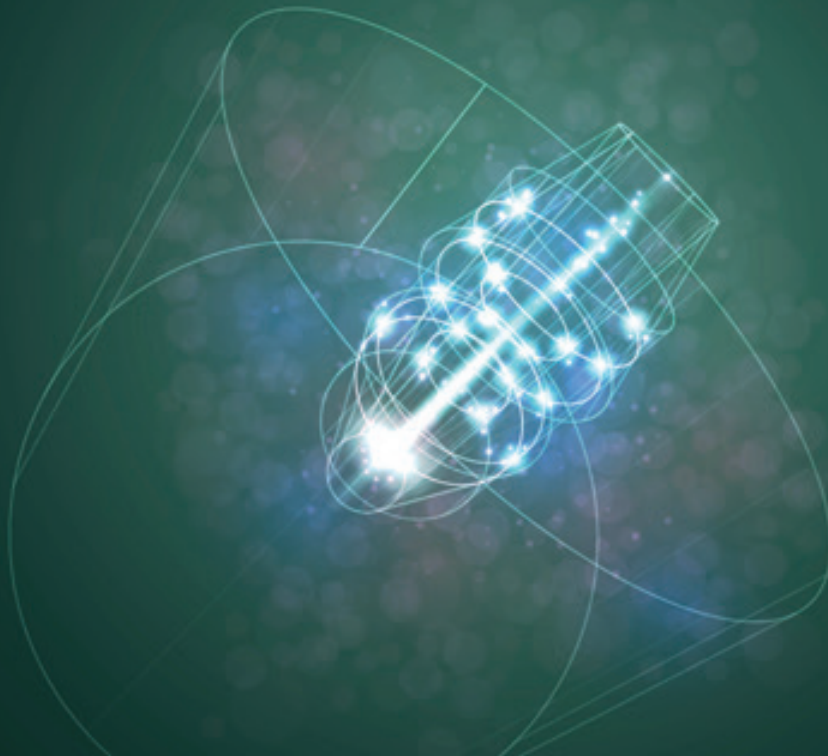




MORE POWER FROM YOUR BRAND

DRIVING INNOVATION

BUSINESS READY





Business support for the next level



Access to skills & knowledge

Hands on help to connect companies to Universities and their resources as well as upskilling business owners.



Access to markets

Assistance in identifying routes to market and developing market readiness.



Access to finance

Assistance in identifying funding routes and developing investment readiness.



Access to incubation

An incubation service for early stage/start-up companies.

business-ready.co.uk
businessready@uwsp.co.uk
[@bus_ready](https://www.facebook.com/bus_ready)
[024 7632 3121](tel:02476323121)

“Glued have been a reliable partner throughout the project and created a striking brand identity and collateral for our Business Ready project. Glued always had a good grasp on what was required and consistently developed high quality designs – very often to tight deadlines.”

Dirk Schaefer, Business Growth Adviser,
University of Warwick Science Park

**BUSINESS
READY**

Context: Business Ready is an innovative business readiness support package primarily for tech-based SMEs with the characteristics and ambition for growth. It assists those with potential and those failing to reach their potential to overcome barriers and grow their business to the next level. Business Ready is part of the Coventry & Warwickshire Business Support Programme and is part funded by the European Regional Development Fund, Warwickshire County Council and the University of Warwick Science Park (UWSP).

The requirement: A distinctive brand was required for the programme to be used to promote the support packages, engage people with the programme and communicate outcomes. The brand needed to reflect that of UWSP and also be able to stand alone.

The outputs: Glued initiated a collaboration with a local PR agency and web development business to provide a seamless marketing communications package for the Business Ready team. Glued created a brand inspired from elements of the UWSP brand while creating a look and feel that would attract tech-based businesses. Guidelines were created to guide third parties including collaboration with the web development partner. Over three years Glued produced a range of marketing materials from folders, banner and case studies written by the PR partner. An impact brochure showing the outcomes of the programme was also produced.

The results: The brand has become well recognised by businesses in the area. The programme supported 186 businesses.

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**BUSINESS
READY**

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Business support for the next level



Access to skills and knowledge



Access to finance



Access to markets



Access to incubation

**BUSINESS
READY**

Brand guidelines
Version 1

**BUSINESS
READY**

Our logo

UNIVERSITY OF WARWICK
SCIENCE PARK

The logo is available in a number of formats
The logo is available in colour, mono and reversed versions.

**BUSINESS
READY**

**BUSINESS
READY**

**BUSINESS
READY**

UNIVERSITY OF WARWICK
SCIENCE PARK

Firm's virtual idea
becomes a reality thanks
to Business Ready

A virtual reality mobile phone app that immerses users into a computer-generated world to help them hone their communication skills has gone from strength to strength thanks to the mentoring, advice and guidance of the Business Ready Programme.

The Company

Virtuaglobe is a Leamington Spa based company that is developing virtual reality (VR) apps to improve communication skills.

Set up in 2015, the application is the brainchild of Dominic Bennett who decided to enter out on his own after working with VR technology at Jaguar Land Rover (JLR) for more than two years.

He came up with the idea of expanding the reach of VR training something that could be used by many, rather than just being used in the case of gaming and business applications.

Dominic's work has seen him create an app called 'Public Speaking VR' which is available to download free.

It has been used to help individuals practice and improve their public speaking, presentation, networking skills and interview techniques.

It can be downloaded to a phone and then all users need is a pair of the virtual reality goggles built in Google Cardboard, available for £15 to help build their confidence and help them to win a audience to get the job of their dreams.

The Challenge

Although there was a huge amount of interest for the app, Dominic felt that he needed help and advice as to how the app could be used in the real world.

After searching for the best place to get some support, he got in touch with the Business Ready programme, which is being delivered by the University of Warwick Science Park as part of the Coventry and Warwickshire Business Support Programme.

"I contacted the University of Warwick Science Park after meeting with them to get some guidance on the business strategy," Dominic said.

"This is the first business I've set up. I found the mentoring a very valuable part of developing the product and building a viable business plan."

Dominic was mentored and assisted with the Science Park Business Ready scheme on various aspects of the business including digital marketing.

But something that Dominic recognised was that although Dominic's app was a revolutionary application for VR, the market didn't seem big enough to grow his business enough of a return.

The idea for the business needed to be expanded upon and their marketing improved to make sure the firm could expand its reach.

"What Dominic has done is a huge step into a market that has been used for virtual reality and is a fantastic and impressive idea," Chris said.

"But we needed to make sure that the business was sustainable, had the ability to grow and continue to progress in the future."

Apply now business-ready.co.uk @bus_ready businessready@uwp.co.uk 024 7632 3121

This programme is supported by the Business Region of Coventry and Warwickshire, leading part of the Coventry & Warwickshire Business Support Programme



40

clients supported
to raise funding



35

clients supported
to access markets



14

new businesses
created



31

clients received
incubation
support



58

qualified
referrals out



36

clients received
skills support

ABOUT GLUED

Glued is a brand consultancy established in 2003.



We love finding that something special that exists in every organisation and expressing it through your marketing, brand and design. That's because it's a great way to not only attract and engage customers but also because it motivates and enthuses staff.

SERVICES WE OFFER

Branding
Marketing
Campaigns
Literature
Design
Online, off line and through the line

FOR MORE INFORMATION ABOUT GLUED

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