



# Advance IT Accelerator Programme

Is now the right time to take your business to the next stage of its development? Do you need to:

- Develop a clear marketing strategy and business plan supported by detailed financial projections?
- Establish supportive relationships within a peer group of directors and managers facing similar challenges?
- Enhance your personal leadership skills?

The Accelerator Programme offers a unique opportunity for technology-led companies in eligible areas of Cumbria and Lancashire to access a range of specialist support to assist in their business's development. It forms part of the InfoLab21 Graduate Academy project designed to enable the growth and success of technology intensive sectors in the North West. The Accelerator Programme takes directors or senior managers of carefully selected companies through three consecutive stages, each building on the other:

## 1. Marketing For Technology-led Companies

A series of 5 workshops which will allow 20 participants to prepare detailed marketing strategies, together with associated resource and action plans for their own businesses. The workshops will be delivered by Galbraith Muir Consultancy and Lancaster University.

Dates: 25th April, 9th May, 23rd May, 6th June & 20th June. All start at **8:30** with breakfast, then 9:00 to 11:30 for seminars.

**Location:** InfoLab21 Knowledge Business Centre at Lancaster University.

**No charge for 1st stage.**

## 2. Professional Business Planning

12 to 14 participants will work closely with Lonsdale & Partners to develop a business plan supported by detailed financial projections to guide the development of their company. This service is normally worth around £2,500 but participants will be invoiced at a reduced rate of £1,500 +VAT and then receive a grant of £1,200 from InfoLab21 on settlement.

**Dates:** Starting June 2007

**Value = £2,500; Actual cost = £300 + VAT**

## 3. LEAD Programme at Lancaster University Management School (LUMS)

8 to 10 participants of the Accelerator Programme will be invited to join this rewarding 11-month programme. They will join about 20 other business leaders from a wide variety of North West companies. The full cost of the LEAD programme is around £9,000 but with assistance of £6,000 from LUMS and £2,000 from InfoLab21 the actual cost to participants is £1,000 + VAT

**Dates:** Starting September 2007 and ending July 2008

**Value = £9,000; Actual Cost = £1,000 + VAT**

“One of the challenges of running a high growth company is simply finding the time for planning”

**Dr Nigel Lockett, Lancaster University**

## Contact Details:

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