

# Made Smarter Innovation, Canada Global Incubator Programme

Briefing Event 08 July 25



The UK's innovation agency



# Agenda

## **16:00 – 16:05: Welcome to Innovate UK**

Jon Hazell, Innovate UK

## **16:05 – 16:10: Introduction to MaRS**

Hadeer Abdelhamid, MaRS

## **16:10 – 16:20: Programme Scope & Sector Overview**

Chirs Needham, Innovate UK

## **16:20 – 16:30: Introduction to Innovate UK Business Growth**

Lorraine Smith, Innovate UK Business Growth

## **16:30 – 16:40: The Delegate Experience**

## **16:40 – 16:50: Next Steps and Key dates**

Lorraine Smith, Innovate UK Business Growth

## **16:50 – 17:00: Q&A**

# Welcome to Innovate UK

The UK's innovation agency

Jon Hazell – Global Incubator Programme





# **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.**



# Going Global

Supporting our future global competitiveness and tackling societal challenges

- Help innovative UK businesses understand new markets and gain insights that will allow them to explore and exploit new opportunities
- Build an understanding of the culture, laws and legislation to de-risk innovation and protect UK businesses when working overseas
- Support businesses to undertake leading edge R&D through bilateral and multilateral programmes, including those through the Eureka framework
- Promote the UK's reputation and attractiveness as an international innovation **partner of choice** and one of the most attractive places in the world to do innovation.

# Global Products and Services

## Global Scoping Workshops (GSW)

These workshops bring together UK businesses, research organisations and other stakeholders in specific technology and sector areas to help identify countries offering the best prospects for partnership and collaboration with the UK.

The outputs of the workshop(s) will help to narrow down where Global Expert Missions could be used to scope opportunities in more detail.

## Global Expert Missions (GEM)

A group of 6-8 UK experts scopes the innovation opportunities for UK businesses in a specific tech area sector/challenge in a specific country, with the information gathered by the experts then disseminated to UK businesses.

Three stages –

- Scoping visit
- Dissemination report
- Dissemination

## Global Business Innovation Programme (GBIP)

Cohort of c.15 innovative high growth businesses exploring opportunities and building collaborations and partnerships in specific countries and technology and sector areas.

Programme over 9-12 months with 3 phases –

- Get ready
- Visit the market
- Exploit the opportunity

## Global Incubator Programme (GIP)

Cohort of c.6-8 innovative high growth businesses building long-term relationships and foundations for future market growth.

In Canada, USA, Australia, Singapore and India in specific technology and sector areas.

Programme over 12-18 months with 3 phases

- Prepare
- Pursue – 3-6 months in an incubator in country
- Exploit

## Global Explorer Programme (GEP)

Global Explorer provides support to help prepare, test or adapt ideas and products, not the actual commercialisation resulting in revenue generation. It is about exploring collaboration and partnerships. Funding is available for up to **70%** of eligible project activities, up to a maximum of **£21,000**. A typical funded project will:

- Build new international partnerships
- Explore & further opportunities to forge international partnerships, accessing new markets through collaboration & research
- Seek to effectively develop strong innovative ideas

## Bilateral and multilateral R&D + innovation funding programmes

Collaborative R&D grant funding programmes to support projects involving UK businesses + researchers and overseas counterparts, often up to 36 months in specific technology and sector areas.

Enables partners to take forward the development of innovative products and services of relevance to the UK or partner countries involved.

Funding programmes can be bilateral or multilateral, such as through Eureka network.

Supporting access to Horizon Europe

# Key elements of the programme

Cohort of up to 8 innovative high growth and scaling UK businesses in specific sectors building long-term relationships and foundations to accelerate future market growth.

Sector specific global incubators – immersion for the UK companies in the eco-system

12-18 months programme for the UK business including 4-6 months working with the incubator – 2 country visits and virtual programming

Tailored programme which is appropriate for the market and sector

Target innovative high growth and scaling businesses

Two-stage selection process - written application and interview

Each company allocated a UK based Innovate Business Growth Innovation & Growth Specialist





# Global Incubator Programme – Three stages

## Stage 1: Prepare

Recruitment  
& selection

Meeting with  
IUK BG  
Innovation &  
Growth  
Specialist

Preparation  
workshop and  
agreed action  
plan



## Stage 2: Pursue

4-6 months  
market  
immersion with  
incubator with  
2 country visits

Tailored  
support from  
in-country  
mentors and  
IUK BG IGS  
Specialist

Partner meetings,  
customer  
discovery,  
workshops, demo  
days, etc.

## Stage 3: Exploit

Work with  
IUK Specialist  
on  
opportunities

Exploitation



# UK in a global world

The Opportunity:

- 99% of population live elsewhere
- 97% of WW GDP is elsewhere

# Thank you



The UK's innovation agency





# MaRS

**Hadeer Abdelhamid**  
**Manager, Cohort Programs**



**Innovate  
UK**



# MaRS Team



**Hadeer Abdelhamid**

Manager, Cohorts, Venture  
Ecosystems



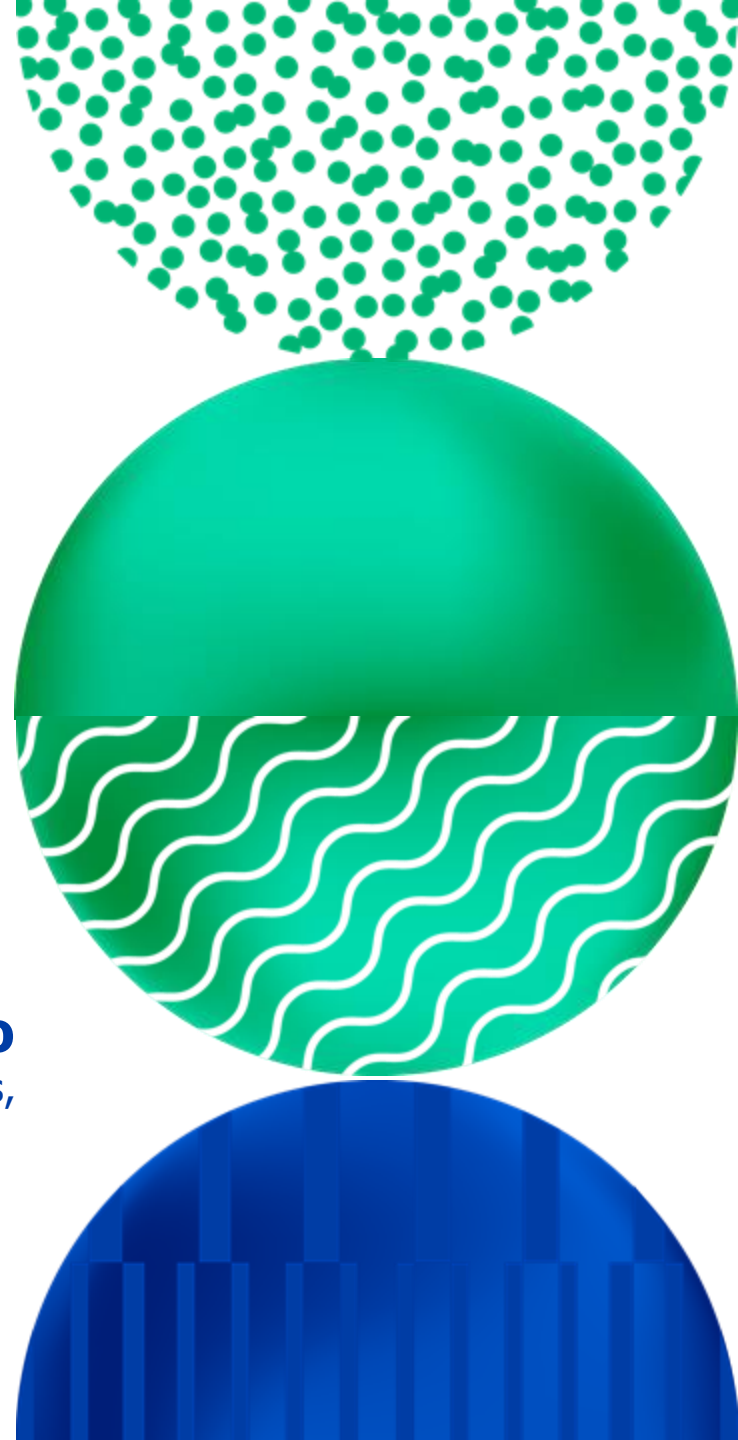
**Morgan Lorimer**

Senior Program Manager,  
Cohort Acceleration, Venture  
Ecosystems



**Oksana Nikitenko**

Associate, Cohort Programs,  
Venture Ecosystems





# MaRS

MaRS

***Our purpose is to help  
innovators create a better  
world***

North America's **largest urban  
innovation hub** with an **impact  
first focus**.

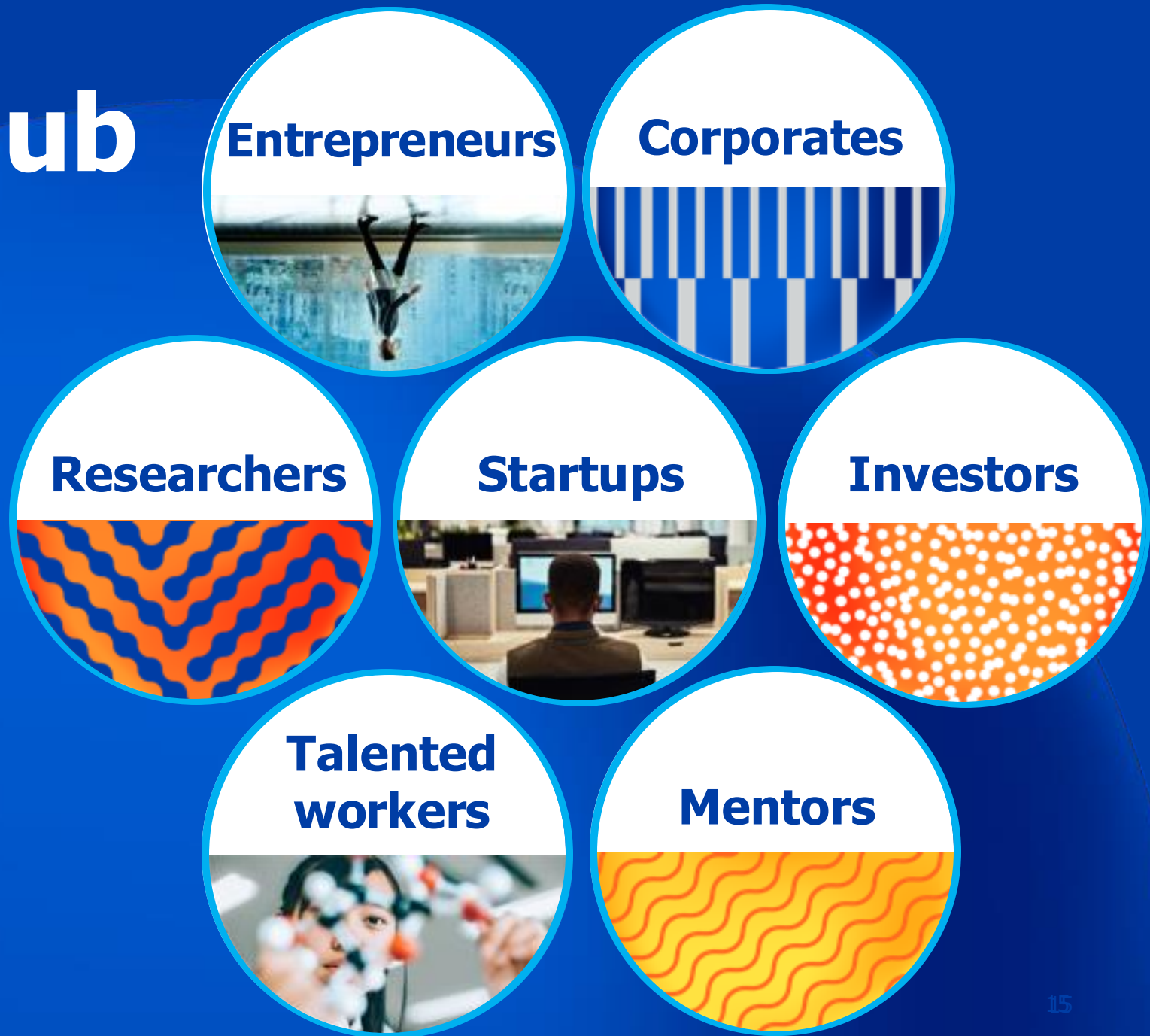
Support an ecosystem of **1,200+**  
**startups** across sectors.

**60+ corporate partners**, helping  
them **achieve their missions** and  
**leave their legacy** by **solving  
society's toughest problems!**



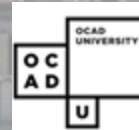
# Rise of the Hub

Urban innovation hubs like MaRS stimulate creative collisions between groups that wouldn't normally interact.





# Toronto's Discovery District









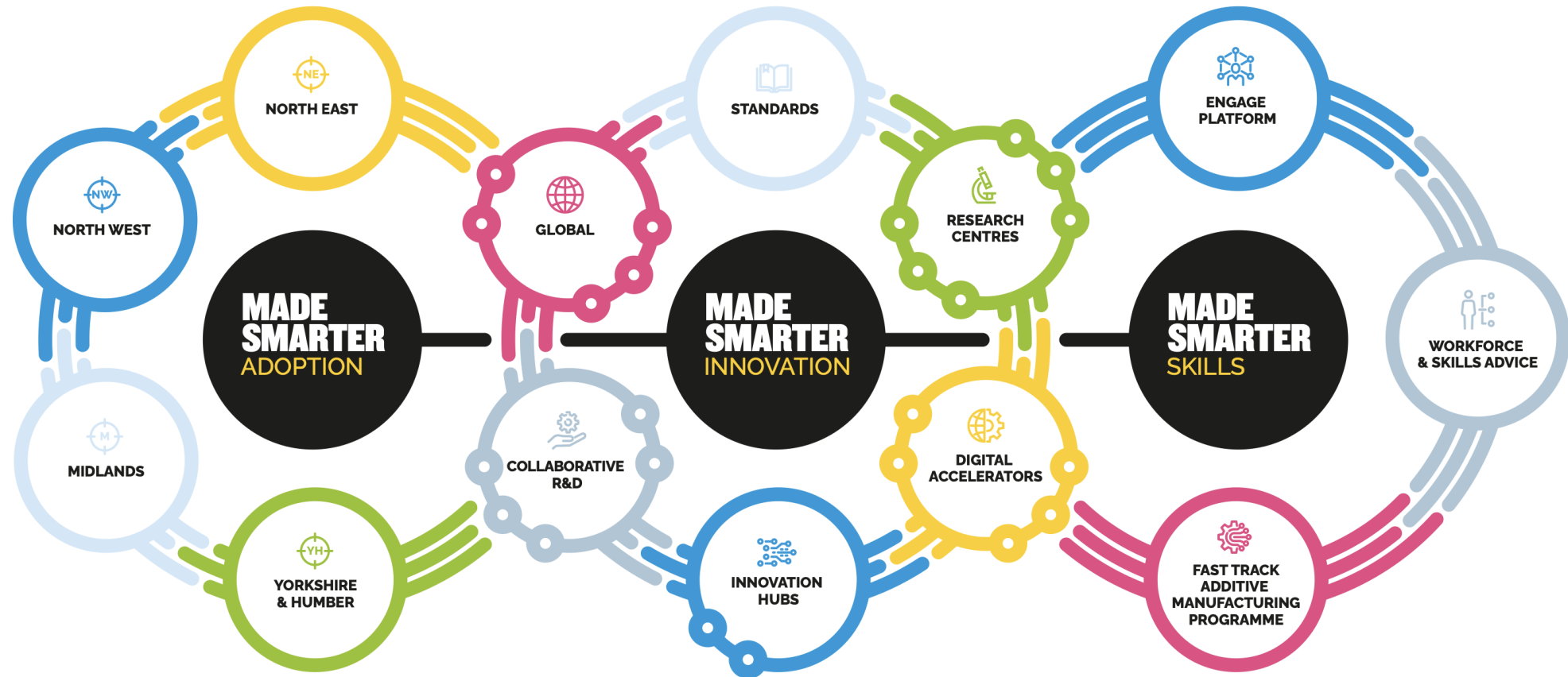
# Programme Scope & Sector Overview

**Chris Needham**

**Innovation Lead, Made Smarter Innovation (MSI), Innovate UK**



# Made Smarter 'landscape'



**MADE  
SMARTER**  
INNOVATION

**UK  
RI**  
Delivered by Innovate UK,  
EPSRC and ESRC

# Made Smarter Innovation: 2020 – 2025+

£300m (£139m funding from HMG + £162m industrial co-investment) cross-UKRI challenge for the **development and/or novel application** of **Industrial Digital Technologies** to deliver:

- Up to 30% productivity improvement
- £2.3bn Gross Value Add
- Up to 4,000 jobs
- 5% reduction in CO<sub>2</sub>e
- 25% reduction in waste



**MADE  
SMARTER**  
INNOVATION

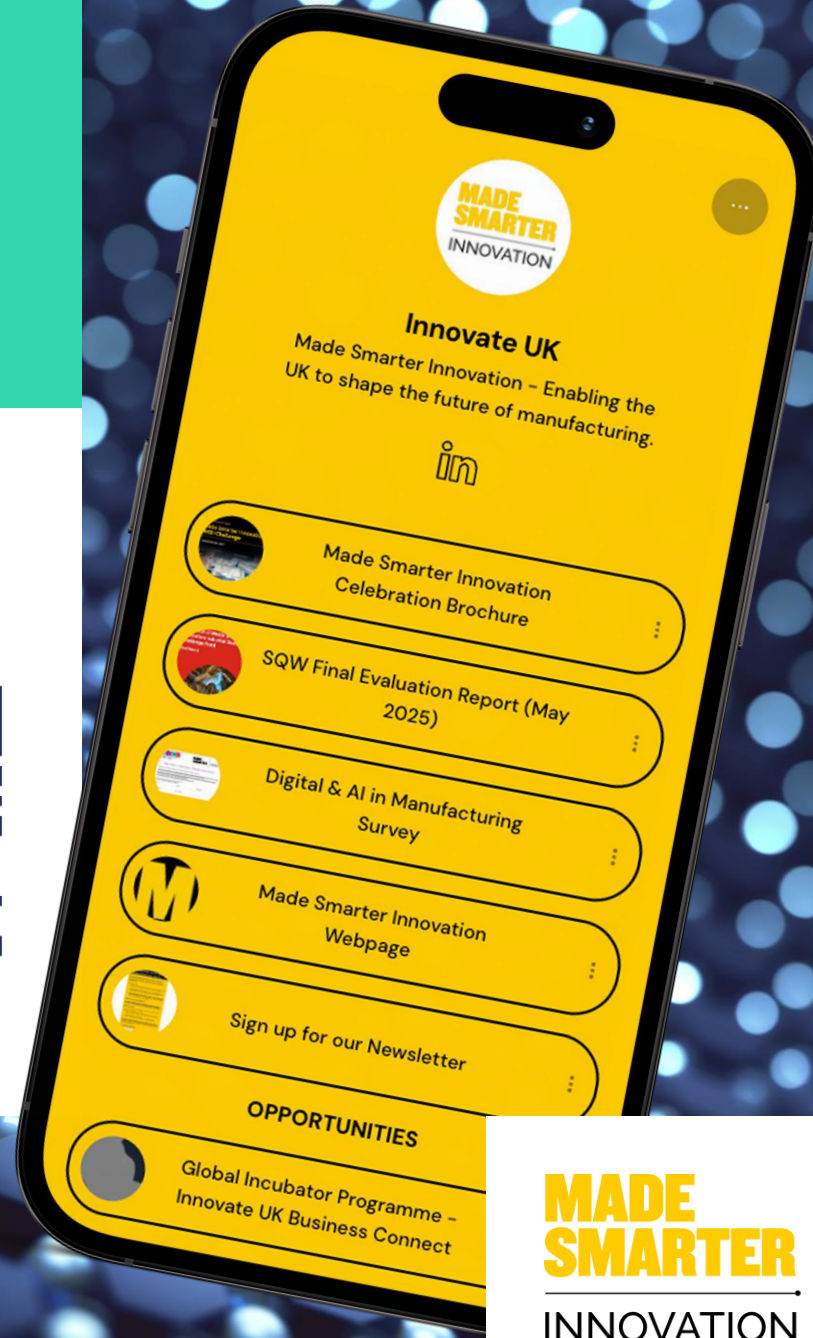
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# Want to know more?

Scan to discover our website, Celebration Brochure, Final Evaluation Report etc.

Plus current opportunities...



**MADE  
SMARTER**  
INNOVATION

**UK  
RI**  
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EPSRC and ESRC

# MSI Incubator – Programme Scope

Made Smarter Innovation (MSI) welcome applications from **innovative technology provider companies** with the capability to **create innovative solutions and/or novel applications** in *Industrial Digital Technologies (IDTs)* such as:

- *Data Analytics*
- *Artificial Intelligence (AI) / Machine Learning (ML)*
- *Additive Manufacturing*
- *Robotics & Automation*
- *Internet of Things (IoT) & Connectivity*
- *Augmented Reality (AR) / Virtual Reality (VR)*
- *Digital Twin*
- *Distributed Ledger Technology (DLT – incl. Blockchain & Immutable Data)*

We encourage applications from technology developers **currently in other sectors** and looking to pivot into the manufacturing sector, as well as from those **already active** in the manufacturing space.





# MSI Incubator – Programme Themes

## Resilient supply chains

Develop digital technologies **for manufacturing supply chains** to become *more efficient, sustainable, productive, flexible and resilient* through the development of digital approaches to better integrate and optimise performance **across supply chain nodes**.

## World-class production

Develop digital technologies **for manufacturing factories** to become *more efficient, sustainable, productive, flexible and resilient* through the development of digital approaches to better optimise performance **in production operations**.



# Application Process & Key Dates

Lorraine Smith – Delivery Manager,  
Innovate UK Business Growth





# Key Dates:

- 09 June – Applications Open
- 08 July – Briefing Event
- 31 August – Applications Close
- 05 September – Selection Panel
- 15 -17 September – Interviews
- 19 September – Offer Notification
- 13 October – Incubator Kick-Off
- 02 - 07 November – First Market Visit
- Nov 25 – March 26 – Incubator Activities
- 15 – 20 March 2026 – Second Market Visit
- 31 March – End of programme review



# Applications

- All applications are made online
- **Company information:** Is your company currently engaged with global markets? Has your company previously participated in an Innovate UK funded global programme?
- **Scope:** How does your application fit with the scope of the GIP?
- **Product Innovation:** What is the innovation? Why is it innovative? What is the stage of development? Who is the target market?
- **Experience & aims:** What does the company hope to gain from participation in the programme? How will this support your growth strategy in terms of building partnerships & collaborations?
- **Market:** Why specifically the Canadian market? What is your understanding of the competitive landscape? How will working with Canada to further develop or exploit your innovation?
- **Capacity:** Do you have the capacity within your team to exploit the programme? What is the scalability of your business model?





# Expectations

- Be part of a delegation – You will attend the virtual sessions, travel to Canada and join in-market activities as a group.
- Be committed – be involved in all parts of the programme and play an active role. The virtual sessions are a mandatory part of the programme.
- Maximise your chances – work closely with the advisors on the programme.
- Demonstrate sufficient investment – ensure that you have the resources to participate effectively in the programme.
- Develop and implement an impact focused strategic development plan –working closely with your adviser on the programme.
- Support and challenge each other
- Represent UKRI at the highest standards at all times





# Costs

## **Innovate UK will fund for both visits:**

- International flight – Group return economy travel from the UK to Canada
- Group hotel accommodation
- Group hotel transfers
- Group travel within the international market
- Group subsistence
- Event or conference fees
- Participation on the programme

## **Companies will fund:**

- Programme commitment fee - £2000; returned in full after programme completion
- Travel within the UK
- Border entry and Visa documentation
- Travel and medical insurance



# FAQs

**Q. Can an additional company representative travel or be part of the virtual sessions?**

**A.** Yes – in principle but at the discretion of the GIP lead. The company would have to fund the additional person and they would have to follow the same itinerary.

**Q. Can the return to the UK be extended?**

**A.** Yes – we encourage delegates to extend their market visit and arrange their own additional meetings. If successful, you should inform the GIP lead when you accept your place. If additional costs incur, the company would be expected to cover these.



# Introduction to Innovate UK Business Growth







# Innovate UK Business Growth

*Tailored support that accelerates the growth of ambitious innovation-focused businesses*

Over 400 innovation and growth specialists nationwide, supporting clients to make the best strategic choices and access the right resources to grow and scale.

We focus with you on the following priorities:

Honing  
your  
growth  
strategy

Innovation strategy inc. IP & access to infrastructure

Funding & finance strategy inc. investment readiness

International markets & partnerships strategy inc. via EEN

Inspire. Involve. Invest.

# Who do we work with?

- Innovation-focused businesses with new-to-market offerings nationwide, whether grant funded by Innovate UK or not
- Established and UK registered with up to 250 employees
- Targeted at later stage startups onwards with 20%+ compound average growth rate or potential, through to scaling businesses with a 50%+ CAGR
- Management committed to business growth



Innovate  
UK

Business  
Growth

# How do we work with you?

- Bespoke 1:1 advisory support tailored to an individual business' needs that assists with setting a strategic direction and supporting clients to develop their own long-term innovation and growth plans
- Facilitating access to valuable resources and opportunities that are part of the Innovate UK system and beyond, from regional to international
- Working closely alongside you as a trusted partner at critical junctures as you grow



Innovate  
UK

Business  
Growth



# International Markets & Partnerships Strategy

Strategic support to:

- Explore and enter global markets
- Pursue international collaborations
- Accelerate global growth and scaling

Support initiatives:

- **Enterprise Europe Network** access: the world's largest business collaboration network
- Support to develop global innovation partnerships via Innovate UK initiatives e.g. **Global Business Innovation Programme**
- Access to focused brokerage activities
- Support accessing **Eureka** and **Horizon Europe** via Innovate UK's **Horizon Europe Pump Priming Initiative**



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UK

Business  
Growth

# The Delegate Experience



**“The GIP has shaped our North America go-to-market strategy which we are rolling out in 2025”**

Tom Rootes – Agile Group Systems and Services

**“The GIP has been instrumental to start the expansion of our venture into a new region”**

Shehan Lowe – Ivy Tech

**“The GIP has opened the door for Greenjets into Canada”**

Michael Sheath – Greenjets

**“The GIP has introduced us to the Canadian market in person and to the vast opportunities the market has in store for the future of unmanned aviation”**

Maxim Krivonogov – Sky-Drones

**“The GIP has given us a soft entry into North America, providing expertise and opportunities to work with iconic brands in our industry.”**

Nicholas Bett - ZERO TEC



Innovate  
UK





# Thank you and Questions?



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