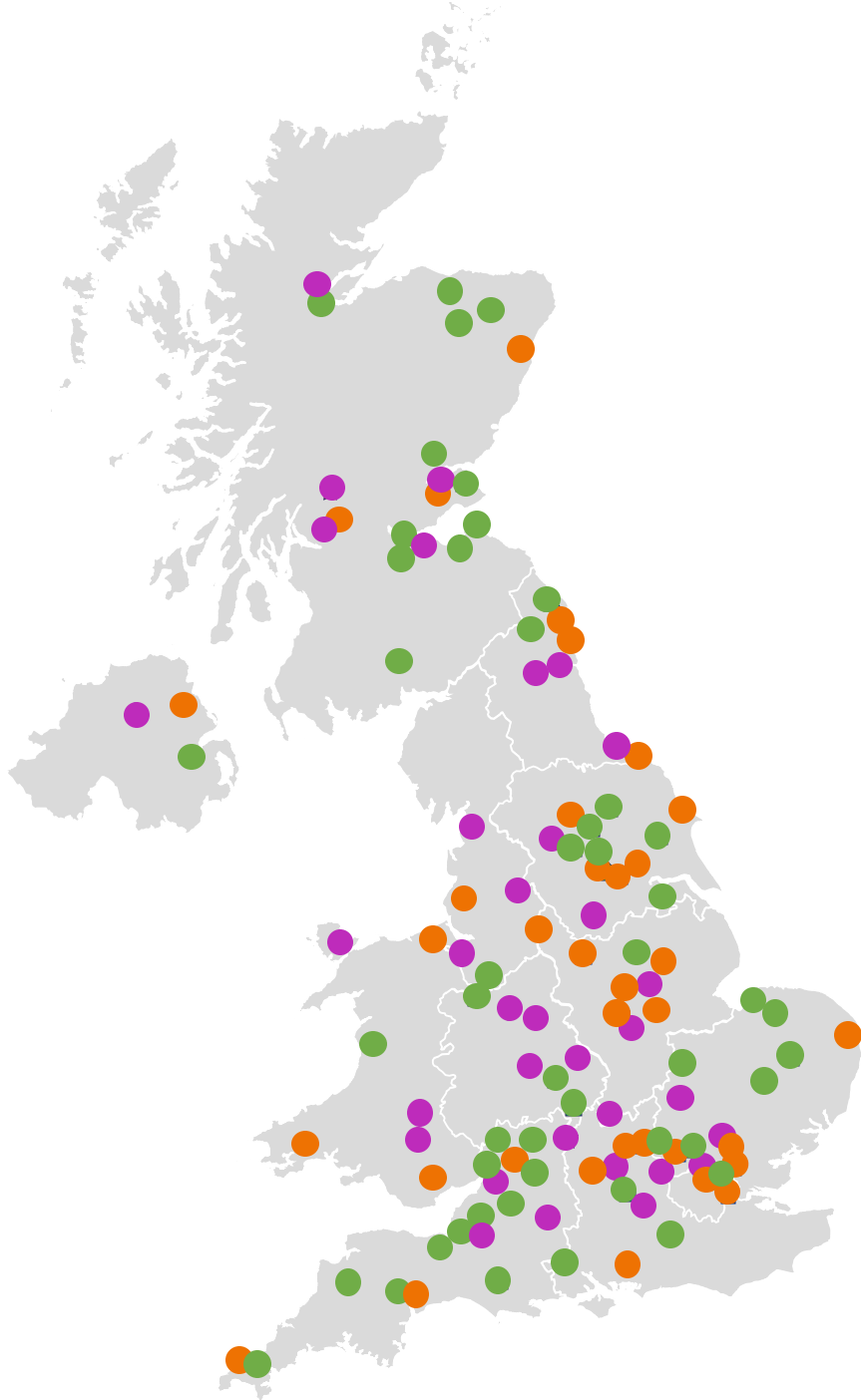





The UK's innovation agency

# A strong regional presence

From funding and advisory services to facility and technology access, Innovate UK and our partners offer innovation support to businesses everywhere in the UK.

The geographical distribution of our staff and facilities ensures we engage place-based stakeholders and meet the needs of the regions and nations of the UK.



-  *Regional Managers, Partners, Offices and KTAs*
-  *Innovate UK Catapult Network*
-  *UK Agri-Tech Centre*

# A Collaborative Innovation Plan for Wales

We will work together with wider partners to deliver our strategic priorities through three core areas:

- 1. Strategic partnerships** with open and transparent discussions, based on mutual trust and co-creation and delivery of this plan.
- 2. Innovation support** that meets the needs of local businesses and entrepreneurs, by targeting identified priority clusters informed by the expertise and data shared between our organisations to stimulate innovation.
- 3. Communications and engagement** to ensure we're reaching, engaging, and inspiring more entrepreneurs and business leaders to innovate.

## Working to support key sectors:

- Digital Transformation
- Net Zero and Decarbonisation
- Agri-Tech, Food and Rural Economy
- Creative Industries and Media
- Health and Wellbeing
- Materials and Manufacturing, including Compound Semiconductors





# Place and regional programmes include:

**The £75m Launchpad programme** supports the government's objective to establish world-leading, globally interconnected innovation clusters, catalysing increased employment, economic growth and productivity within UK regions.

**Our 11 Launchpad investments** support innovation across the UK and build on existing clusters of high-tech innovation, such as Net zero in Southwest Wales, agri-tech and food-tech in Mid & North Wales and health technologies in Yorkshire.

**Partnering with local leadership and Government**, we are delivering three Innovation Accelerators to inform future policy for cluster development in:

- **Greater Manchester**
- **Glasgow**
- **West Midlands**

## In Place we are:

- consulting locally to develop and deliver national programmes that strengthen UK capability and improve accessibility to the organisations that apply, wherever they are based
- investing £175m new targeted support to clusters that drive local impact and encouraging businesses in places of focus to be more R&D active
- building capacity and increasing applications for support outside of the Greater South-East

We are **co-developing Place-based Action Plans** and MOUs with local leadership across the UK. These important strategic partnerships plans will support the regional economy through innovation and enhance local strengths and capabilities.

We launched **strategic partnerships** with Welsh Government, Greater Manchester, Liverpool City Region, West Yorkshire, West Midlands, Glasgow, New Anglia, West of England and with more to come.

We have also assisted with and developed the Global Alliance Africa's Advisory Group for the successful implementation of the **Country Innovation Action Plan (IAPs)**.

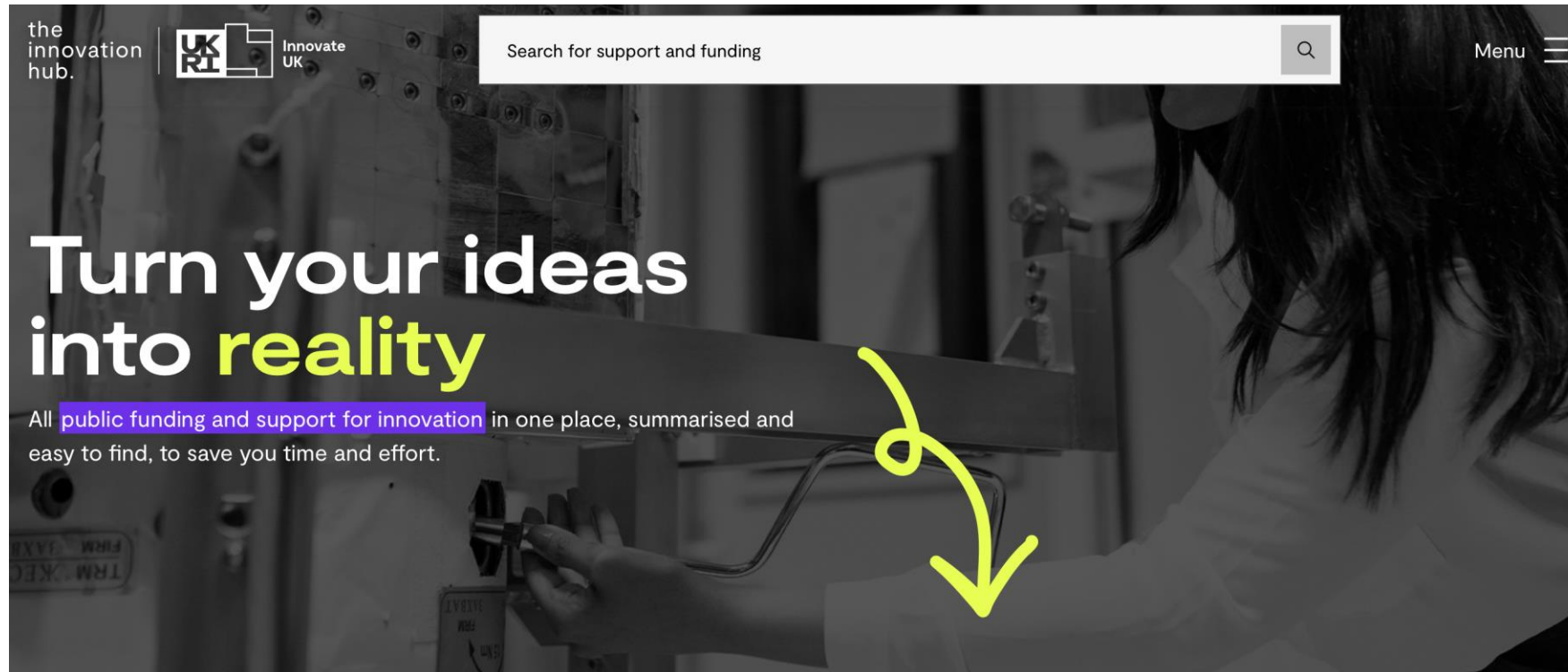
# MFA Call across Launchpads

MFA calls in:	<b>Net zero industry, South West Wales</b>	<b>OPEN</b>	<b>Close 11<sup>th</sup> Dec</b>
	Life and health sciences, Northern Ireland	OPEN	
	Immersive & creative, Coventry and Warwickshire	OPEN	
	<b>Agri-tech and food technology North &amp; Mid Wales</b>	<b>OPEN</b>	<b>Close 11<sup>th</sup> Dec</b>
	Launchpad: bio-based manufacturing, Scotland	OPEN	

For all MFA projects you must:

- have a grant funding request between £25,000 and £100,000
- have total project costs that equal your grant funding request
- last between six and twelve months in duration
- intend to exploit the results from or in the UK
- help to grow your innovation activities during and after the project in the innovation cluster described in the Scope section
- not start before 1 April 2025 and must end by 30 June 2026
- Competitions close **11 Dec 2024 11:00am**

Briefing event [watch the recording](#) Q&A doc available



Narrow down your search

### Business Stage

### Delivered by

### Location

### Category



### Getting Started

Support for the early stages of your innovation journey



### Business Support

Help to further your business and research endeavours



### Finance & Funding

Financial options to advance your innovation



### Growing & Scaling

Expanding and scaling your innovative venture

# Innovate UK funding competitions

- Awarded through competitive processes. All currently open competitions can be found on <https://apply-for-innovation-funding.service.gov.uk/competition/search>
- Challenge-based funding as well as open calls
- Funding available varies by competition, but typically ranges from £25k - £10m for small projects through to large scale collaborative R&D
- See all current opportunities and sign up for a newsletter summary [here](#)
- Innovate UK Business Connect for support in finding partners, collaboration and sectoral insights
- Innovate UK Business Growth for support on business growth, scale up, regional insights and grant reviewing

<https://iuk.ktn-uk.org/investment/good-application-guide/>

- 01 Alignment to the competition scope
- 02 Innovation
- 03 Strong business case
- 04 Convincing value proposition
- 05 Credible R&D plan
- 06 Right consortium
- 07 Clear need for support
- 08 The right kind of risk



# Success in Wales

## Welsh NHS Medical Drone Delivery Network

This project is focused on delivering savings using autonomous drones embedded into the wider health network.

It will be delivered by Snowdonia Aerospace LLP, SLiNK-TECH Ltd and the Welsh Health Drone Innovation Partnership, led by Welsh Ambulance Service Trust for the Welsh NHS with the Welsh Blood Service.

## Future Flight challenge winner, 2023

Funded by Innovate UK, the Better Kombucha project brings together researchers from Aberystwyth University's Department of Psychology, Department of Life Sciences and Business School with industry partners Conwy Kombucha Ltd and PhytoQuest Ltd.

## Better Food for All: Innovation for improved nutrition, early-stage 2023

Three Women Trailblazers from Wales Win National Award and £50,000 Each in Government Funding

## Women in Innovation, 2023

## Young Innovators Success Stories: Alex Newnes, PlantSea, Wales

Posted on: 09/03/2022



### Seaweed solution to cut agricultural plastics

Alex Newnes secured the Young Innovators Award 2020/21 from Innovate UK and The Prince's Trust due to his innovative approach to developing eco-friendly alternatives to single-use and non-recyclable plastics as the co-founder of [PlantSea](#).

## Young Innovators, 2022

# Products & Services

We support innovation and development of key technologies to shape our world for the digital future.



The UK's innovation agency

# We support businesses at all stages

From spin-outs and start-ups to growth and scale

## Spin-Out

Support to **commercialise innovations**, patents or technologies being developed and to leverage intellectual property. **Making connections** with research expertise to bring **groundbreaking innovations** to market.

## Start-Up

Support to mitigate risk, **validate business models**, secure **initial funding** and gain early customer traction. **Encouraging innovation** and iteration to help startups achieve **product-market fit**.

## Growth

Expert advice to **improve market presence**, innovate product offerings, enter new markets and **enhance competitive positioning**. Support with innovative and **sustainable expansion**, productivity and customer satisfaction.

## Scale

Advice to **increase productivity** and expand customer base by connecting to **sector expertise** and proven business models. Support for innovators on funding, **enhancing infrastructure** and **optimising processes** for growth.

# Innovate UK innovation funding

## Innovation grants

support thousands of projects that enable businesses to undertake ambitious, disruptive research and development with a high potential for commercial success

## Innovation Loans programme

offers small to medium sized businesses flexible, affordable and patient repayable finance to support late-stage business R&D with a clear route to commercial success



## Investor Partnerships programme

brings the benefits of early professional investor advice and capital to innovative businesses on a journey from concept to commercialisation, scale and growth

## Contracts for Innovation

help public sector organisations solve complex challenges by running a competitive funding opportunity, to develop and adopt new solutions and technologies



# Innovate UK Talent & Skills

## Increasing productivity and embedding an innovation culture

**Talent & Skills Connect** is building partnerships across the innovation and skills landscape enabling businesses to access support programmes.

The **Workforce Foresighting Hub** is using a £7m investment to embed crucial skills in the UK to harness the impact of world-leading innovation.

The **No Limits platform** is a one-stop shop for innovators to discover opportunities and pathways to success in innovation. It aims to transform the UK's skills and talent pipeline.

The pilot **Further Education Innovation Fund** and investment of £7.2m in 32 colleges will increase skills, capability and capacity in education pathways.

**£6.2 million boost** for innovation talent. The 233 Talent & Skills award winners we support span every nation and region of the UK and are developing innovations for society, environment and economy.

**The Innovation Hub** will bring together the most relevant government backed innovation business support in one easy to navigate, inclusive and user centric digital platform.

# Experts & Tools

## Research commercialisation and collaboration

Innovate UK KTPs are a unique collaboration between academia and business that deliver industry-leading innovation, creating new products and services to improve productivity and profit.

A KTP is a chance to **apply research to a real-world challenge**, contributing research impact, opening up commercial possibilities and tapping into additional funding.

For over 45 years Innovate UK's Knowledge Transfer Partnerships (KTPs) have been helping businesses innovate for growth by accessing the UK's world-leading knowledge base.

- **1,022 projects** delivered in 23/24 with over 100 universities, colleges, research organisations and Catapults collaborating with a business.
- **190 mini-KTPs** (Accelerated Knowledge Transfer Partnerships) developed and a total of **1002 of KTP funded projects**.

# Supporting Innovation and Growth



## Innovate UK Business Growth

Provides bespoke support and expertise to support businesses that are ready to grow, scale and enter new markets. They also support businesses to source funding. They provide dedicated innovation and growth specialists who will help the business identify the most effective strategy to accelerate business growth and maximise potential. They aim to provide businesses access to resources to deliver from investor networks to IP expertise and international partnerships.



## Catapults

The Catapults are a network of world-leading technology and innovation centres established by Innovate UK. Catapults provide businesses with access to their expertise and facilities, enabling them to test, demonstrate and improve their ideas. By fostering collaborations between industry, government, research organisations, academia and many others, Catapults are helping to create the best environments for innovation.



## Innovate UK Business Connect

Their mission is to connect ideas, people and communities and drive positive change through Innovation. Their diverse connections span business, government, funders, research and the third sector. They provide business support, funding advice, and connection to partner organisations. They provide paid for services to public and private sector clients on a range of diverse innovation projects.

# Contact

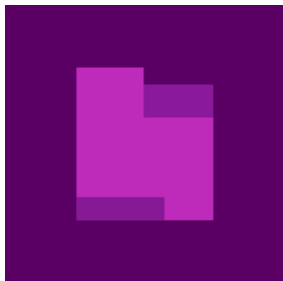


## Customer Support Services

0300 321 4357 (Monday - Friday 9am – 12pm and 2pm – 5pm)

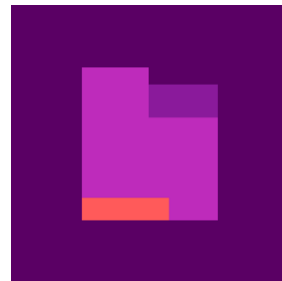
[support@iuk.ukri.org](mailto:support@iuk.ukri.org)

**Louise Jones**, National Manager for Wales    [louise.jones@iuk.ukri.org](mailto:louise.jones@iuk.ukri.org)



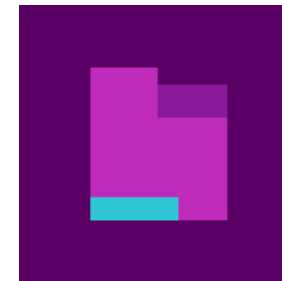
**Innovate UK**

[ukri.org/councils/innovate-uk](https://ukri.org/councils/innovate-uk)



**Innovate UK Business  
Connect**

[iuk.ktn-uk.org](https://iuk.ktn-uk.org)



**Innovate UK Business  
Growth**

[innovateukedge.ukri.org](https://innovateukedge.ukri.org)

# Agenda

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# Tirwedd Arloesi Lleol

## Local Innovation Landscape



# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Stacy Jones**

Rheolwr Allgymorth Polisi Arloesi  
Llywodraeth Cymru

Innovation Policy Outreach Manager  
Welsh Government

# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Lowri Roberts**

Uwch Gyngorydd Twf  
Busnes Cymru

Senior Growth Advisor  
Business Wales



**Richard Fraser-Williams**

Rheolwr Perthynas  
Busnes Cymru

Relationship Manager  
Business Wales



# Business Wales & The Innovation Ecosystem.

Busnes  
Cymru  

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Business  
Wales



Llywodraeth Cymru  
Welsh Government

# Beth yw Busnes Cymru?

Gwasanaeth cymorth busnes Llywodraeth Cymru yw Busnes Cymru, a ariennir yn llawn ac sy'n helpu busnesau Cymru i gyrchu'r wybodaeth, y cyngor a'r gefnogaeth sydd ei hangen arnynt i gychwyn, cynnal a thyfu eu busnesau.

Ym mhob rhan o'i gylch bywyd, o'r cychwyn cyntaf i gyfnod o dyfu, sefydlu ymhellach, ehangu neu aeddfedu, mae gan Busnes Cymru y sgiliau, y profiad a'r wybodaeth i arwain a chynorthwyo uchelgeisiau'r busnes.

Mae'r lefel o gefnogaeth yn cael ei theilwra yn ôl anghenion y busnes ac rydym yn cynnig cymysgedd o gefnogaeth ar-lein ac wyneb yn wyneb, yn ogystal â gweithdai a chyngor unigol.

# What is Business Wales?

Business Wales is the Welsh Government's fully-funded business support service, helping Welsh businesses to access the information, advice and support they require to start, run and grow their businesses.

No matter where a business is in their life cycle, from start-up to growth phase, established, expanding or maturity, Business Wales has the skills, experience and knowledge to guide and assist the ambitions of business.

The level of support is tailored according to the business needs and we offer a mixture of online and face-to-face support, as well as workshops and individual advice.

# Richard Ll. Fraser-Williams – Relationship Manager

## Experience:

- 40 year business career
- 20+ years supporting Wales fast growing SMEs

## Expertise includes:

- Bus. development, management, structure and finance
- Succession
- Business recovery and disputes
- H&S
- Change management
- Intellectual Property and Innovation
- Construction
- Sustainable business
- Manufacturing and production



# Lowri Roberts - Senior Growth Advisor BW

## Specialisms:

- International Innovation Management (MSc)
- Business & Marketing Strategy (BSc)
- HR (CIPD L7)
- Problem solving & Project management

## Favourite Subjects:

- Creating Robust sustainable business
- International innovation Management
- Design Thinking - End User Easy
- Products and Services people want to buy
- Supporting clients to: Plan bringing innovations to market.
- Circularity



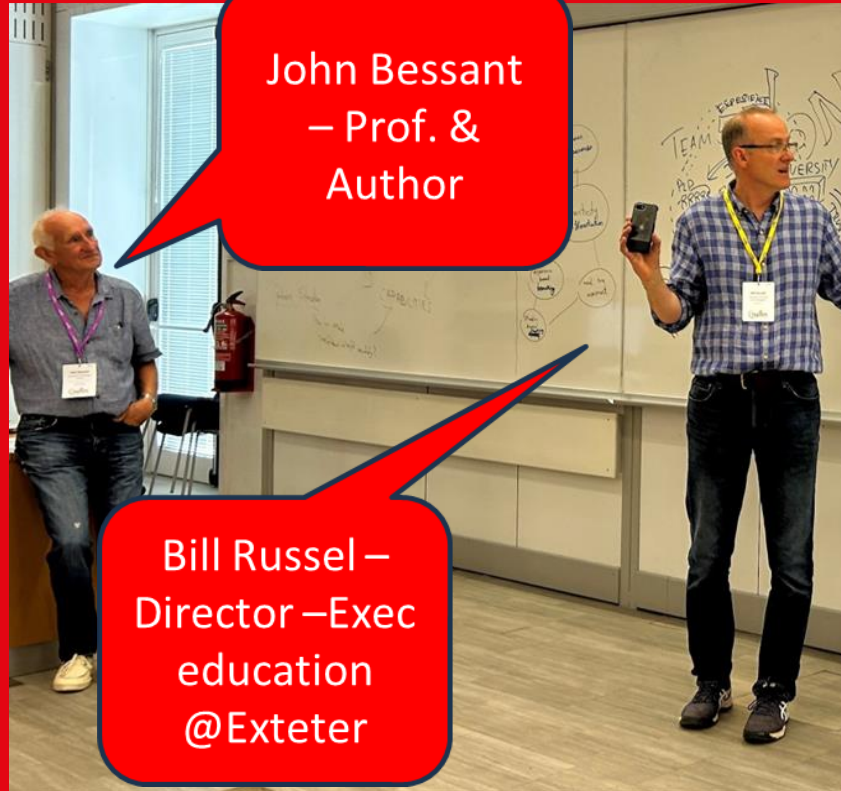
## Nodau:

- Datblygu diwylliant o entrepreneuriaeth, cychwyn busnes, tŵf a datblygiad yng Nghymru
- Ysbrydoli y genhedlaeth nesaf o entrepreneuriaid
- Mynd i'r afael â thangynrychiolaeth mewn busnes
- Darparu cefnogaeth wedi'i theilwra i sbarduno tŵf creu, a chynaliadwyedd busnesau yng Nghymru

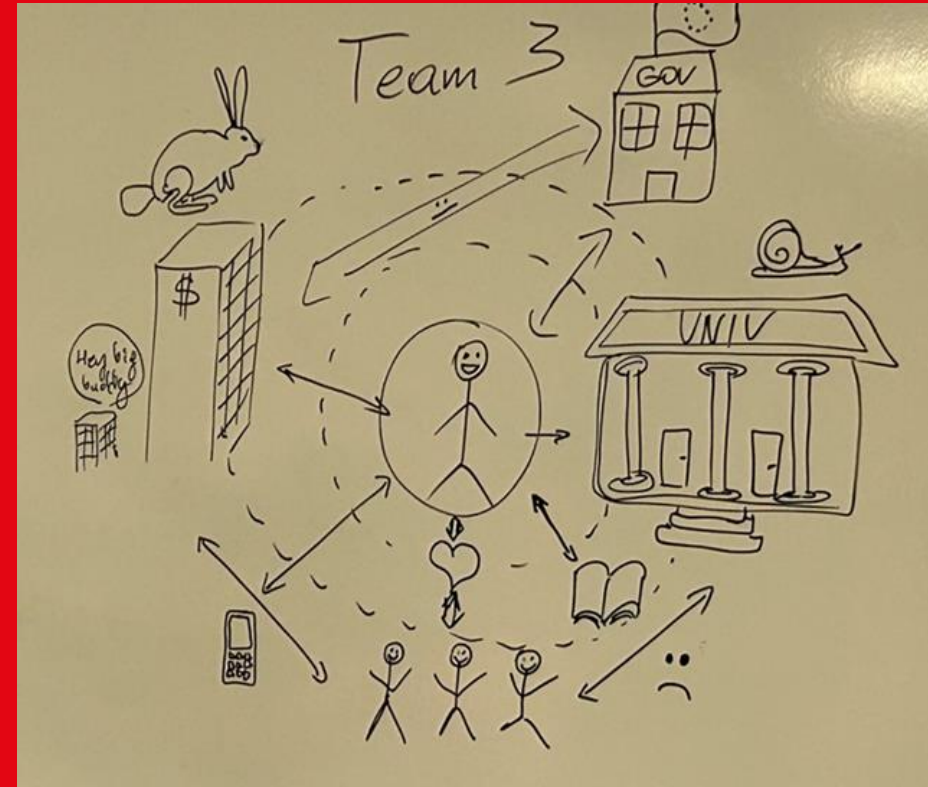
## Aims:

- To develop a culture of entrepreneurship, business start-up, growth and development in Wales
  - Inspire the next generation of entrepreneurs
  - Addressing under-representation in business
  - Tailored support to drive creation growth, and sustainability of businesses in Wales
-

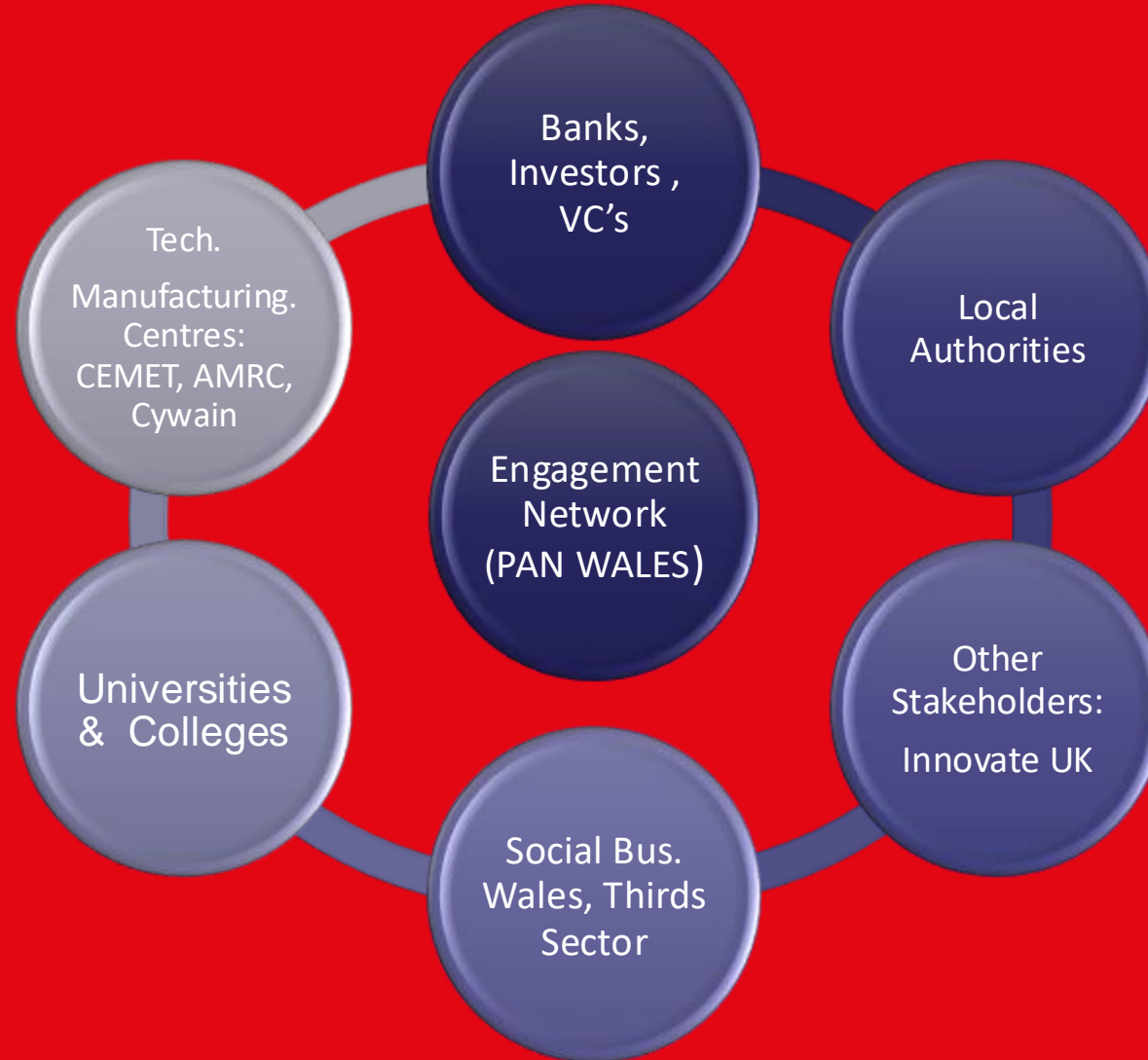
# Global Innovation Challenges



## Innovation Ecosystems



# Navigating the Innovation Landscape – Collaboration



# An Entrepreneurs Guide to Commercial Innovation - Supporting your journey





**Yn helpu i godi busnes**  
**Helping to build business**

**Busnes  
Cymru**

**Business  
Wales**

**Please send referrals to**  
**[startup@businesswales.org](mailto:startup@businesswales.org)**  
**[trading@businesswales.org](mailto:trading@businesswales.org)**



**Llywodraeth Cymru**  
**Welsh Government**

# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Avril Lewis**

Rheolwr Gyfarwyddwr  
Technology Connected

Managing Director  
Technology Connected

# We are...

The collective voice of the tech industry in Wales that unifies, promotes, and champions the industry on the global stage.

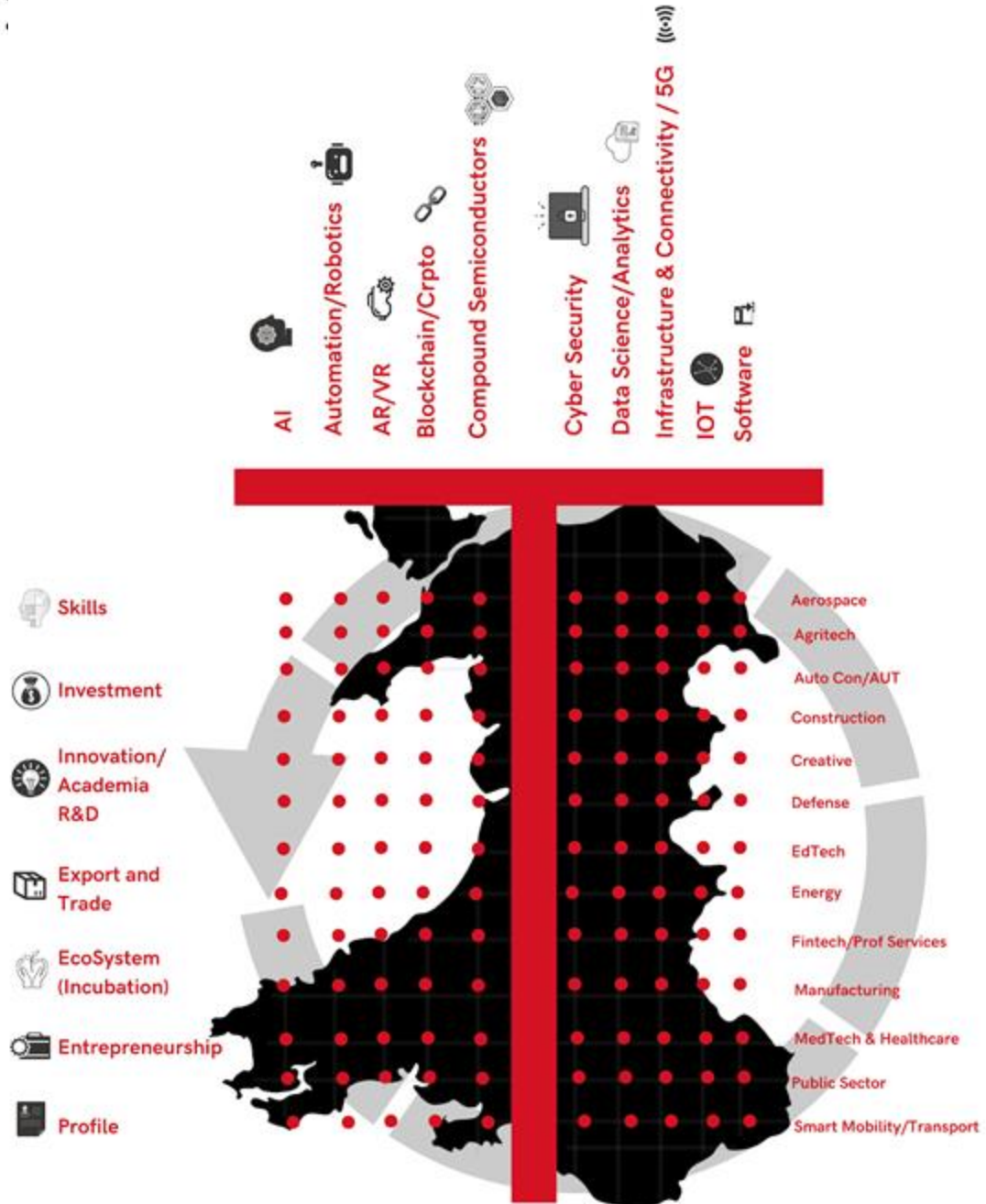
We spotlight Wales as a centre of expertise and opportunity for enabling and emerging technologies, showcasing their applications for today's business and society.



# Our Mission...

To create a collaborative Network that fuses the benefits of technology and its applications for today's business and society with the power of people and their ingenuity.

Are you ready to connect, collaborate and do business?



# The Network

The Network brings together people, industries, and technologies to connect, collaborate, and do business, whilst building a better, more prosperous and inclusive future for Welsh technology.

## Who is The Network for?

Tech  
Creators

Tech  
Adopters

Tech  
Stakeholders

Tech  
Supporters



# What We Do

Our Programmes are designed to meet the needs of our Partners, providing them with the connections, tools, resources, and support they need to succeed in today's fast-paced tech landscape.

## Our Programmes & Activities

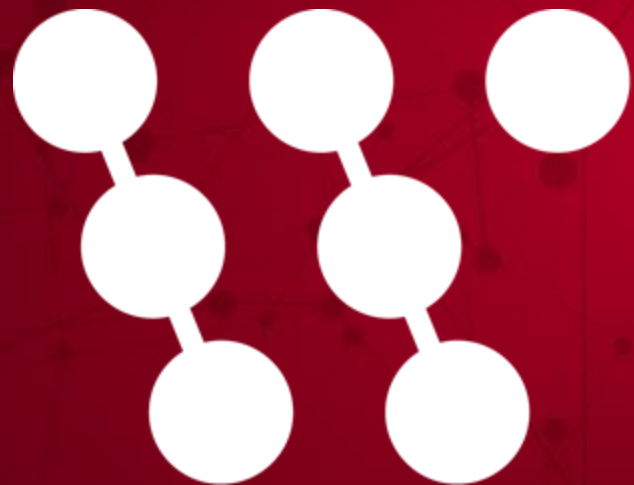
'Open Doors'  
Series

Impact  
Networking

'Tech Insights'  
Series

Roundtables





# Wales Tech Week

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24 – 26 November 2025  
ICC Wales

Brought to you by



## What is Wales Tech Week?

- **Powered by Technology Connected, Wales Tech Week is Wales' largest international tech summit.**
- Showcases Welsh tech, its ecosystem and champions the industry on the global stage.
- Promotes Wales as a centre of expertise and opportunity for enabling and emerging technologies, and their applications for today's business and society.
- Highlights the crucial role of tech adoption for organisations across all sectors.
- Magnet for global engagement, investment, and talent.





## Wales Tech Week 2025 Key Themes



Tech for People



Tech for Performance



Tech for the Planet

## What to look forward to at Wales Tech Week 2025

The key themes will showcase  
across five stages:

- Headline Stage
- Premier Stage
- Net Zero Stage
- III Stage (Innovation, Investment, Inclusivity)
- Business Support Stage

Zones & Activities:

- Investment Pitch Platform
- Innovation Zone
- International Pavilion
- Skills Street
- Startup Square
- Business Support Zone
- Demo Zones
- Cluster Zones

## The success of Wales Tech Week 2023



**5,000+**  
Registrations



**4,000+**  
Attendees



**320+**  
Speakers



**90+**  
Partners & Exhibitors

### Key Themes



Tech for  
People



Tech for  
the Planet



Tech for  
Tomorrow



**1.8M**  
Social media  
impressions



**5.5M**  
Press reach



**14**  
Events within  
the event



**99%** of exhibitors, partners, and attendees would come again

**23%**  
of attendees  
were from  
outside of Wales



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# Thank you.



Stay  
Connected



Find out more about **Wales Tech Week** and register your interest today!



Follow us on LinkedIn to stay up-to-date on everything **Wales Tech Week 2025!**



# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Gareth Mayhead**

Swyddog Buddsoddi  
Banc Datblygu Cymru

Investment Executive  
Development Bank of Wales

# Who we are



## Our purpose

Bringing ambitions to life and fuelling possibilities for people, businesses and communities in Wales.

## Our mission

We're here to unlock potential in the Welsh economy by increasing the supply and accessibility of sustainable, effective finance.



# What we do



## Equity

Equity funding for early-stage tech start-ups, ambitious businesses looking to grow and support for management buy-outs.

## Loans

Support for the full business lifecycle from start-ups and growing businesses, to succession transactions including employee buy-outs.

## Property

Residential, mixed use and commercial developments with funding from £150k to £6m.

## Research

Economic Intelligence Wales, collates and analyses economic data, creating valuable insight into the Welsh economy.

# Our range of loans and investments



Micro  
loans



**£1,000 to  
£100,000**

Large  
business  
loans



**£50,000  
to £10m**

Equity finance  
and tech venture  
investment



Up to  
**£10m**

Property  
development  
loans



**£150,000  
to £6m**

# Annual investment figures

Year end 31 March 2024



Annual investment  
**£125m**

Number of  
investments  
**491**

Co-investment  
**£50m**

Office  
locations



Property development

**71,882**

Sq. ft of commercial space

**163**

Housing units

Jobs created or safeguarded

**4,406**



# Finance for tech ventures

**We can invest in start-up, early stage or established companies looking to develop and exploit technology.**

- Entry investment between **£50,000** and **£2 million**
- Follow-on investments up to **£10 million**
- A large network of co-investors and business angels
- Substantial investment in all technology sectors
- Strong relationship with technology incubators and universities
- Work with companies from start up through to exit



# Angels Invest Wales

**Wales' largest angel network connecting experienced investors with Welsh businesses seeking private investment**

- Online investment platform for clients
- Investment forums for face-to-face introductions
- Match funding from £8 million Wales Angel Co-investment Fund
- 250+ registered members and syndicate partners

Angylion Buddsoddi Cymru  
Angels Invest Wales



Case study

# CanSense

“

Our test can help GPs to make the right triage decisions, freeing up diagnostic services and ensuring high-priority patients are seen as quickly as possible.

”

Adam Bryant,  
Chief Executive



Developing a tech venture

Case study

# Carebeans

“

Funding from the Development Bank boosted our growth in the social care sector, through new premises and recruitment.

”

**Nick Lawford,  
Chief Executive**



**Developing a tech venture**

# Thank you



## Contact us

**Gareth Mayhead**

Investment Executive

0292 033 8169

[Gareth.Mayhead@developmentbank.wales](mailto:Gareth.Mayhead@developmentbank.wales)



# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Kazi Rafizullah**

Rheolwr Menter ac Arloesi  
Prifysgol Wrecsam

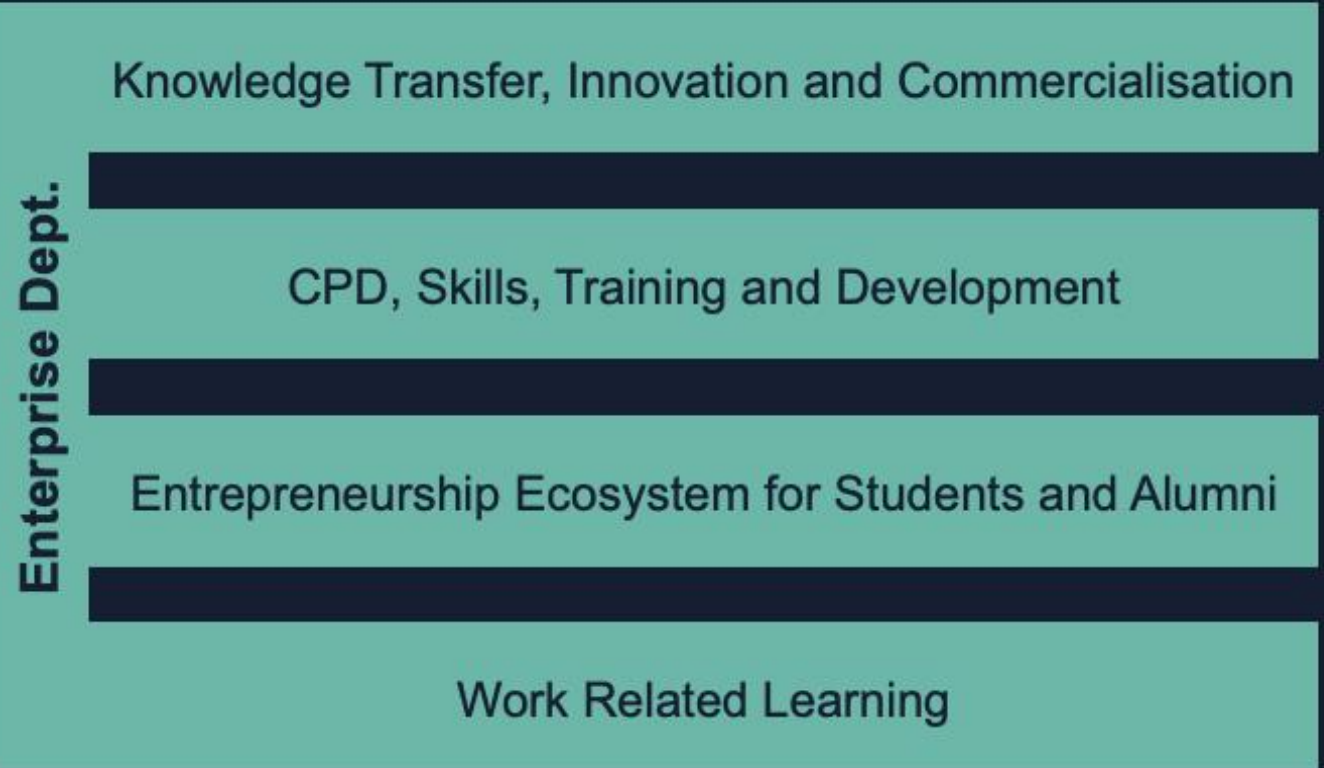
Enterprise and Innovation Manager  
Wrexham University

# Interface

Between academia and external organisations of all sizes and sectors

## ‘one stop shop’

We help identify and provide bespoke solutions of your organisational needs by leveraging institutional resources



**Academic  
Consultancy**

**Feasibility Study**

**R&D Support**

**Specialty  
Equipment**

**CPD, Upskilling  
and Recruiting**

**Your Innovation Journey** 

**Funded**

Vouchers

**Expertise**

Aerospace  
Built Environment  
Composites  
Cyber Security  
Electronics  
Sports Science  
and more...

**Funded**

Vouchers

**Contracted**

Academic & Lab

**Student**

Course Projects  
Thesis Project

**Jointly Funded**

Bids & Grants

**Contracted**

Academic & Lab

**Partnerships**

KTP  
SMART-P

**Resources**

Mass Spectrometer  
Calorimeter  
Ion Chromatography  
Stereolithography  
Laser Sintering  
3D-Scanning  
Anti-Gravity Treadmill  
and more...

**CPD and Upskilling**

Workshops  
Bespoke Workshops  
Short Courses  
Degree  
Apprenticeships

**Recruiting Support**

Advanced Degree  
Placement Services

**W**





Prifysgol Wrexham  
Wrexham University

New and upcoming

# Enterprise Engineering Optic Center (EEOC)

Open to Collaborations, Partnerships and  
Sponsorships Around:

Composites

Hydrogen

Optical Engineering

and more...

*The EEOC is part of the Ambition North Wales Growth Deal funding*

*To receive a copy of the corresponding slides in Welsh, please email [enterprise@wrexham.ac.uk](mailto:enterprise@wrexham.ac.uk)*



Images Reference: Wynne Construction

# Contact Us

## Email

[enterprise@wrexham.ac.uk](mailto:enterprise@wrexham.ac.uk)

## Website

[wrexham.ac.uk/business](http://wrexham.ac.uk/business)



# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Lewis Dean**

Pennaeth Rhwydwaith Arloesi Cymru  
Rhwydwaith Arloesi Cymru

Head of Wales Innovation Network  
Wales Innovation Network

# Introduction to the Wales Innovation Network

Dr Lewis Dean  
Head of WIN



# Wales Innovation Network

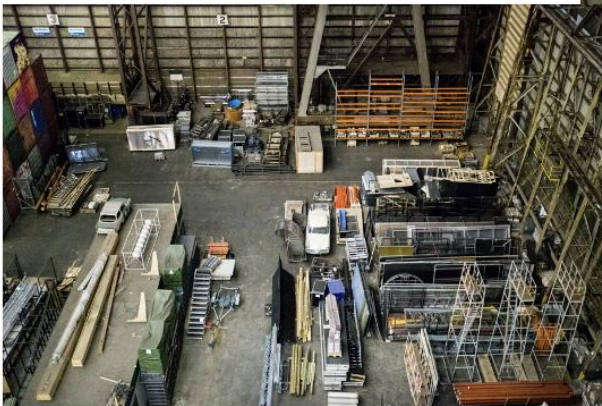
- Set up in 2022 with all Welsh universities as members
- Objectives:
  - Building research and innovation networks
  - Communicating Wales's R&I strengths
  - Facilitating collaboration and enriching the R&I environment



# Welsh universities



# Knowledge exchange services



<https://uniswales.ac.uk/our-work/wales-innovation-network/resources>



# WIN updates



X @WIN\_Cymru

 Wales Innovation Network





# Thank you

Lewis Dean  
Head of Wales Innovation Network

lewis.dean@uniswales.ac.uk  
07837809946  
@lewisgdean



# Tirwedd Arloesi Lleol

## Local Innovation Landscape



**Samantha Williams**

Arbenigwr Cydweithio  
Llywodraeth Cymru

Collaboration Specialist  
Welsh Government

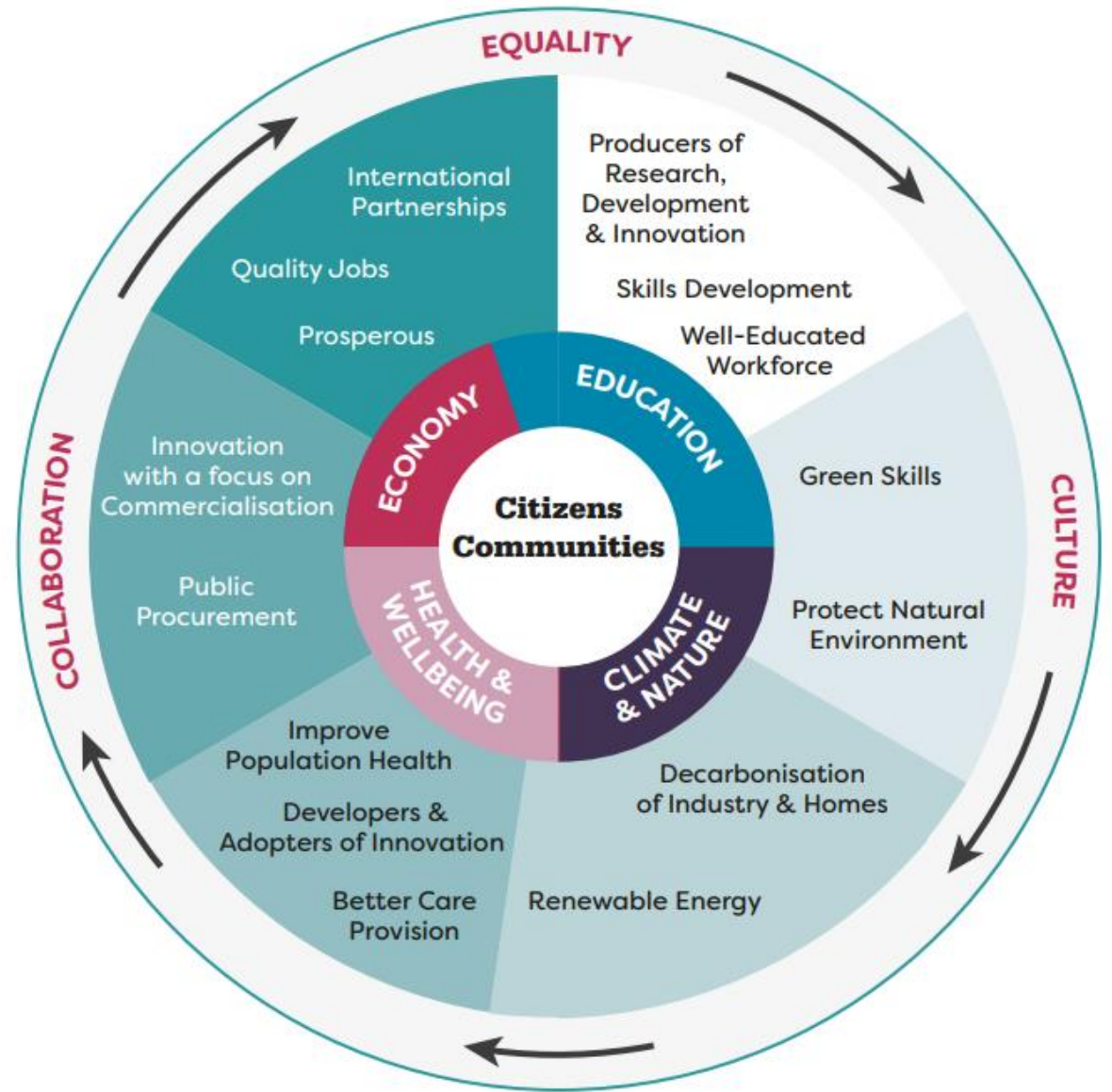
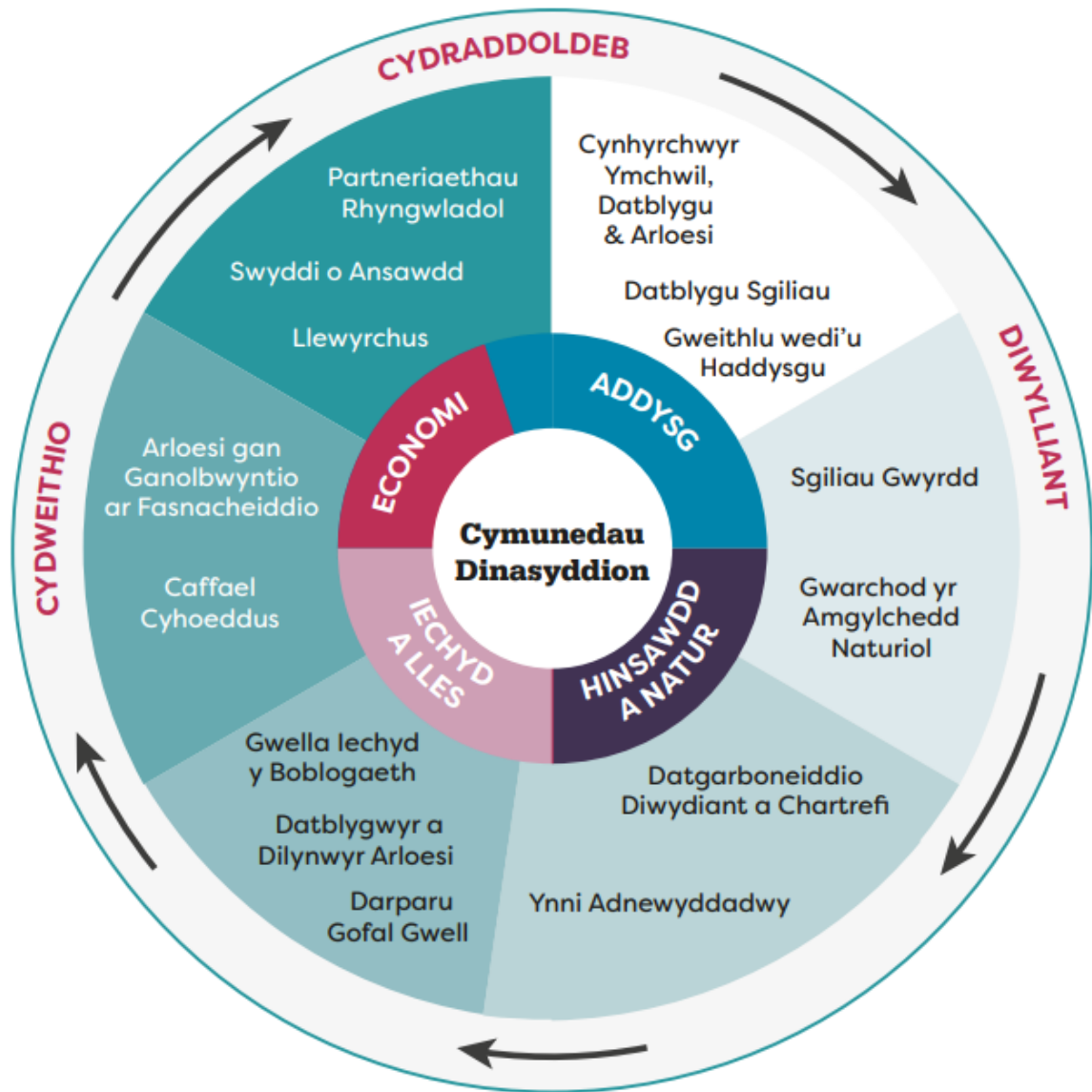
C E F N O G A E T H   A R L O E S E D D   H Y B L Y G  
S M A R T ( S M A R T   F I S )

S M A R T   F L E X I B L E   I N N O V A T I O N  
S U P P O R T  
( S M A R T   F I S )

I n n o v a t e   L o c a l   W r e x h a m



# Y M G Y R C H O E D D A R L O E S I I N N O V A T I O N M I S S I O N S



# Memorandwm Cyd-ddealltwriaeth rhwng Llywodraeth Cymru ac Innovate UK – Lansio 27 Ebrill 2023

## **Tair thema:**

- Cysylltu cymorth
- Eich sbarduno i arloesi
- Data ar gyfer Cymru decach a mwy llewyrchus

## **Cymorth ychwanegol:**

- Tynnu sylw at gystadleuaeth
- Cyfarfodydd cymorth arloesi
- Gweminarau Arloesi Diweddarau Neges
- Cyllid Ymgynghori
- [crisp@llyw.cymru](mailto:crisp@llyw.cymru)

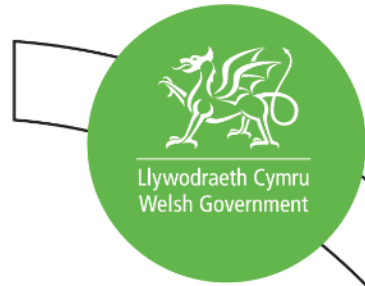
# Memorandum of Understanding between Welsh Government and Innovate UK - Launch 27 April 2023

## **Three themes:**

- Connecting support
- Stimulating Innovation
- Data for a fairer and more prosperous Wales

## **Additional support:**

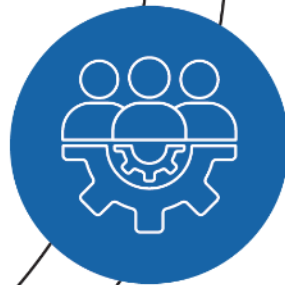
- Competition alerts
- Innovation support meetings
- Innovation Drumbeat Update Webinars
- Consultancy Funding
- [crisp@gov.wales](mailto:crisp@gov.wales)



Yn cyd-fynd ag ymrwymïadau'r Rhaglen Lywodraethu  
Align with Programme for Government commitments



Meithrin twf cynaliadwy trwy Ymchwil a Datblygu ac Arloesi  
Nurture sustainable growth through R&D&I.



Datblygu amgylchedd Ymchwil a Datblygu ac Arloesi cydweithredol  
Grow a collaborative R&D&I environment



Cefnogi caffael cyhoeddus ar gyfer atebion arloesol  
Support public procurement of innovative solutions

**GWELEDIGAETH**

Cymru i fod yn arweinydd wrth ddatblygu, esblygu a darparu cefnogaeth Ymchwil a Datblygu hyblyg i ddiwallu anghenion sefydliadau i wella bywydau.

**VISION**

Wales to be a leader in developing, evolving and delivering flexible R&D&I support to meet the needs of organisations to improve lives.

**Mae SMART FIS yn gynllun unigryw gan Lywodraeth Cymru gyda'r nod unigol o helpu sefydliadau Cymru i gyflawni "Rhagoriaeth Arloesedd".**

**Beth mae hynny'n ei olygu?**

- Ymchwil, datblygu a manteisio ar arloesi newydd.
- Arloesi gyda cynnyrch, prosesau a gwasanaethau.
- Gwreiddio diwylliant o sgiliau, twf, manteision i ddinasyddion

**SMART FIS is a unique Welsh Government Scheme with the single aim of helping Welsh organisations achieve “Innovation Excellence”.**

**What does that mean?**

- Research, development and exploitation new innovation.
- Product, process and service innovation.
- Embedded culture of skills, growth, citizen benefit.



C E F N O G A E T H  
A R L O E S E D D H Y B L Y G  
F L E X I B L E  
I N N O V A T I O N S U P P O R T

- Cyflwynir gan dîm o arbenigwyr – peirianeg, gwyddoniaeth, diwydiant ac eiddo deallusol
- Mynediad i rwydweithiau a chyfleoedd ariannu ledled y DU
- Cymorth ariannol – grant a chaffael (sector cyhoeddus)
- Ariannu gweithgareddau ar y cyd
- Ymgynghoriaeth arbenigol
- Cydweithio

- Delivered by a team of specialists – engineering, science, industry and intellectual property
- Access to UK wide networks and funding opportunities
- Financial support – grant and procurement (public sector)
- Co-fund activities
- Specialist consultancy
- Collaboration



C E F N O G A E T H  
A R L O E S E D D H Y B L Y G  
F L E X I B L E  
I N N O V A T I O N S U P P O R T



# Pwy gaiff ddefnyddio'r cymorth?

- Busnesau o unrhyw faint
- Sefydliadau Ymchwil
- Sefydliadau Academaidd
- Sefydliadau'r Trydydd Sector
- Awdurdodau Lleol
- Byrddau Iechyd

# Who can access the support?

- Businesses of any size
- Research Organisations
- Academic Institutions
- Third Sector Organisations
- Local Authorities
- Health Boards



C E F N O G A E T H  
A R L O E S E D D H Y B L Y G  
F L E X I B L E  
I N N O V A T I O N S U P P O R T

CYLLID YR ECONOMI  
GYLCHOL

CIRCULAR ECONOMY  
FUNDING





## **Yn cefnogi tri maes o weithgarwch**

- Ymchwil, Datblygu ac Arloesi yr Economi Gylchol
- Pontio i Economi Gylchol ac/neu
- Datblygu i economi gylchol

## **Engheifftiau o weithgareddau y gellid eu cefnogi**

- Gweithgareddau Ymchwil a Datblygu
- Gweithgareddau Ymchwil a Datblygu cydweithredol dan arweiniad y diwydiant
- Buddsoddi mewn offer cyfalaf

## **Supports three areas of activity**

- Circular Economy Research, Development and Innovation
- Transitioning to a Circular Economy and/or
- Up scaling to a Circular Economy

## **Examples of supportable activities**

- Research & Development (R&D) activities
- Industry led collaborative R&D activities
- Investment in capital equipment

C Y L L I D Y R

E C O N O M I G Y L C H O L

C I R C U L A R

E C O N O M Y F U N D I N G

# Beth sydd angen ei gyflawni?

Bydd angen i brosiectau ddangos eu bod yn gallu cyflawni un neu fwy o'r canlyniadau canlynol:

- ✓ Mwy o ddeunyddiau wedi'u hailgylchu, eu hailddefnyddio a'u hailgynhyrchu yn cael eu defnyddio mewn cynnyrch neu brosesau newydd neu bresennol
- ✓ Lleihau allyriadau CO2
- ✓ Lleihau gwastraff
- ✓ Gwell cynhyrchiant
- ✓ Datblygu a/neu gyflwyno cynhyrchion neu brosesau newydd neu gwell
- ✓ Cael safon BSI/marc barcud perthnasol cydnabyddedig

C Y L L I D   Y R  
E C O N O M I   G Y L C H O L

# What needs to be achieved?

Projects will need to demonstrate that they can deliver one or more of the following outcomes:

- ✓ Increased amount of recycled, re-used and re-manufactured materials used in new or existing products or processes
- ✓ Reduce CO2 emissions
- ✓ Reduce waste
- ✓ Improved productivity
- ✓ New or improved products or processes developed and/or introduced
- ✓ Obtain a recognised relevant BSI standard/kitemark

C I R C U L A R  
E C O N O M Y   F U N D I N G

Busnes | Business  
Cymru | Wales

P a r t n e r i a e t h a u S M A R T

S M A R T P a r t n e r s h i p s



Llywodraeth Cymru  
Welsh Government

# SP Case study - Impacts

## For the University:

- Deployment of modelling capability and expertise in an open-source framework. This is an immense improvement for research purposes. Commercial software has robustness and ease of early development because it is approachable, but ultimately, research requires knowledge and control of what software does. This was an opportunity to meet a common goal for industry and academics.
- The second outcome was the generation of material for publication, which can support the profile enhancement of Swansea University towards further research and funding.

## For the business:

- They have strengthened their links with the University and a larger project covering a wider range of the work that they are doing.
- They expect to be better able to tune designs to specific needs of potential customers.
- They have strengthened their ability to predict the performance of devices before they commit to the expense of building and lab testing.

## For the associate:

- Skills: Extension of modelling expertise to code development. This was a steep learning curve coming from applied modelling to modelling capability development.
- Application and extension of prior expertise in mass transfer phenomena to biomedical devices
- Use modelling technology for the development of mass transfer biomedical devices, with significant learning

# Collaboration

- Demonstrates effective collaboration – all partners agree a common goal, contribute effort, and then share the risks and rewards
- Funding can cover all the RO costs, and a percentage of any Welsh based organisations
- Non RO partners can benefit from a 15% uplift in their funding intervention through effective collaboration
- Collaboration agreement needed before the project starts
- Collaborations can also be led by other organisations

## Key points

- Level 1 SFIS can be funded at different levels for different organisations
- Level 2 can build on the level 1 and can support activities falling out of it.
- Level 2 can also be used for collaborative activities as highlighted on this slide.
- For employment costs, we can only cover gross salary (no NI or pension costs)
- Appraisal of applications will include discussions with the applicant.

# International Collaboration

- Promote Internationally Welsh based Innovation activity and expertise
- *Political* – Delivery of current WG International & Innovation Strategies
- WG is a EEN (UK) international partner
- Promotion of innovation excellence of clients via the EEN portal
- Benchmarking against international competitors
- Collaboration with international “experts”
- Access to international R&DI funding – i.e. Horizon Europe / EIC
- International collaboration via SFIS and Vinnovate & IUK



D I O L C H  
T H A N K Y O U

**03000 6 03000**

[busnescymru.llyw.cymru/arloesedd](https://busnescymru.llyw.cymru/arloesedd)  
[businesswales.gov.wales/innovation](https://businesswales.gov.wales/innovation)

[Samantha.Williams@gov.wales](mailto:Samantha.Williams@gov.wales)





Innovate  
UK

**Egwyl | 30 mun**  
**Break | 30 minutes**

# Agenda

11.40 – 12.40 My business innovation journey

12.45 – 13.45 Lunch / networking

13.30 – 14.30 Parallel sessions:

Financing your business innovation journey *Main Room - Pontcysyllte1*

Unlocking up to £1 Million in Agri-Tech and Food Innovation Funding *Main Room - Pontcysyllte2*

Nurturing Talent and Skills - *Yorke*

Empowering Change Through Strategic Partnerships - *Yale*

14.30 – 14.45 Turnover

14.45 – 15.30 Parallel sessions:

Grant Applications: What Assessors Look For *Main Room - Pontcysyllte1*

AI Adoption - *Yorke*

5 Principles of Impactful Marketing *Y- ale*



# Tirwedd Arloesi fy Musnes

## My Business Innovation Journey



# Tirwedd arloesi fy musnes

## My business innovation journey

Hosted by



**Bruce McLelland**

Knowledge Transfer  
Manager

Innovate UK Business  
Connect



**Anna Burke**

Managing Director  
Animated Technology



**Alex Newnes**

Co-founder & COO  
PlantSea



**Youmna Mouhamad**

Founder  
Myana Naturals



**Jonny Charlton**

Founder  
Tavelo Tandems



ANIMATED TECHNOLOGIES



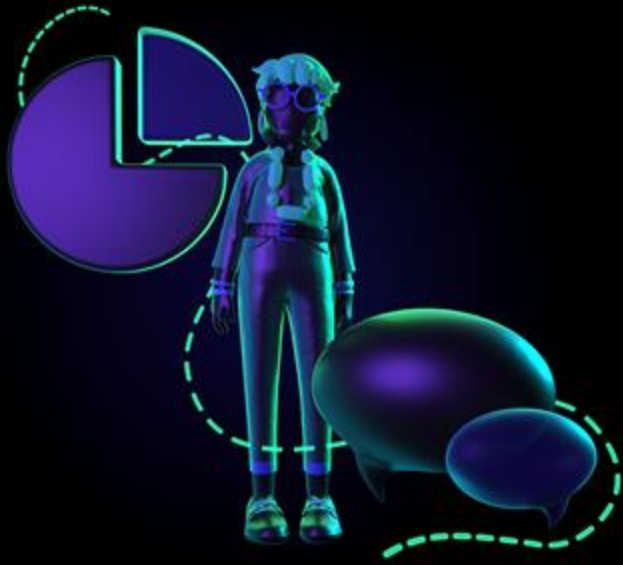
Innovate  
UK

# About Me & My Business



ANIMATED  
TECHNOLOGIES

# SERVICES



**ANIMATION**



**VIRTUAL REALITY**



**AUGMENTED REALITY**





# My Business Journey



- Branding & messaging
- Understanding our market
- Understanding our positioning





# My Business Journey



Innovate  
UK



Household / Cleaning

Eggs / Baking

Beauty & Personal Care

Jams / Spreads

Cereal

Tissues And Toilet Papers

Tea / Coffee

Baby

SALE  
80%  
65%

Cakes

Confectionery

Cookies & Crackers

Chips & Snacks

Bread

Soft Drinks

Bread

Water

Ice-creams

Cooked Meat

Processed Food

Plant-based

Pets

Dried Food

Fish

Cans

Meat

SALE  
50%

SALE  
80%  
65%

SALE  
50%



## Impact on Business

- Increased knowledge
- Guidance
- Increased workload
- Growth on those areas covered

# Contact Us & Questions

Web: [animatedtechnologies.co.uk](http://animatedtechnologies.co.uk)

Tel: 01248 858 081

Email: [hello@animatedtechnologies.co.uk](mailto:hello@animatedtechnologies.co.uk)

M SParc, Menai Science Park

Gaerwen, Anglesey

LL60 6AG





plantsea

**Dr Alex Newnes**  
Co-Founder & Chief Operations Officer

[alex.newnes@plantsea.co.uk](mailto:alex.newnes@plantsea.co.uk)

Innovate UK Local



# ABOUT US

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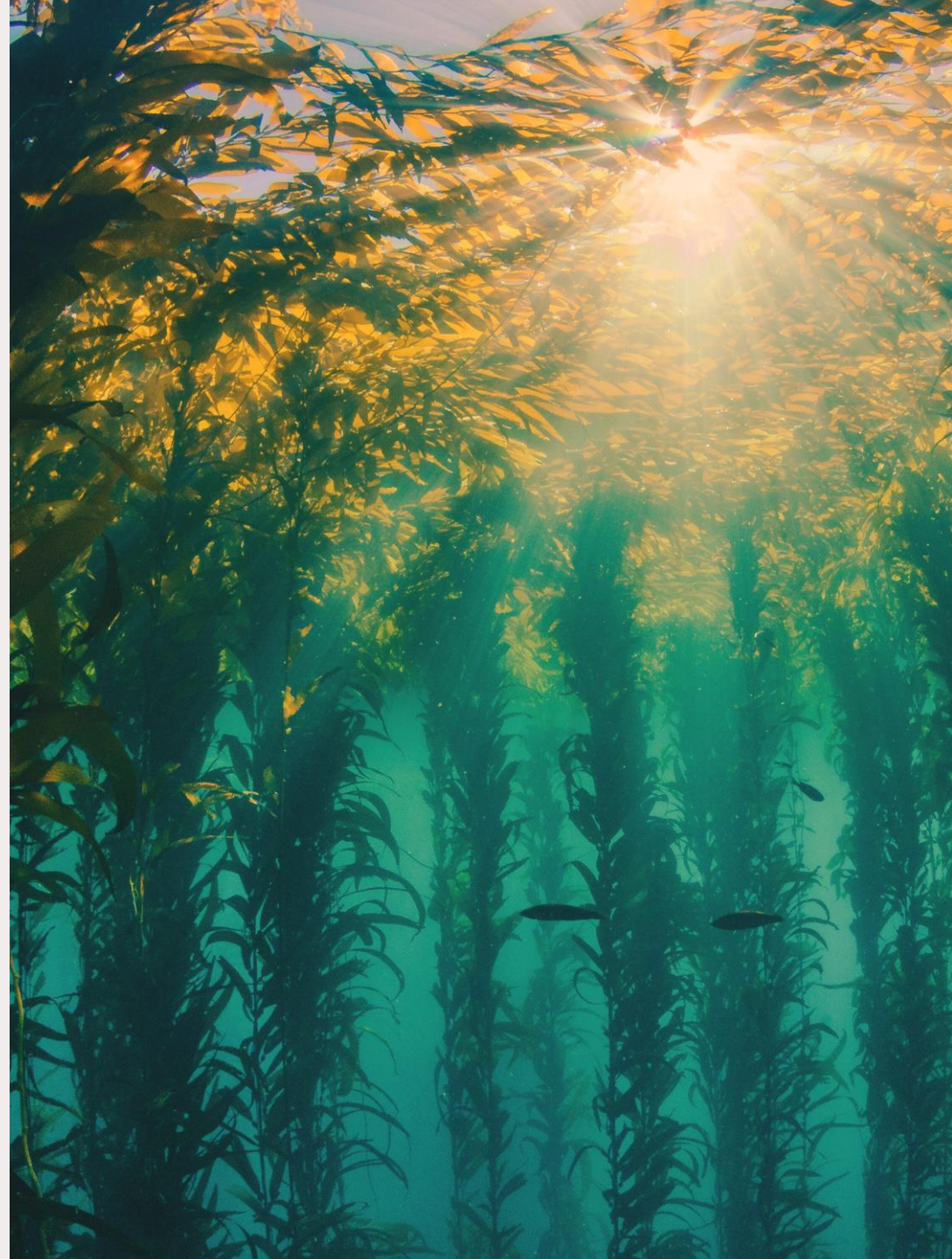
PlantSea is responding to the demand for plastic-free solutions with seaweed-based polymers and materials.

We have created sustainable, renewable, biodegradable plastic-like films, paper and fibreboard. They leave no trace and do not harm the environment.

- Water-soluble films & capsules for detergents, shampoo, personal care products , and cleaning products.
- Seaweed infused Luxury Paper & fiberboard
- Flexible Film for agricultural Mulch films

Patent pending bio-refining process to transform seaweed into products & materials.

To Date, we have been awarded £1.9M R&D project funding.

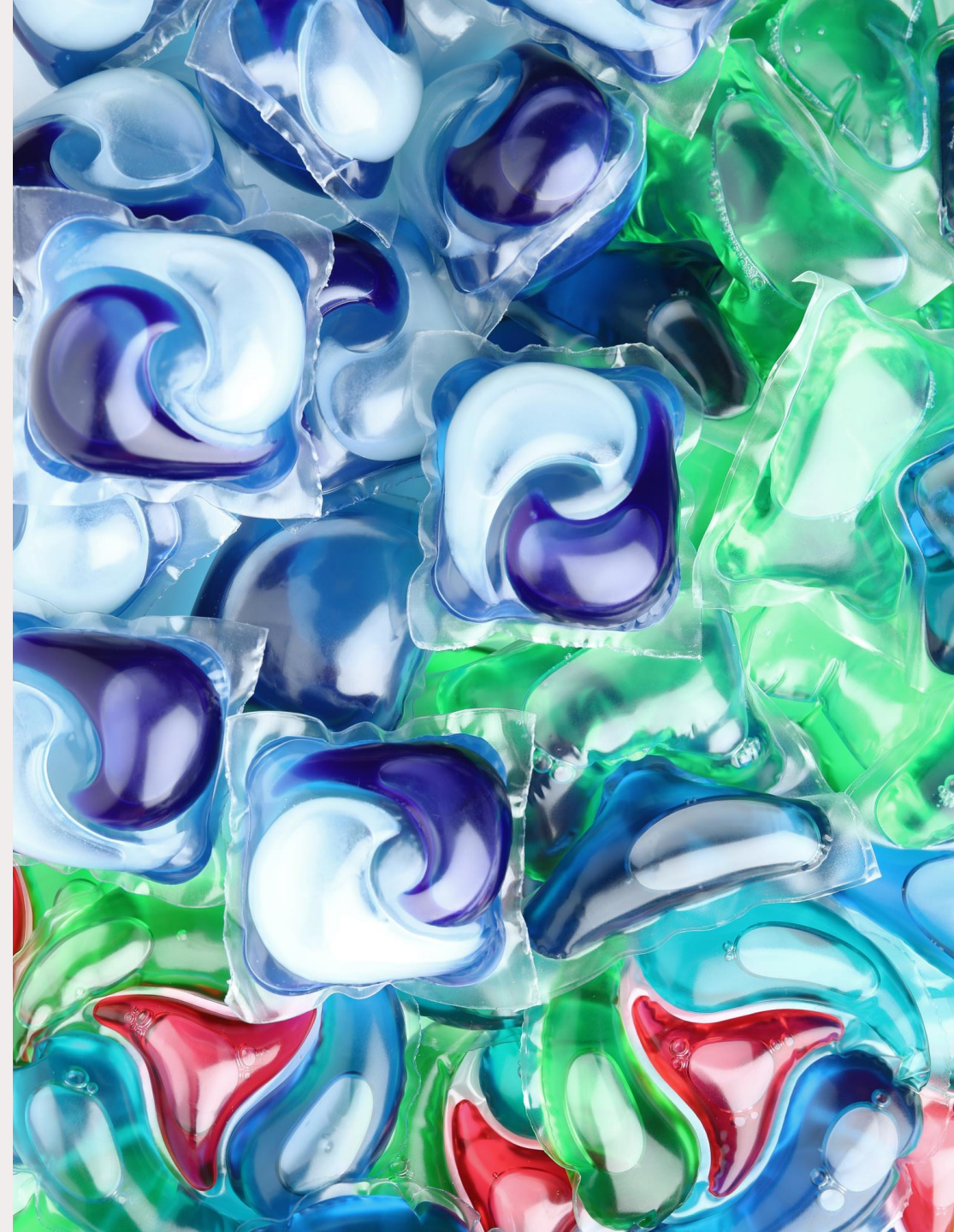


# LAUNDRY CAPSULE PLASTIC PROBLEM

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## 83% of water contains microplastics

- PVA/PVOH (Polyvinyl Alcohol) laundry capsules disappear but never truly degrade...
- In the US, 75% of the film from detergent pods accounts for over 8,000 tons of waste entering the environment annually.
- New regulations in the EU are targeting soluble PVOH plastics



## OUR HERO PRODUCT

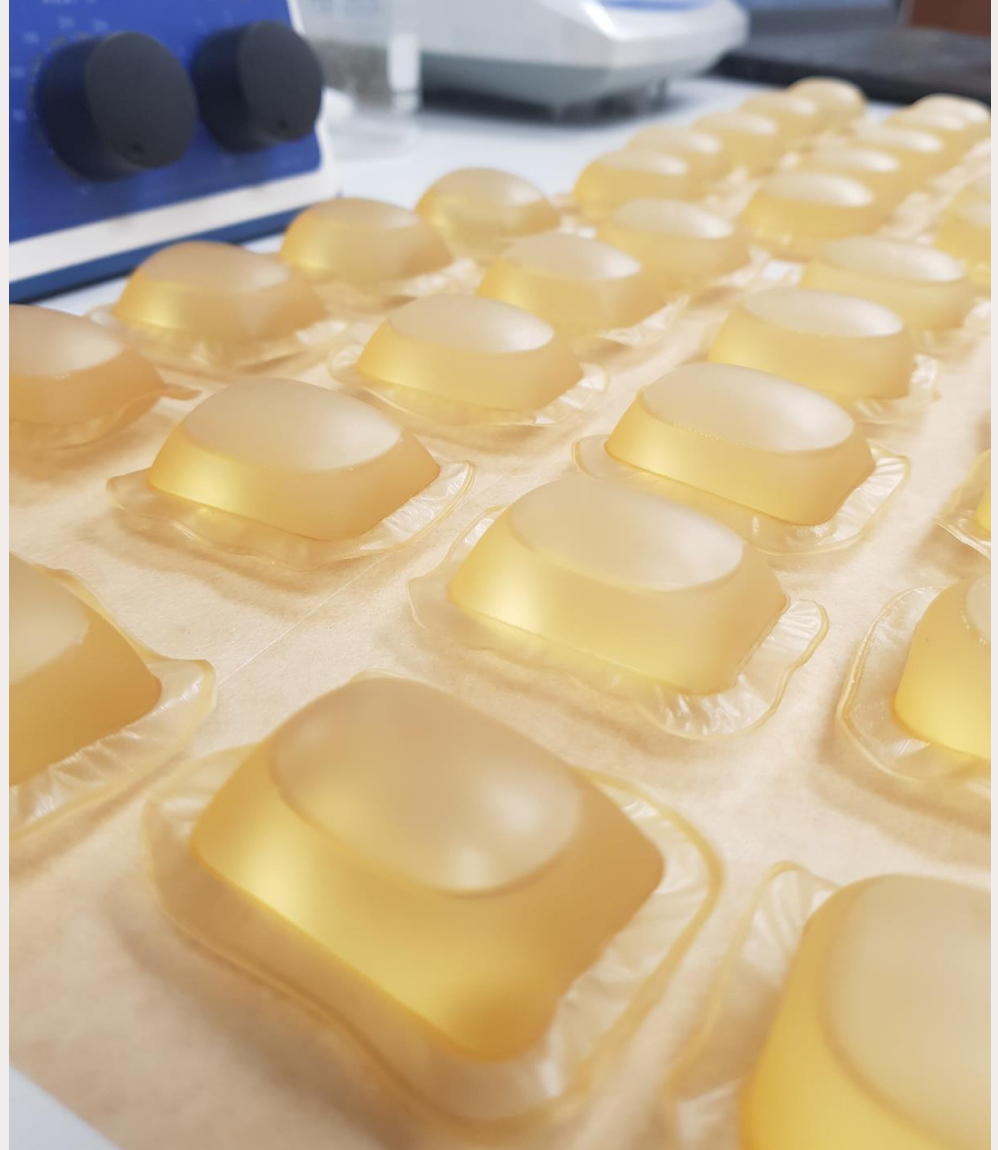
Natural seaweed polymer film to replace petroleum-based plastics in laundry capsules and other applications

### CERTIFICATIONS

EN ISO 11930: 2019 -04 (Challenge test - does not support microbial growth of key microbes of concern for topical applications)

ISO 10993-5 cytotoxicity (not harmful to cells)

OECD-Guideline 439 - (non-irritant)



Biodegrades  
Naturally



Heat  
Sealable



Vacuum  
Formable



High  
Transparency



Designed  
to Scale



Renewable  
Source



Smooth and  
Tactile



Multiple  
Applications



Water  
Soluble



Home  
Compostable

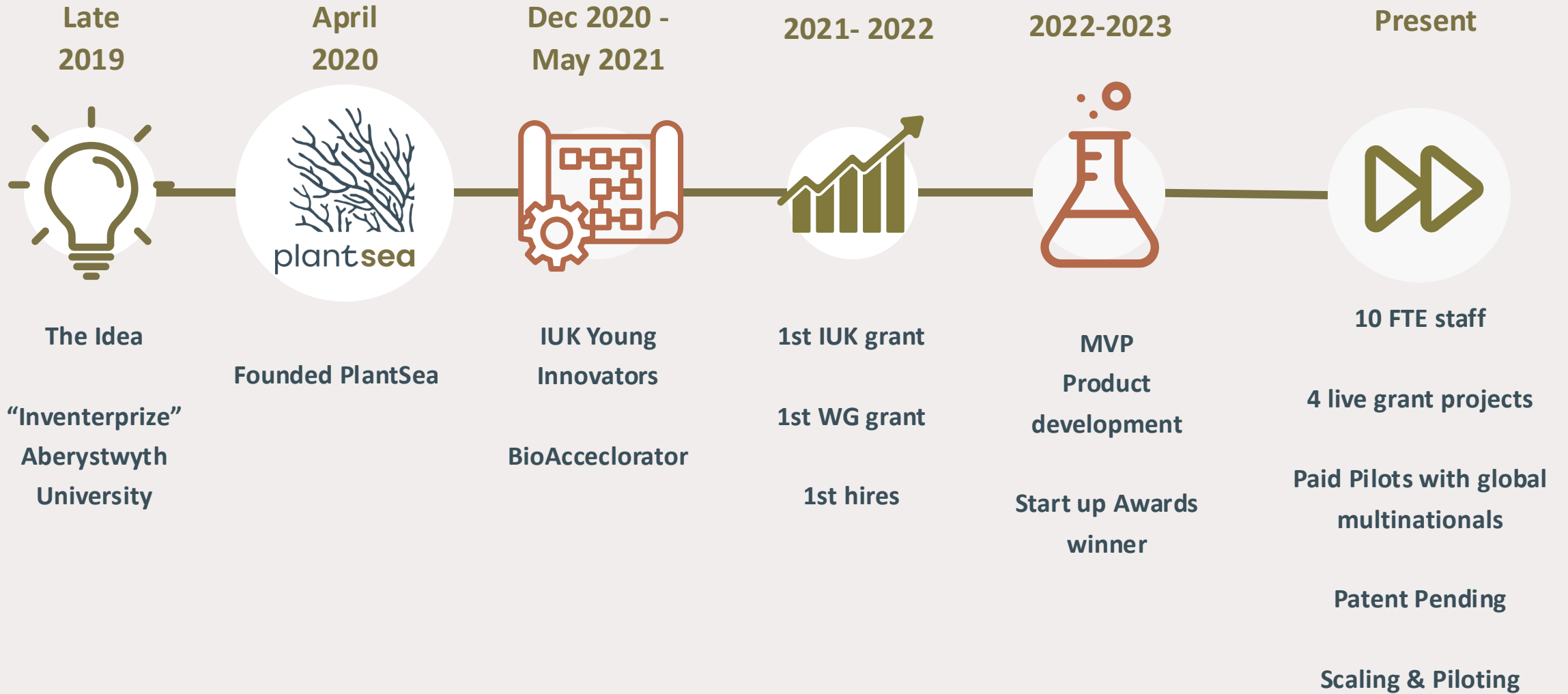


Marine  
Safe



Vegan  
friendly

# OUR JOURNEY



# INNOVATEUK AND WELSH GOVERNMENT SUPPORT

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## Grant Funding

- SMART
- Challenge funds
- Catapult
- WG SMART Flexible Innovation Support (FIS)
- Vouchers
- IP
- Research Council / University
- Trade Missions

## Business Support

Professional Network

Training

Funding support



# Hints, Tips, Pros and Cons

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## Grant Writing

- *Scope, eligibility, and rules*
- *Answer the question*

## Consortiums

- Academic & Commercial partners

## Reporting & Admin

- Time management
- Project changes

## Payments structure & Match funding

## Ask questions and leverage networks



NY/FASI

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The joy of natural hair





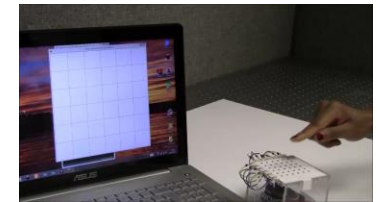
# Dr Youmna Mouhamad



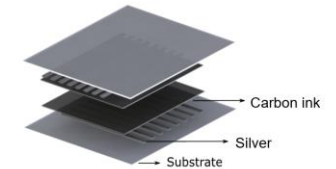
CEO of Myana Naturals Ltd trades as Nyfasi  
Inventor Deluxe detangler



6 years experience R&D



PhD in physics



Multi-award winning scientist

- Royal Academy of Engineering Enterprise fellow 2020
- Top 50 women in Engineering 2022
- Chwarae Teg STEM Womenspire 2020
- Talents from Overseas 2021 (French ministry)
- Barclay Eagle Labs rising start 2022
- F:entrepreneur #ialso 2023





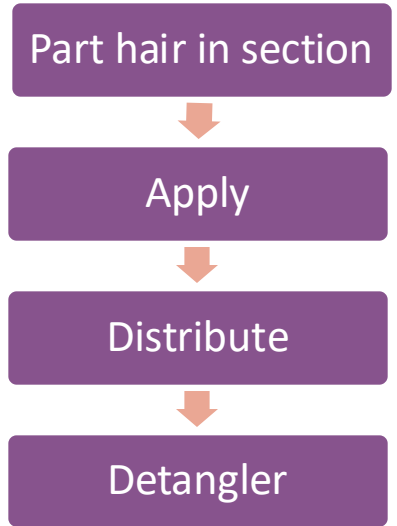
# The motivation

“Mommy,  
I want my hair to be straight.”

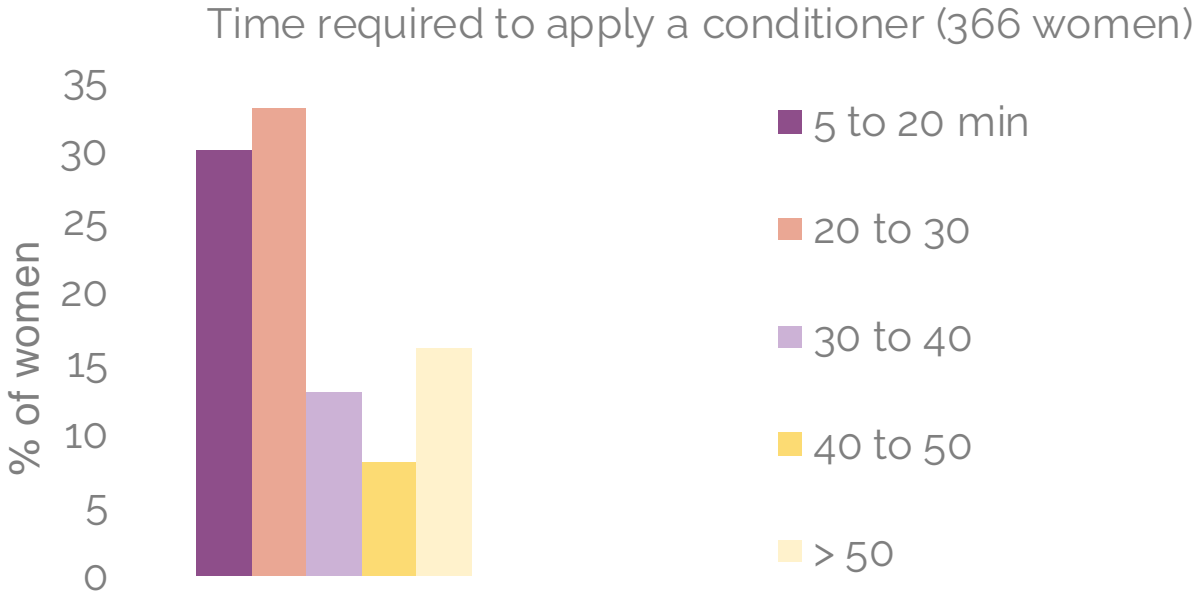
Hazel

# The problem

4-steps to apply a treatment.



15% take more than 50 minutes to apply a consumable.



**Often children cry and women dread the process.**



Mums are the  
best inspiration

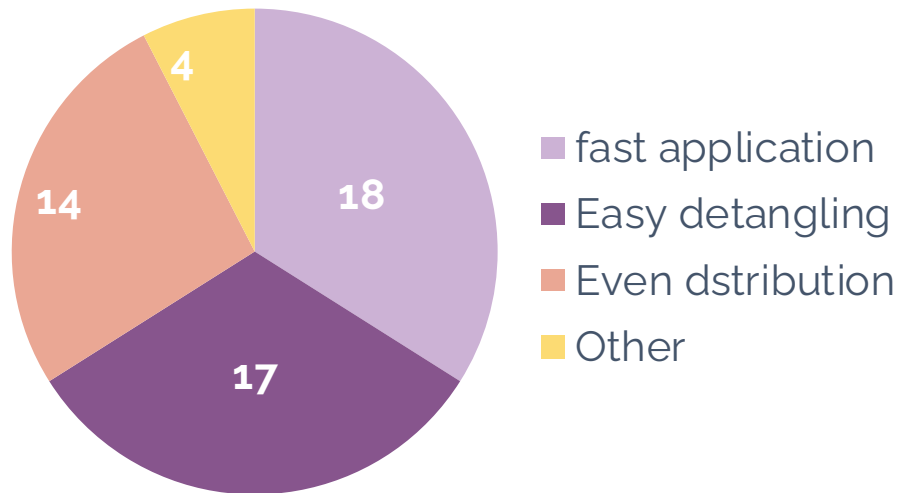
MYANA  
The joy of natural hair



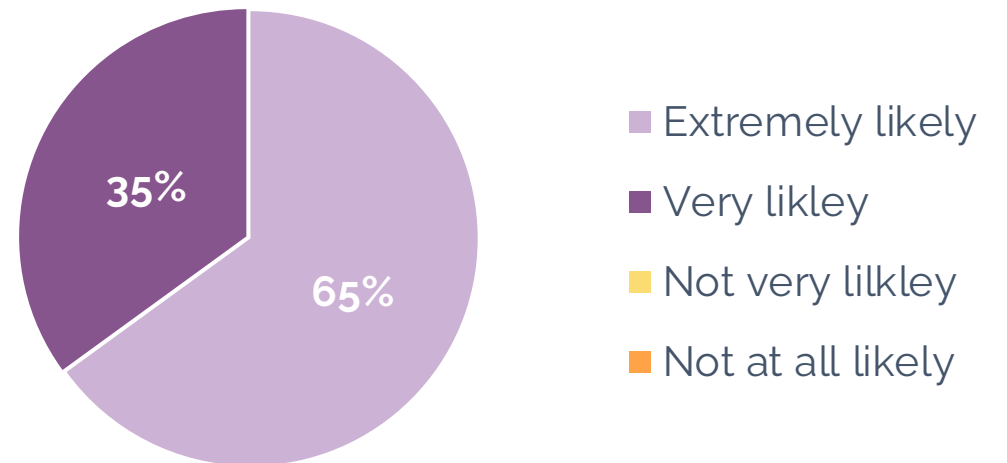
The R&D journey

# Market validation: benefits

What benefit will this product bring to you



Would you buy this product ?



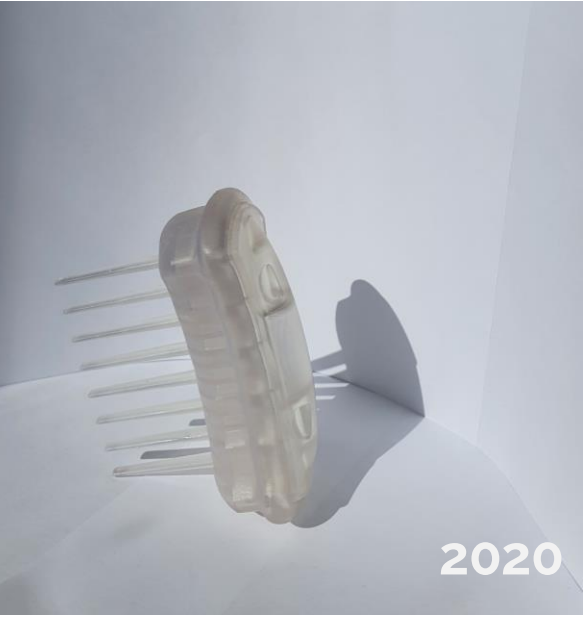
**Viabile commercial invention, Filed for the UK patent & further R&D**



2020



2020



2020



2020

# Enterprise fellowship Programme

- Business training
- 15 K business
- 45 K Salary
- Trademark
- User experience
- Customer research



"Having free time,  
having a good time"



**Ursula Stawick**  
RAE programme manager



**Kirsten Masson**  
Business coach



Royal Academy of Engineering | Enterprise Hub



**Dawn Marshall**  
Branding & marketing



**Stephen O'leary**  
Manufacturing



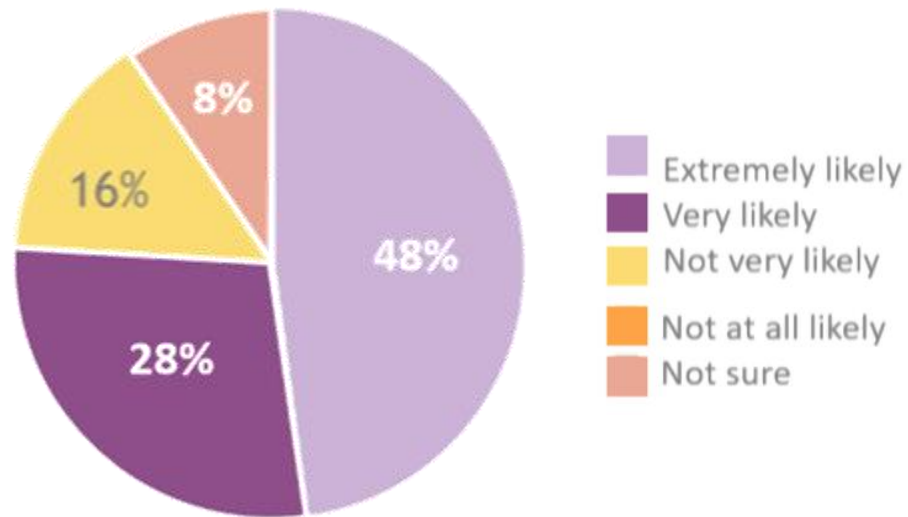




# Market validation

30 women tried our detangler for two weeks. All participants stated that there is currently no product will bring them the same benefit. 76% of them would purchase the product.

Would you buy this product ?



# Testimonial



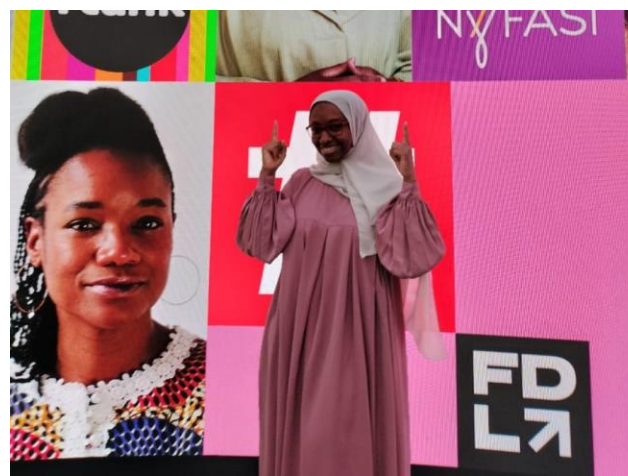
"I use this on my daughter ... She was like, mommy, wow, that's amazing. I don't feel any pain ."



My haircare day has never been this easy

# Fundraising

- 2022 women in innovation (1 month)
- NatWest accelerator
- 2023 woman in innovation (1 month)
- NEF
- Innovate UK diverse Founder
- MSDUK Innovation challenge
- MSDUK accelerator
- Founderand
- Black Ambition



# Fundraising

- October 2023 Unlocking potential Build: (1 week)
- Business support
- 50 K business
  
- Mould development
- Pilot run
- Customer research



# Today

- Raised 25 K
- Pre-launch in September 2024
- Receiving first 500 units in December 2024
- Design rights in the UK and US
- Patent granted in the EU, UK, Nigeria, Ghana, Kenya, Mozambique, Rwanda and Uganda and China. Pending US, Canada, Brazil



**We are not just innovating we are creating a new category**

# Future

- Clear sales message
- Sales strategy
- Influencer
- Investors hairdresser



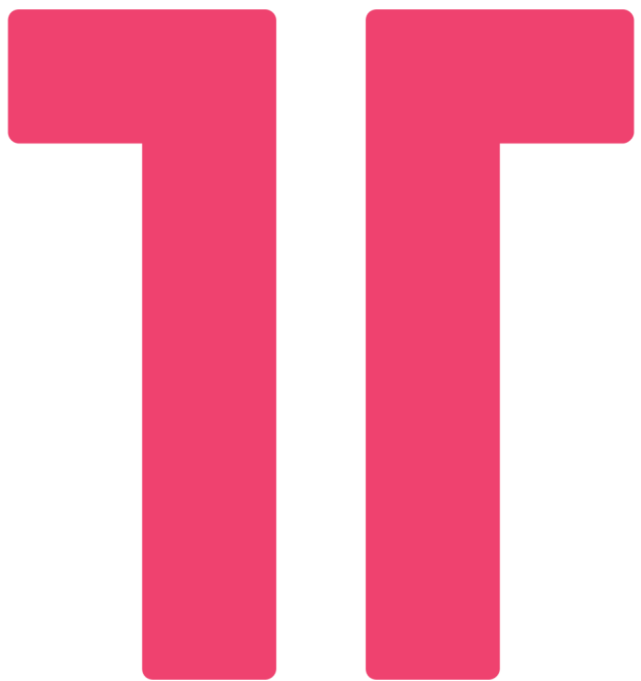
**We are not just innovating we are creating a new category**

# NY/FASI

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Dr Youmna Mouhamad  
[y.mouhamad@nyfasi.com](mailto:y.mouhamad@nyfasi.com)  
077553524487



**TAVELO TANDEMS**

T A V E L O T A N D E M S















Marketing Report  
Grant Search  
SMART Design  
Brand Adviser  
Investability  
Course  
RTO Grant

Barriers Grant  
Patent advice  
Trademark advice  
Business Plan

Conwy Business  
Centre  
Heather Thomas

Business  
Wales  
Lowri Roberts

AMRC  
CYMRU  
Mike Booker

Innovate UK  
Michael Lowther

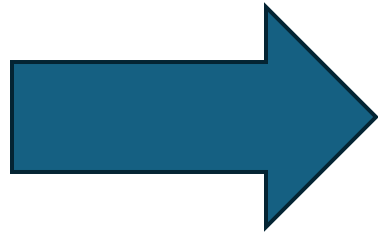
Welsh  
Government  
And  
IPO

Introductions  
Grant Search

RTO Grant  
Intro to Innovate  
UK

IP Audit  
IP Grant

Business Idea  
Amateur  
Maker  
Nieve  
Lack Knowledge



## Growth Innovation Business Start-up

- Business Strategy:  
Marketing/Growth/Innovation/ Financials/
- Designed scale manufacturing plan
- Positioned to attract financial investment
- Patent/Trademark/Copyright in place
- Product Range of 4 tandems
- Innovation plan for solo bikes, trikes and recumbents
- Tandem products with advanced USPs
- Potential to make a disruptive impact into the global tandem market





# Agenda

12.30 – 13.30 Lunch / networking

13.30 – 14.30 Parallel sessions:

Financing your business innovation journey | Room: Pontcysyllte 6

Unlocking up to £1 Million in Agri-Tech and Food Innovation Funding | Room: Pontcysyllte 6

Nurturing Talent and Skills | Room: Yorke

Empowering Change Through Strategic Partnerships | Room: Yale

14.30 – 14.45 Turnover

14.45 – 15.30 Parallel sessions:

Grant Applications: What Assessors Look For | Room: Pontcysyllte 6

AI Adoption | Room: Yorke

5 Principles of Impactful Marketing | Room: Yale