

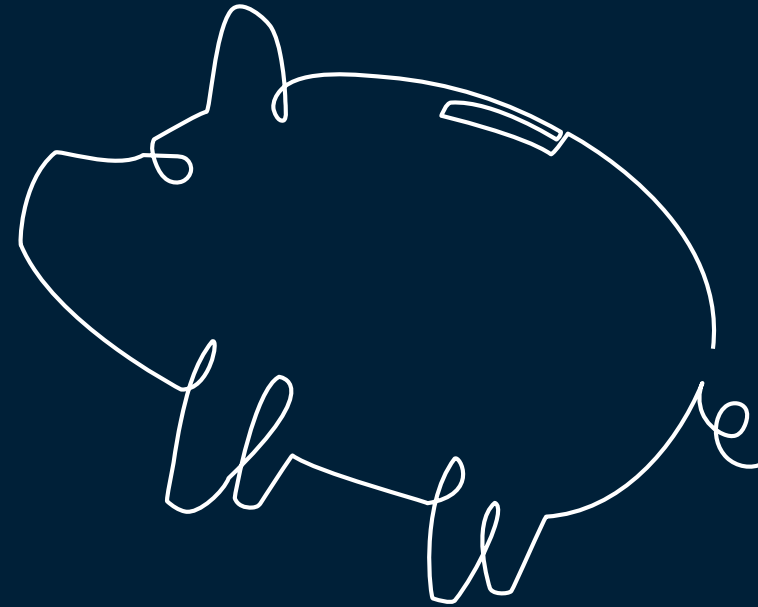
Empowering  
academic  
entrepreneurs

Maisie Keogh  
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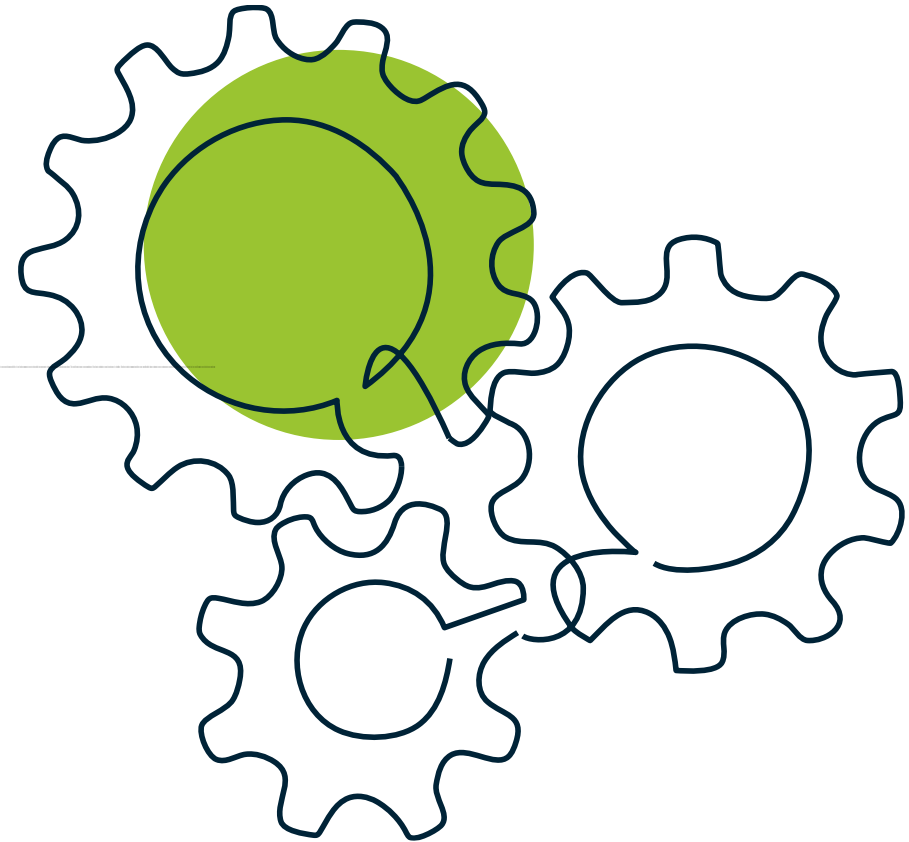
# Start-up Finance



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# Key elements of the programme

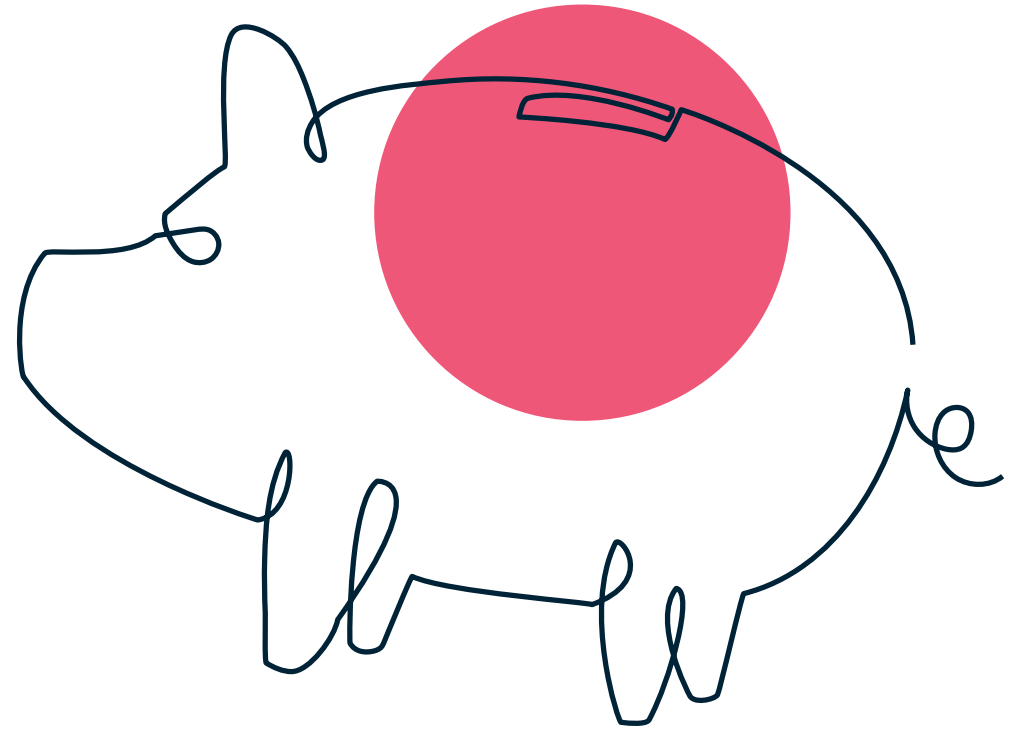
- Business training



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# Key elements of the programme

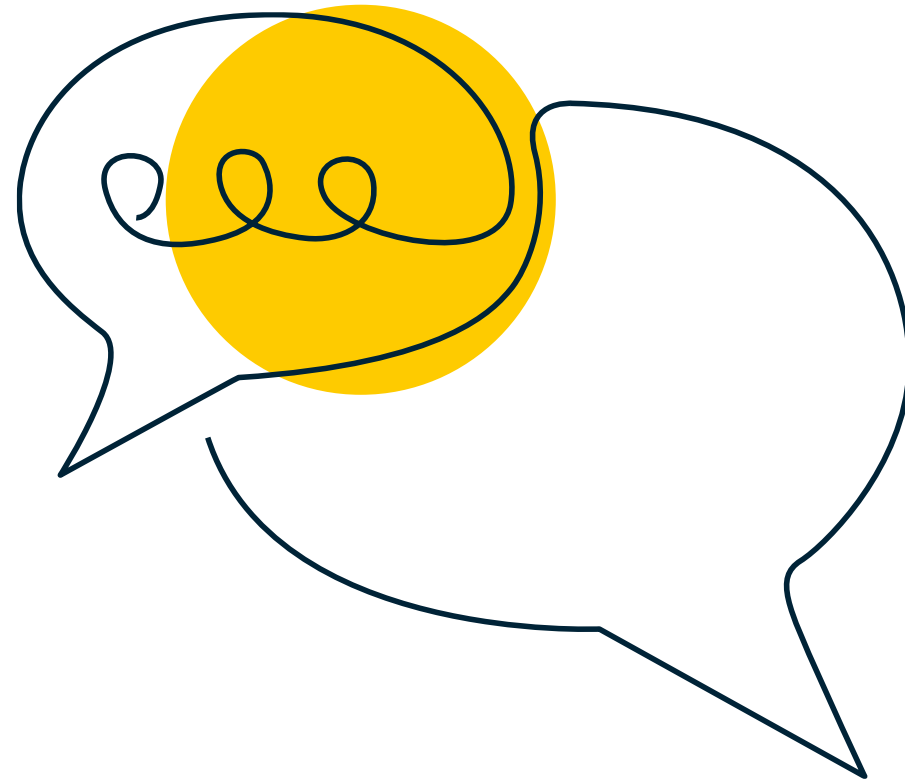
- Business training
- Funding



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# Key elements of the programme

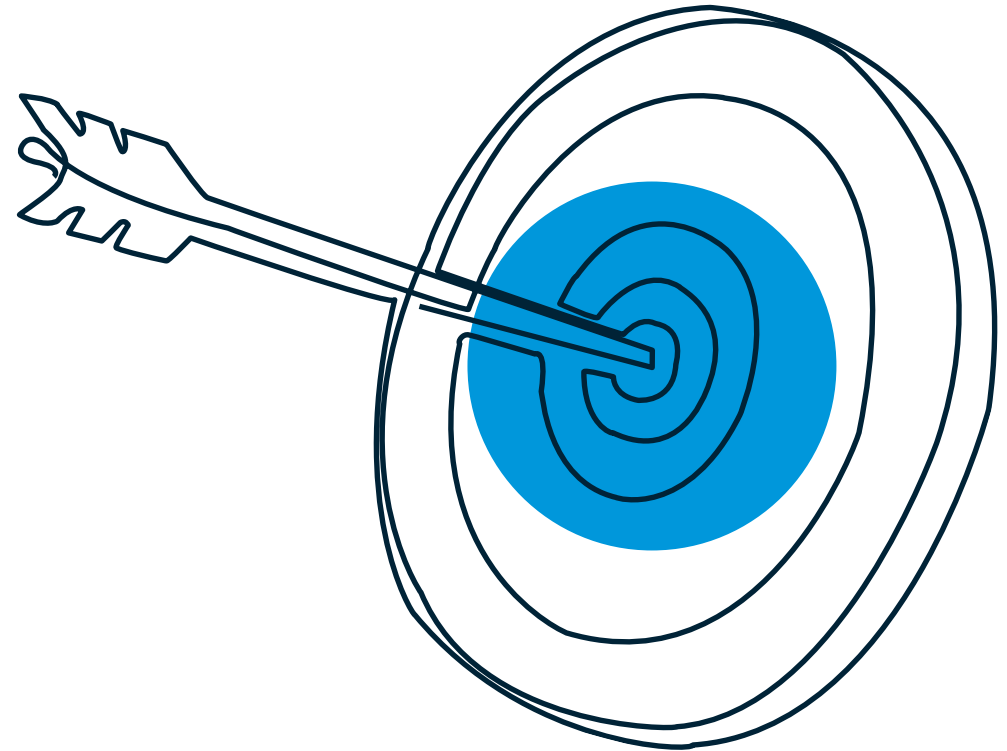
- Business training
- Funding
- Connectivity



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# Key elements of the programme

- Business training
- Funding
- Connectivity
- Validation



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# The other stuff we do

- Workshops
- University Enterprise support
- On-the-ground support
- Resources
- Signposting



# Our track record

670+

Aspiring  
academic  
entrepreneurs  
trained

420+

Companies  
created

85%

3-year survival  
rate

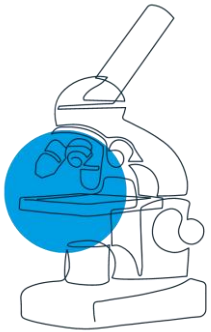
£360M+

Funding secured

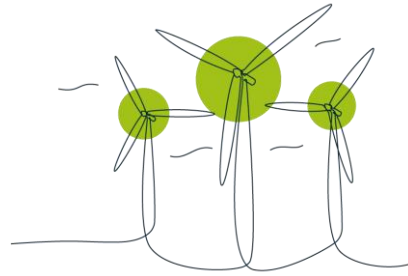
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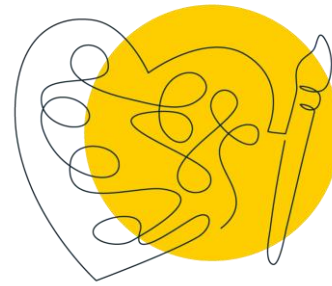
# Which challenge is right for you?



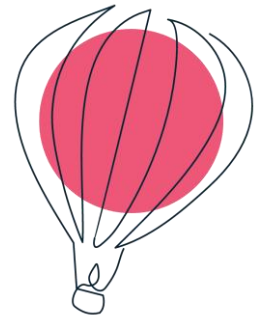
**Converge  
Challenge**



**Net Zero  
Challenge**



**Create Change  
Challenge**



**KickStart  
Challenge**

**CONVERGE**

# The power of collaboration

Converge is funded by the Scottish Funding Council, Scottish Universities and a network of strategic and professional partners.



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# Business funding

## options



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# Funding options

- Grants
- Competitions
- Investments
- Crowdfunding
- Debt
- Sales

# Translation grants

- Academic projects at advanced stages
- Specific eligibility criteria
- Can support project or individual
- Range from pump-priming to full programme
- Sometimes applied for and disbursed by institutions

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**Arts and  
Humanities  
Research Council**

AHRC funds outstanding original research across the whole range of the arts and humanities.



**Economic  
and Social  
Research Council**

ESRC is the UK's largest funder of economic, social, behavioural and human data science.

# Business grants

- May be pre or post-incorporation
- Match funding
- Specific eligibility criteria
- Time consuming application
- Spend first, claim back later
- R&D grants, local authorities



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Quick Search



Glasgow City Council > Business > Business Support > Starting or Growing a Business

## Starting or Growing a Business

### What is it?

Glasgow is absolutely committed to fostering an innovative environment that is supportive of SMEs and entrepreneurs from start-up, through growth to sustainable consolidation, supporting local communities and ensuring jobs are created and safeguarded.

With a team of dedicated and skilled business advisers, our service can help your business grow regardless of its stage on the business life-cycle and develop in line with your strategic vision and aspirations.

### Who is it for?

If you are planning to start your own business in Scotland, Business Gateway can help. By simply answering a few questions about your plans as accurately as you can, we can provide you with free information and advice that may help you set up and run your new business.



### Contact Business Support

Business Enquiry Form



Email



### Related links

Planning to Start

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# Business competitions

- Early stage / developed ideas
- Usually require either a business plan and/or a pitch
- Different eligibility criteria
- Varying deadlines

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+ many more!

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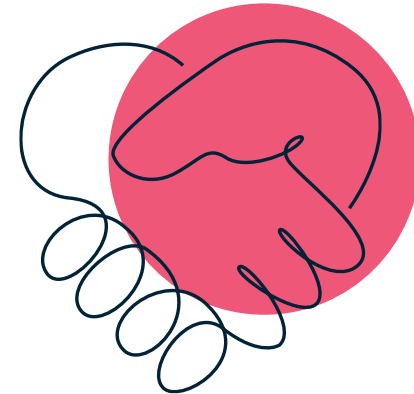
# Investment

Obtain cash for the company in return for shares (part-ownership) in the business

Not always appropriate: best for companies with high initial capital needs, high gross margins, growing markets and an exit strategy

Investor look to back businesses that have:

- Product/service with a global potential and growing market
- Protectable intellectual property
- Customers (lined up or paying)
- Experienced team



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# Social Investment



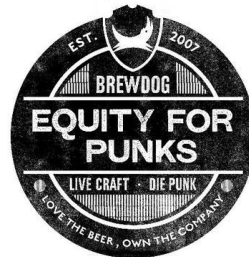
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# Crowdfunding

- Raising a large number of small contributions from the public
- Donation
- Reward
- Equity



**KICKSTARTER**



gofundme.org

crowdcube

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[Shop](#) [Co-Brand](#) [Mission](#) [Reviews](#) [Blog](#)



# THE REUSABLE PLANT-BASED BOTTLE

[SHOP NOW](#)



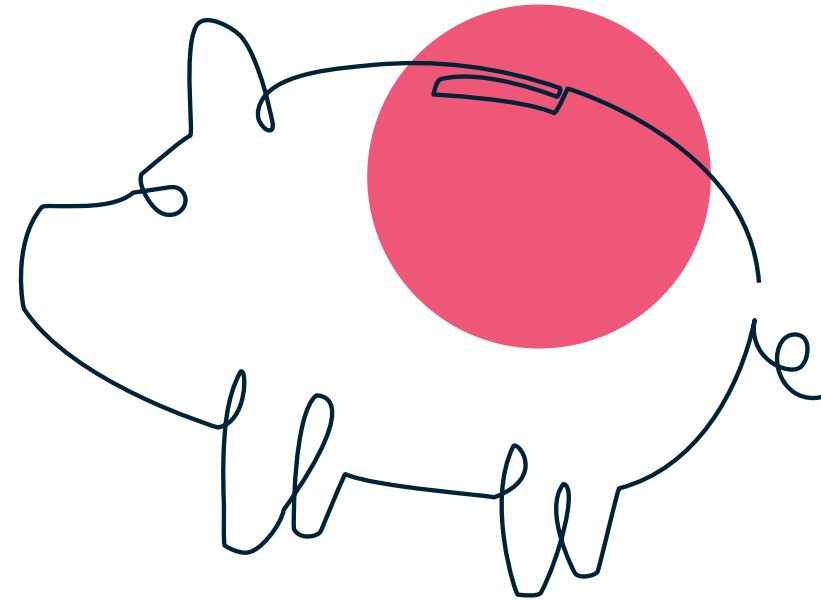
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# Sales

- Development Contracts
- Buying prototypes

# Debt

- Private and business loans
- Government Loan Schemes
- Peer-to-peer lending
- Prince's Trust
- Credit Cards (NOT RECOMMENDED)



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# Things to remember

- Consider all funding options
- Explore what's available in your area
- Seek advice
- Be realistic
- Plan ahead
- 110% rule

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Questions?

Q&A


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# Innovation 101: Start-up Funding (SHAPE)

From 13/03/2024 15:00 to 13/03/2024 16:00

--- PLEASE NOW MARK YOUR ATTENDANCE AT THIS ACTIVITY ---

## Mobile App Users

1. Open the Inkpath App
2. Press this button 
3. Scan this QR Code



4. Confirm attendance 

## Web Users

1. Open <https://glasgow.inkpath.co.uk/>  
or **Open the Inkpath App**
2. Press this button  Record Attendance
3. Enter this unique code

**5098470974**

4. Press 