



ACCELERATION THROUGH INNOVATION²

APRIL 2020 – MARCH 2023

INNOVATION STARTS HERE

Driving business growth and
inspiring innovation in
Cornwall and the Isles of Scilly



European Union
European Regional
Development Fund



HM Government

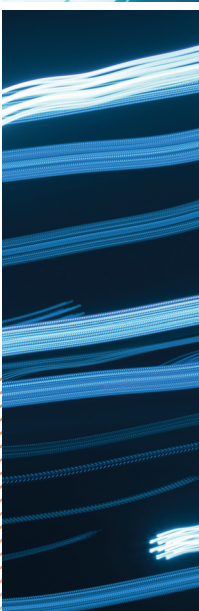
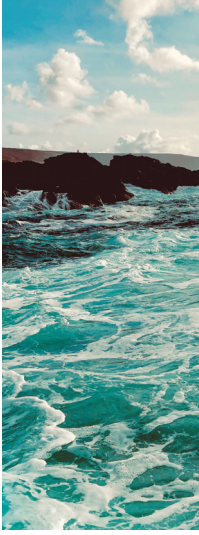


**UNIVERSITY OF
PLYMOUTH**
Research and Innovation



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INTRODUCTION BY JO HANCOCK

Led by the University of Plymouth, Acceleration through Innovation (ATI) has for the last 6 years, provided bespoke business innovation support to small and medium sized enterprises (SMEs) across Cornwall and the Isles of Scilly.

At its inception, the university recognised that understanding the key elements of innovation and having the right tools and support to implement successful innovation projects, would be pivotal for businesses who were looking to drive growth, increase efficiencies and bring new products and services to market. We also understood there was a need to address innovation culture within businesses which can act as a catalyst to increased productivity and sustainable change.

ATI was designed to support businesses seeking to commercialise new opportunities. The programme differentiated itself by offering innovation expertise led by recognised specialists and certified innovation professionals who were tasked with delivering high value, high impact interventions resulting in increased growth, scale and productivity.

Building on the success of the original project, ATI² continued to adapt its support, ensuring



that each individual business had a package that was unique to them. From consultancy through to academic expertise, specialist research to funding, incubation space to events, ATI² exceeded expectations and supported Cornish businesses through what was one of the most turbulent and disruptive periods of our time.

Our ambition and legacy was always to add to the rich heritage of Cornwall's innovation history and champion the University of Plymouth's own unique ideas, place and skills so that SMEs across Cornwall and the Isles of Scilly could benefit and grow. As we come to the end of the programme, we can reflect on the impact we have had and the fantastic innovative businesses we have supported, several of whom are showcased within this booklet.

Although the funding landscape in Cornwall may be changing, the university remains open to supporting businesses throughout Cornwall with services accessible through Enterprise Solutions and the Cornwall Innovation Centres.

So now, as we close the door on ATI², we bow out with a sense of pride knowing that we have helped hundreds of businesses achieve their growth aspirations and reach their full potential.... it's been a privilege and a pleasure.

94% OF BUSINESSES

stated that the programme had a positive or significant impact on innovation and growth within the business.

**ATI² ERDF SUMMATIVE ASSESSMENT
MARCH 2023.**

ATI² SUPPORT AT A GLANCE

- ▶ 1:1 Business Innovation Advice by certified innovation specialists (IKE).
- ▶ University of Plymouth academic expertise and resources.
- ▶ Professional consultancy from industry specialists.
- ▶ Innovation workshops and specialist surgeries: IP, R&D, Design Thinking, Bringing a Product to Market.
- ▶ Innovation Masterclasses delivered on our behalf of global experts, Institute of Innovation and Knowledge Exchange (IKE).
- ▶ Innovation grants from £1500 - £25000. Areas include: proof of market, proof of concept, prototyping, IP protection, next product or service generation.
- ▶ Cornwall Innovation Club and The Innovation Exchange: bi monthly events for knowledge sharing and networking.
- ▶ Pop-up Innovation Centres: hot desks, meeting room space, advice, networking.



Working with ATI² has been a fantastic experience... the support we have received has been fantastic, not only the regular phone calls but the face-to-face meetings and the zoom meetings during this second phase of the project too. It's been faultless from start to finish.

IAN DIBB
KEYLU



ACCELERATING BUSINESS - ATI² IMPACT

514

SMEs engaged with support provided to 366

135

Businesses received bespoke support with their innovation project

53

Businesses awarded Innovation Grants with projects exceeding £1m

43

Research reports produced to support SME initiatives

5

Pop-up Innovation Centres opened across the county

57

Events delivered

36*

New to firm products

39*

New jobs created

* based on current projection



OF THE BUSINESSES THAT COMPLETED A BENEFICIARY SURVEY IN THE ATI² SUMMATIVE ASSESSMENT:

- ▶ 94% of businesses stated that ATI² had a positive or significant impact on innovation and growth within the business.
- ▶ 84% stated that it had helped future proof the business and made it more resilient.
- ▶ 77% stated it had made the business a better investment proposal.
- ▶ 75% stated support had improved the businesses long term performance.
- ▶ 62% stated it had improved business productivity.

UNIVERSITY OF PLYMOUTH SUPPORTING THE INNOVATION JOURNEY

“Acceleration Through Innovation (ATI) has been delivering innovation support across Cornwall and the Isles of Scilly (IoS) for over six years. Working with SMEs who are seeking to commercialise new opportunities that lead to increased growth, productivity and a sustainable change for the county, ATI has been an ongoing force for generating new ideas and breaking down barriers to growth.

With a mission to Enhance Knowledge and Transform Lives, the University of Plymouth’s support for our business community is firmly rooted in a long established commitment to making a difference, from local to global. ATI has provided businesses with access to the university’s state-of-the-art technical facilities, talented students and internationally renowned expert academics. This, coupled with R&D grant support and the expertise of innovation professionals has resulted in a huge range of positive impacts, brought vividly to life in this publication.

The success of ATI is also a testament to what can be achieved through innovation – the development of new products, services or ways of working. The importance of innovation, particularly during the various economic challenges of the past few years, not least the impact of the pandemic, has never been clearer and the outreach activities provided by ATI through Pop-Up Centres, digital support via The Innovation Studio and high value Innovation Surgeries have themselves had to innovate in the face of these challenges to support SMEs from the Tamar to the most westerly point of the Isles of Scilly. This has created a lasting

legacy for our economy, environment and communities. It has been an immense privilege to work with the ATI team and witness first hand how the programme of support has made such a positive impact enabling businesses to thrive and prosper.

As we look beyond ATI, the university remains committed to working in partnership with businesses across Cornwall and the Isles of Scilly, through the three Innovation Centres we operate on behalf of Cornwall Council, but also with key sectors where the world class research and expertise at the University, and the enterprise and creativity of business can deliver a step change to the Cornish economy – such as marine, digital health and sustainable food production. This publication shows what can be achieved through such partnerships, and we must all look to build on the legacy of ATI in placing R&D and innovation at the heart of the Cornish economy and its communities. We look forward to continuing to work with our partners in Cornwall and Isles of Scilly in that endeavour.”

ADRIAN DAWSON

**DIRECTOR OF RESEARCH AND INNOVATION
UNIVERSITY OF PLYMOUTH**

83% OF BUSINESSES

are now more aware of the support offer of the University of Plymouth after engaging on the programme.

**ATI² ERDF SUMMATIVE ASSESSMENT
MARCH 2023.**





73% OF ATI² APPLICANTS

found applying for the Innovation grant easy or very easy.

ATI² ERDF SUMMATIVE ASSESSMENT
MARCH 2023.

INNOVATION GRANT FUND

Following the success of the first grant programme, ATI² welcomed the second round of innovation funding with £500,000 to be distributed to eligible businesses.

The Innovation Fund has assisted businesses with grants of between £1,500 and £25,000 in six key innovation areas including:

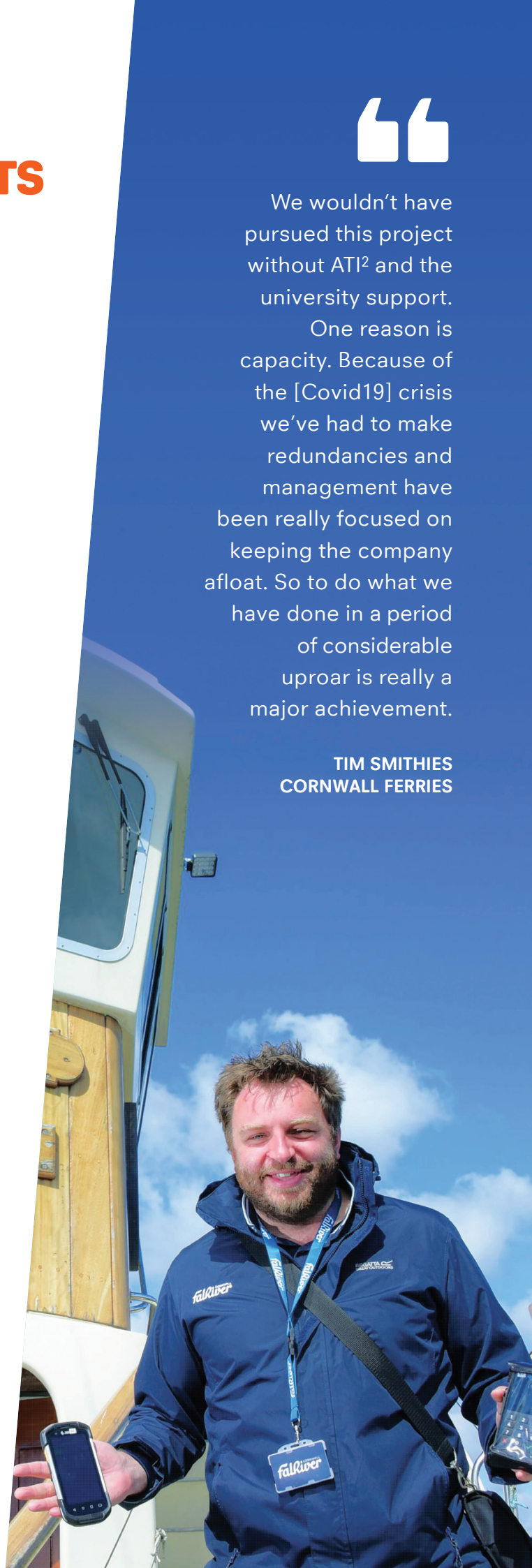
- ▶ Proof of market/wider feasibility issues
- ▶ Proof of concept
- ▶ Prototyping
- ▶ Process improvement / next generation
- ▶ New product / service to firm
- ▶ IP and Patents

“Having access to ATI grant funding kept momentum within Cleaner Seas Group. Not having access to that funding; I’m still confident that the product would have got to market, but it would have taken a lot longer. In our line of business, early adopters are paramount”

DAVE MILLER,
CEO AND CO-FOUNDER
OF THE CLEANER SEAS GROUP.

We wouldn’t have pursued this project without ATI² and the university support. One reason is capacity. Because of the [Covid19] crisis we’ve had to make redundancies and management have been really focused on keeping the company afloat. So to do what we have done in a period of considerable uproar is really a major achievement.

TIM SMITHIES
CORNWALL FERRIES



AWARDS BREAKDOWN

Of the grants awarded, 70% supported the development of new product and new process improvement with the remaining 30% split across prototyping, proof market, proof of concept and IP.

GRANT v MATCH



GRANT AWARD BY TYPE



CATEGORY	%	£
IP/PATENT	8	19,500
NEW PRODUCT TO FIRM	33	325,695
NEW SERVICE TO FIRM	20	280,100
PROTOTYPING	13	87,960
PROCESS IMPROVEMENT/ NEXT GENERATION	26	342,022

TOTAL PROJECT COSTS



INTERNSHIPS

In addition to the Innovation Fund, ATI² supported 50% of the costs and the resourcing of 5 internships, some of whom have secure jobs within the companies.

PURPOSE	TOTAL COSTS	MATCH	GRANT
IP	£19,500.00	£9,750.00	£9,750.00
New Product	£325,694.50	£162,847.25	£162,847.25
New Service	£280,097.99	£166,524.39	£113,573.60
Process Improvement	£342,022.14	£172,461.53	£169,561.53
Prototype	£87,960.00	£43,980.00	£43,980.00
Total	£1,055,274.63	£555,563.17	£499,712.38

POP-UP INNOVATION CENTRES

Acceleration Through Innovation has opened 13 Pop-up Innovation Centres across a six year period, providing a physical presence in areas without established hubs for business innovation. With the aim of supporting those located furthest away from the Cornwall Innovation Centres, the Pop-ups provided incubation space and access to business services and facilities, including:

- ▶ Hotdesking
- ▶ Boardroom space
- ▶ Communal reception area for networking
- ▶ Coffee bar
- ▶ Refreshments
- ▶ Lab in a box – 3D printing
- ▶ Photography studio facilities

The Pop-ups were designed to be collaborative spaces and the ATI² team have proactively worked to engage and host other business support organisations, thereby extending the range of business support services available from each Pop-up location.

Since 2017, our Pop-up Innovation Centres have welcomed 1,500 visitors and provided over 1,800 hours of fully-funded workspace. The unique Pop-up offering has had a notable impact on the towns we have visited.

The development of the Pop-up Innovation Centres has put an emphasis on ‘place’ in business innovation projects where there has traditionally been less focus.

Locations:

Hayle, Truro, Launceston x2, St Austell x2, Wadebridge, Penzance, Newquay, Liskeard, Bodmin, Saltash, Bude.



The Pop-ups are very useful, meeting there is a great excuse for networking. Especially for people like me, who usually work from home. It’s good to get out of the house, to increase productivity and bounce ideas around with other innovators.

SAM BAYNHAM
DIRECTOR OF CONEX PORTAL



The facilities available are amazing and will definitely assist me to develop my brand.

LIZ PENROSE
THE CRAFT COACH





CLEANER SEAS CASE STUDY

FUNDING SUPPORT, RESEARCH,
IP PROTECTION, BUSINESS
INNOVATION.

Bude-based Cleaner Seas Group is a green-tech firm which designs and manufactures solutions to remove microplastics from our environment. Their debut product, the indikon-1, a retro-fit microfibre filter for washing machines was successfully launched to market in January 2023 following support from ATI².

Their innovation journey began with the programme in 2018 and throughout the past five years, both ATI² and the University of Plymouth have played clearly defined roles, helping the Cleaner Seas Group take their ideas from concept through to market.

Initially, the Cleaner Seas Group engaged with the programme when their business was in the early stages of a start-up, and their washing machine microplastics filter was a concept that needed prototyping, developing and refining. At that time, it was clear that ATI² could help in several ways.

To begin with, Cleaner Seas Group were able to apply for innovation grant funding to help develop a working prototype:



“Having access to ATI grant funding kept momentum within Cleaner Seas Group. If we’d not had access to that funding; I’m still confident that the product would have got to market, but it would have taken a lot longer. In our line of business, early adopters are paramount”, explains Dave Miller, CEO and Co-Founder of the Cleaner Seas Group.

Through ATI²’s Innovation Fund Manager, the University of Plymouth and our networks, the Cleaner Seas Group were able to gather advice on other grants and investment opportunities that could support their early-stage innovation.

“We needed access to sound, impartial financial advice and ATI were absolutely able to deliver on that”, says Dave.





The Cleaner Seas Group also made good use of working with the ATI team, notably their Business Innovation Advisor (BIA), who was able to consult on the phases of product and business case development, including materials research and providing access to academic research from the University of Plymouth.

“The ATI Innovation Advisor is an absolute encyclopaedia of knowledge and it’s been good fun! You get free, impartial advice and that’s really refreshing because in our line of work we are largely in a room of warmed-up people. Having impartial advice gives a slightly different picture to the reality of the world and helps you keep on the straight and narrow”, says Dave.

The first iteration of their product, which is now available to buy on their website, boasts being made of recyclable plastic and every component within has been thoughtfully designed with its end-of-life in mind. “We are really trying to promote that reuse, recycle

or refurbish model, which is a completely closed-loop”, says Dave.

“When you’re launching a new product, especially in the world of sustainability, during normal day hours you can take knocks and people telling you it’s not a good idea. But when you have access to ATI you get smiley, happy people who believe in your mission, and they empower you and they give you impartial advice, which helps support and recharge your batteries as a CEO – so that’s like a hidden benefit you get from engaging with organisations like ATI”.

As a project specialising in innovation and bringing new products to market, ATI were also able to assist with supplying guidance around intellectual property (IP) and patents, to protect their initial invention and future technologies.

Dave explains: “With any new product you have to protect it, that’s financially but also in terms of patents and intellectual property, and ATI can support you in that space”.



Despite Covid-19, which brought a number of challenges to the surface, the Cleaner Seas Group have managed to realise significant growth.

“Another important part of engaging with ATI is being able to support Cornwall. The grant funding and the access to financial support and advice has meant that we can recruit local people from Cornwall, and we’ve grown a team now to 10, from a start-up which was originally just me”, says Dave. “All of which are based here in Cornwall”, he adds.

More recently, the Cleaner Seas Group have engaged with the ATI² internship programme, which funds 50% of an intern’s wage and looks to place a University of Plymouth student with the academic skills needed to help with a short-term innovation project.

The business continues to enjoy making use of the world-class University of Plymouth’s research and innovation facilities, including access to the labs to test their prototype and using the Plymouth Electron Microscopy Centre to obtain some incredible images of the microplastics captured by their exciting technology.

For everyone involved, it has been a privilege to be part of the Cleaner Seas Group’s story. We would like to commend this trailblazing business which has achieved some amazing things on its own. In their mission to clean up our waterways, they have been busy beavering away to secure almost £1 million in investment from business angels, institutional investors and high net-worth individuals to help further develop new technology designed to significantly reduce microplastic pollution.

In addition to this, the company launched a successful crowdfunding campaign which sought to raise £460K but was overfunded to raise nearly £800K of investment from members of the public who share their ambition to stem the flow of microplastics polluting our oceans.

The Cleaner Seas Group has even been endorsed by one of the biggest bands in the world: Coldplay, who feature them on their website, have made them one of their “good causes” to support. We cannot wait to see what they do next – what a legacy!



CORNWALL INNOVATION CLUB - THE INNOVATION EXCHANGE

A COMMUNITY FOR CORNWALL'S MOST FORWARD THINKING BUSINESSES.

The Cornwall Innovation Club (CIC) was the bi-monthly club for innovators, knowledge - sharers and collaborators. ATI² provided the only fully subsidised business members club in Cornwall, thanks to ERDF funding. Delivered in collaboration with Cornwall Chamber of Commerce, each event featured inspirational guest speakers. Covering a wide range of topics from 'Working smarter or Smarter Working' to 'Product Design & Prototyping', the networking events were designed to inspire and nurture a culture of innovation throughout Cornwall and the Isles of Scilly.

In 2022, ATI² relaunched the CIC as The Innovation Exchange, which has bolstered



regular attendance at our knowledge and networking events.

The new event series is a first for ATI² and provides a platform for Cornish SMEs to come together, pitch their business and leave feeling inspired.



Kim Conchie, CEO of Cornwall Chamber of Commerce:

"I can honestly say that, never have the values that The Innovation Exchange and Cornwall Chamber of Commerce advocate in collaborative and forward-looking innovation for Cornwall and the world been more important to our future."

Throughout the programme, ATI² adapted to the external environment and produced a series of virtual events to allow businesses to continue networking and gathering intel whilst working remotely throughout the pandemic.

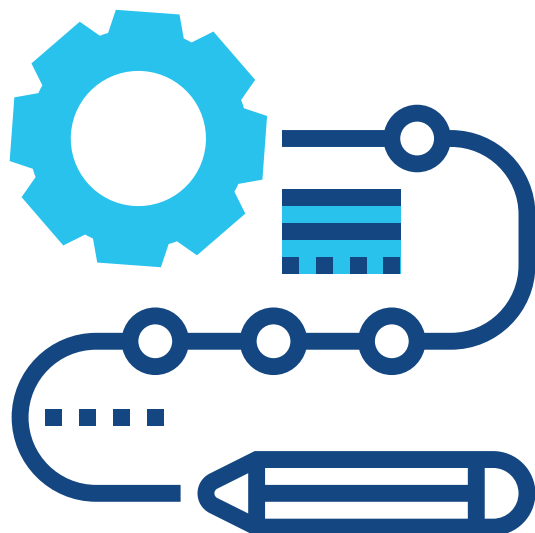


INNOVATION FOR BUSINESS CONFERENCE

The Innovation For Business Conference welcomed key note speakers, cutting-edge researchers and innovative business leaders to join together to highlight the importance of making the change for tomorrow.

Taking place at The Alverton Hotel, around 100 Cornish businesses gathered to hear a series of influential people discuss all things innovation. The event showcased the breadth of knowledge and connections available to the Cornish business community.

Following an introduction from both Adrian Dawson, Director of Research and Innovation at the University of Plymouth and Layla Burrows, South West Regional Manager at Innovate UK, the conference kicked off with renowned



keynote speaker Melissa Sterry. Melissa opened the proceedings with an inspirational talk on bio-futurism, the connection and reconnection of nature in the design of everyday human life. From growing furniture to bioluminescent chandeliers and reducing waste through compostable clothing, Melissa captured the audience’s imagination and opened their eyes and minds to futures possible both in Cornwall and beyond.

Lead Mentor at the British Design Fund Adam Sutcliffe delivered an energetic and relatable workshop on Design Thinking; the process of generating, filtering and improving ideas before making them a reality. With a focus on removing ego and prejudice from the design process, Adam enlightened The Great Hall on how to create and design more consistently and successfully.

Melissa Thorpe, Head of Spaceport Cornwall and John Chapple of Paragon Communications were among the thirteen stellar speakers lined up on the day. Businesses left feeling energised, inspired and engaged to make realistic and necessary changes for tomorrow.

With 83% of delegates stating the event exceeded expectations, Innovation For Business bounced back with a bang following a three year hiatus after the inaugural conference at Scorrier House in 2019.





The Innovation For Business Conference welcomed key note speakers, cutting-edge researchers and innovative business leaders.



DAFTEN DIE-CASTING LTD CASE STUDY

PROCESS INNOVATION & FUNDING SUPPORT.

Daften Die-Casting Ltd, established in 1961, is a family run business, based alongside the river Camel in Wadebridge, Cornwall. They offer aluminium pressure die-casting, right from the design and manufacture of tooling, through to the die-casting of the component and machine finishing, as well as powder-coating.

They are previous ATI clients and this, our second innovation project together, is a natural progression which forms part of Daften's wider plan to continue to increase productivity and efficiency throughout the business.

Mark Weedon, Director at Daften, is constantly looking at ways to modernise the production line. In fact, where some businesses undertake an annual review of their innovation strategy, at Daften it has become part of daily business.

"It's fair to say the business changes every hour of every day and we don't just sit down at the end of the year and say we are going to do this and that. There's always something different to be done", he said.

To increase productivity and improve the company's competitiveness, the automation of



the manufacturing process has become their main area of focus.

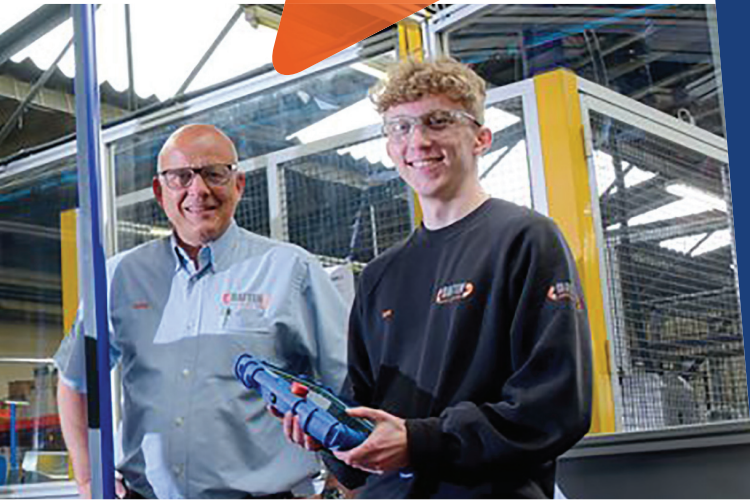
Working with their Business Innovation Advisor, Daften underwent several strategy meetings to outline the parameters of the project and pinpoint the specific stage within the production line in need of innovation.

"Our strategy meetings were really useful for outlining what we were trying to do and we went through how we were going to achieve what we wanted to do with the process of automation, instead of doing it manually", says Mark.

Deburring, otherwise known as sanding down the parts which have been cast, was highlighted as a very manual, labour intensive and boring task causing bottle-necks in the production line and limiting the growth potential of the business.

To assist, ATI² were able to award Daften with an innovation grant towards a Robotic Deburring Cell, which would replace this problematic part of their production line. Mark explains:

"The main purpose of the robot was to improve health and safety, to automate the process and make it more efficient so that we can put our people onto other jobs. So we haven't actually made anyone redundant, we've actually taken more people on in the last couple of months because of the increased workload. We've got the biggest order book that we have ever had in the history of the company".



Investment in this new machinery has improved both the speed and consistency of production performance, whilst reducing the associated health and safety risks of the task, such as Repetitive Strain Injury (RSI) and Hand Arm Vibration Syndrome (HAVS).

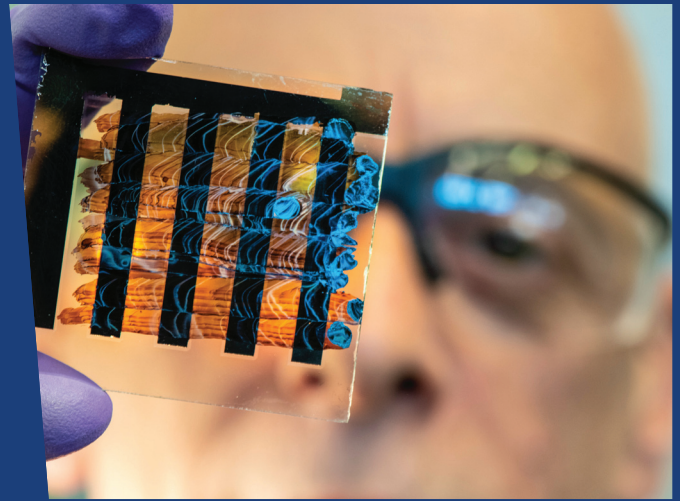
Previously, deburring 500 parts could take 2 employees an entire week to complete. Now, 6 parts are completed at once and a more consistent yield is achieved far quicker, helping Daften to fulfil bigger orders.

In addition to this, the number of sanding disks required has also more than halved as even pressure is applied by the robot, which results in less wastage and fiscal savings.

“With robots you get a more consistent yield and that robot will be working from 6am until 5:30pm without any breaks. The other thing we found is that all the parts come out the same and there’s no variation, unlike what you would get with a human. So it’s changed the way we do things”, says Mark.

Employee satisfaction and wellness also increased as a result of the innovation, seeing as those members of staff no longer undertaking sanding have been retrained and redeployed to do less boring jobs within the business. One such example is upskilling employees to learn how to operate and code the Robotic Deburring Cell itself.

Due to onshoring, the pandemic, Brexit and other external factors, the business is in a rapid phase of growth. This innovation was much



needed to help speed up production and Daften Die-Casting are more competitive as a result of the investment.

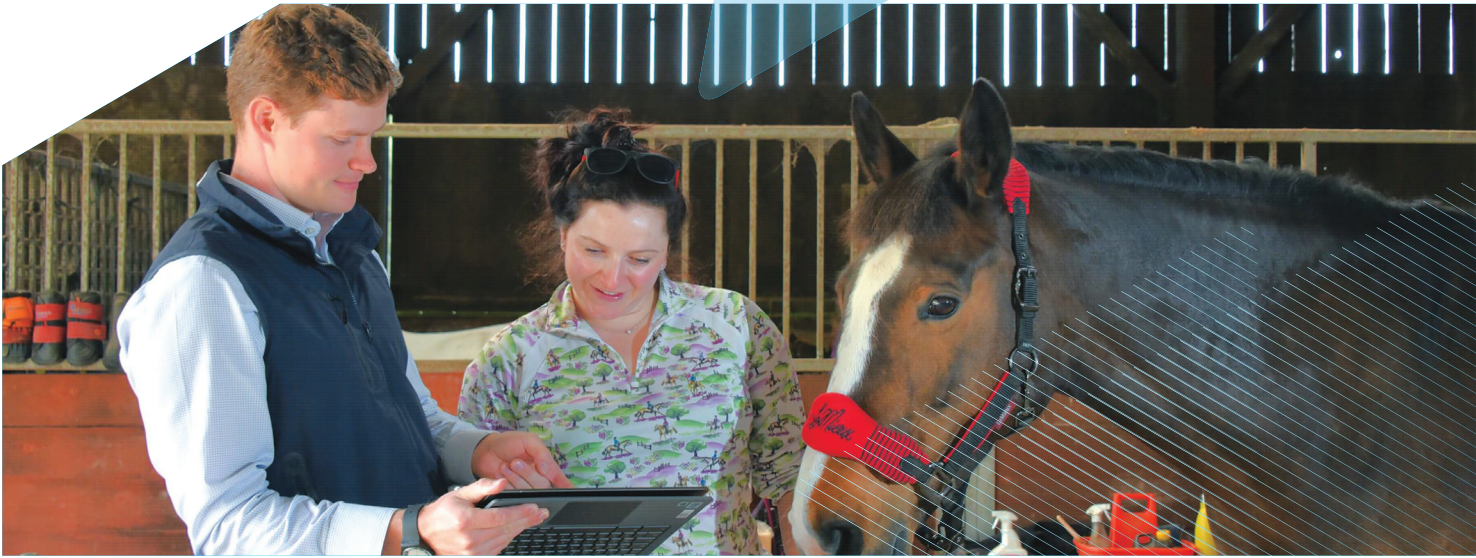
“Everyone that has been involved in the project we’ve got on really well with, whether that be Chris [ATI² Business Innovation Advisor] or John [ATI² Innovation Fund Manager]. It’s been a pleasure and not a chore. Even through Covid, we’ve just worked together to get the job done” says Mark.

“I think ATI² has more than met our expectations just because of the way they run themselves. It’s really different to the other grant providers and it’s an easy process for a dedicated piece of kit. It’s been brilliant” he adds.

The Robotic Deburring Machine is the second robot to be added to Daften’s impressive manufacturing facility and Mark and his team have eyes for more as they look ahead at investing in further automation. Innovation never stands still and Daften are a prime example of a progressive Cornish manufacturer striding ahead to remain competitive and keep up with an increased demand for products manufactured in the UK.



The best thing to do is to stick at it, think out the box and go off in different directions and keep investing for now says Mark.



AEGIS VETERINARY TECHNOLOGY LTD CASE STUDY

FUNDING SUPPORT, RESEARCH,
IP PROTECTION & BUSINESS
INNOVATION

Aegis Veterinary Technology was founded in 2020 as a start-up by vets who wanted to solve a problem they often saw in equine ambulatory care. The process was outdated and relied too much on manual communication which often led to delays in providing care and basic admin being overlooked. Aegis saw the opportunity for a technological solution and began work to bring that solution to market.

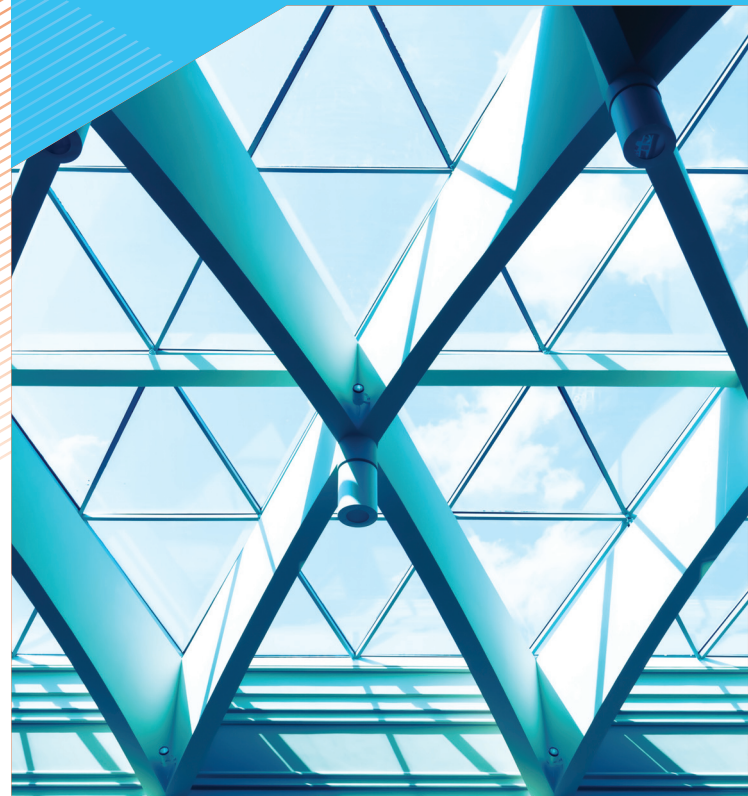
With nothing else like this on the market, Aegis Vets knew they had the beginnings of a useful product, but they also knew they had to move quickly to stake their claim before others turned their attention to the same problem. After some initial conversations and meetings, ATI² helped with market research, surveys and IP protection before deciding to award a £20,000 grant for product development of the ArriVet app.



Our feedback on the product is very much in line with the market research we did with you, so that research has proved invaluable.

Without the support of ATI² we would be in a much earlier stage of the business, it has accelerated us 1-2 years ahead of what we could achieve on our own.

IAIN BRUNT
DIRECTOR AT AEGIS VETS



ASSENTECH CASE STUDY

BUSINESS INNOVATION, CONSULTANCY & FUNDING SUPPORT.

Assentech is a leading supplier of equipment, services and technical expertise in the fields of Tank Storage and Process Safety. Their innovation aims to raise both the standards and efficiency of tank breather valves, whilst also reducing the amount of harmful gasses which are unnecessarily being released into the environment.

Assentech wanted to make it easier for operators to ensure their tank valves are working at optimum capacity and in accordance with industry standards, so they decided to develop a mobile testing rig that would be able to test the calibration and leak tightness onsite at the customers' premises.

"The grant allows us to invest more in our technological advances. It has cost us an awful lot of money to get to this level, meanwhile balancing all the other areas of the business, so it's given us a little bit of cash flow there to reinvest and push ourselves along a little bit quicker".

"Paul and Mike have been a constant voice of reasoning for us and have given us a lot of really valuable thoughts. You know, when you're so absorbed in a product you're almost too close... we did a day where we did some troubleshooting and pitched the different issues that we were facing, and just by using their skillset and asking the right questions it gave us a full overview of the compliance side, the manufacturing side and all the issues we would face within each area and how we would overcome them."



"All the leads and all the support we've had has been massive for us. We are feeling now that we are in a good position and a lot is down to the information we've had from you [ATI² & SWMAS]"



BLACK FLAG BREWERY CASE STUDY

RESEARCH, INNOVATION & FUNDING SUPPORT.

Black Flag Brewery, a micro-brewery based in the town of Perranporth, was established in 2013 by surf-loving brothers Nick and Benedict Sales. Having grown their craft beer business by supplying Cornish pubs, bars and restaurants, as well as opening up their taproom to thirsty visitors wanting to sample their brews on-site, the duo were hit hard when the first wave of the Pandemic forced them (and their customers) to close their doors.

With successive lockdowns continuing to turn off their taps, causing their traditional sales and distribution channels to dry up, Black Flag realised that they would need to pivot their existing business strategy away from a reliance on wholesale distribution and increase sales to the end consumer if they were to survive the Covid storm.

To do so, they needed to invest in new machinery to package and preserve their beer, as well as build an online web shop and distribution service. However, all this change came at a cost and at a time when cash isn't flowing.

"The financial support has been a lifeline to help with the purchasing of the canning machine, particularly in winter, a period which is always a tight couple of months for us and has been made even tighter with another lockdown" says Nick.

As a result of the investment, Black Flag Brewery are now able to reduce product losses and stock holding, whilst also improving product consistency, quality and control.



Covid has slowed us down due to the financial restrictions which we now have as a business. But it's also forced us to speed up other areas and progress with things that were always on the cards, but weren't necessarily a priority at the time.

**NICK SALES
BLACK FLAG BREWERY**



CORNWALL FERRIES CASE STUDY

RESEARCH, INNOVATION & FUNDING SUPPORT.

Local ferry and pleasure craft operator, Cornwall Ferries, are the year round custodians of several popular river routes which are vital to the Cornish travel infrastructure. The business approached ATI² wanting to investigate the ways in which the project could support them on their voyage to discovering new technologies and innovations that had the potential to reduce their environmental impact and modernise their existing systems.

Cornwall Ferries received intensive research, academic and business innovation support through the ATI² programme. Their dedicated Business Innovation Advisor and Innovation Champion assisted them in their bid to propel their green ferry project forward. **"They've helped us through a bid process and with bid writing support"**, which is something Cornwall Ferries had never done before, explains Tim.

"We wouldn't have pursued this project without ATI² and the University of Plymouth support. One reason is capacity. Because of the [Covid19] crisis we've had to make redundancies and management have been really focused on keeping the company afloat. So to do what we have done in a period of considerable uproar is really a major achievement".



"Even though we are a tiny company we are trying to be leaders, not only in Cornwall but in the country... we don't have the capacity to engage in these huge funds which big companies and multinationals, with hordes of people, have and that is what we immediately gained with ATI². ATI² were also able to connect Cornwall Ferries with academics and students studying leisure and tourism at the university. This resulted in Cornwall Ferries taking on a small team of student interns, who undertook a market research project as part of their learning." Tim said:

"It was useful from our perspective to get that analysis which we wouldn't have otherwise done because we got far too busy with activity elsewhere".





E3 TRAILS CASE STUDY

E3 Trails provide self-guided educational trails in 13 major cities throughout Europe. Having established a major contract with Verdie, the largest schools' travel specialist in France, over 90,000 pupils have enjoyed their educational travel experiences. E3 Trails is the younger sibling of Treasure Trails, which was founded by the same team and currently has over 1,200 trails in the UK and sells in excess of 85,000 trails a year.

The pandemic hit and Steve Ridd MBE, Managing Director at E3 Trails, needed to find something else for his team to work on whilst Covid-19 closed their doors. E3 Trails decided to pursue an idea that Steve had been playing with for a while: ***“we were going to create an Interactive Entertainment Platform which is something that is brand new and an idea that’s been inside me for many years”***, he explains.

“We knew that it was advanced, and it doesn’t exist anywhere in the world – so straight away we were pushing the boundaries. Therefore, linking with a technological project and grant

BUSINESS INNOVATION & FUNDING SUPPORT

body like ATI², which also has a link to the university to help me push the boundaries, was a natural fit for us. It seemed an obvious thing”.

ATI² has helped to progress their innovation journey in a number of ways, firstly by providing business innovation support via a dedicated Business Innovation Advisor.

“Mike’s experience from his previous IT world and leaning on him to help us find the right IT partner was critical, particularly when you’re in Cornwall.”

ATI² were also able to reduce the financial risk associated with following through on their technologically challenging idea and E3 trails were awarded an innovation grant to assist with the development of their Interactive Wedding Entertainment Platform.

“We knew we had a technological project on our hands, so ATI² was more of a natural fit for us rather than some of the other funding bodies out there.” says Steve.



FALCO DRONES CASE STUDY

CONSULTANCY, BUSINESS INNOVATION AND ACADEMIC SUPPORT

Falco Drones are developing a unique type of hybrid drone underpinned by technology that allows for improved flight performance: longer flight times, greater distances covered and an increase in performance on high wind days whilst being as easy to use and fly as a quad-copter.

Focusing on the growing commercial drone market, the mission is to develop this technology further, selling and licencing out to companies innovating in three key sectors, Agriculture, Energy and the Emergency Services. The initial reasons for engaging were to find funding opportunities and to network in the Cornish business sector.

Falco Drones received 18 hours of one to one business consultancy. This included 6 hours of funded academic consultancy, allowing one to one time with a relevant academic from the University of Plymouth and 6 hours of external consultancy which supported the submission of a provisional patent application. The consultancy element of ATI² came as a surprise as this aspect of support has been the most useful. He said, "It allowed me to pursue IP protection early on when funding would otherwise not have allowed me to."

"Getting one to one support is always going to be a good thing for you and you'd be surprised in the breadth of support they are able to provide. They were invaluable in making early contacts and provided support in the very early stages of my business which has really helped get the ball rolling."



FAR OUT THINKING COMPANY CASE STUDY

ACADEMIC SUPPORT, BUSINESS INNOVATION, PROTOTYPING, GRANT AND INTERNSHIP FUNDING

The Far Out Thinking Company is an environmental research and development company investigating insect and pollinator solutions. They are the R&D arm of the parent company Pollenize and create insect monitoring solutions which aim to provide vital research about the numbers of different pollinator species across Cornwall, with a particular new focus on moths.

ATI² has assisted the Far Out Thinking Company in a multitude of ways, from providing innovation grant funding support and direct access to academic ecologists at the University of Plymouth; to working with statisticians and our Business Innovation Advisors to help get their moth box product off the ground:

“If we didn’t have the support from ATI this would probably still be a dream on the big to-do list, it’s been really great to push the project and it’s also allowed us to unlock further funding to take certain elements a bit further.”

ATI² was also able to help the business to identify a market need for their moth box and has provided funding support to prototype,



test and develop the working products. ***“The support has enabled us to gain access and expertise into knowledge areas that we weren’t aware of, specifically with the way that the government is changing their approach to land use and the support for farmers,”*** adds Matthew.

The Far Out Thinking Company has gained access to a vast network of specialist knowledge and expertise, from both the University of Plymouth and the accredited innovation practitioners that form part of our overall project’s service. They also benefitted from the ATI² Internship Programme, which funds 50% of an intern’s wage and looks to place a University of Plymouth student with the academic skills needed to help with a short-term innovation project. ***“We have done a number of R&D projects with the university (of Plymouth), it has helped us gain expertise from the academics and also the business support”.***



KEYLU CASE STUDY

RESEARCH, INNOVATION SUPPORT AND GRANT FUNDING

Keylu is an online platform that stores personal, legal and financial information to help people manage their affairs and ease the administrative burden for those they leave behind in the event of their death. It also enables its users to create and manage their personal legacy, by leaving messages, videos and planning gifts for their loved ones. ATI² hosted a number of strategy meetings and workshops to help Keylu identify, and prioritise, the best projects to take forward.

“When you’re trying to run a start-up and you’re already being pulled in a million different directions, actually having someone to guide you through a process is fantastic and that was one of the real benefits of working with ATI²”.

As a small but growing digital start-up, Ian Dibbs, Managing Director, highlights the true value of the grant and how it has accelerated the businesses ability to innovate:

“The funding has enabled us to speed up the production of key features and scale far quicker than we would have done otherwise. We are a start-up and need to carefully manage our finances, and there would have been a longer delay in being able to achieve our goals. By having the financial support of ATI² we are actually ahead of where we wanted to be in our development”.

In addition to the funding support, Keylu have benefited from access to ATI²'s extensive knowledge exchange network and this is something that will continue to support the business to do great things in the future.



The access to the knowledge base is incredible. As we grow as an organisation we are constantly going to maintain our head office in Cornwall, so any access to knowledge and any assistance with applying for finance or grants is huge for the company and enables us to achieve things that we wouldn't have otherwise been able to.

IAN DIBB
MANAGING DIRECTOR
KEYLU



MY COAST CASE STUDY

No parking facilities, nowhere to grab a coffee, high tides or not dog-friendly. These were some of the problems Jo Murray, founder & Managing Director of My Coast, identified after many failed attempts at taking her three children out to a Cornish beach for the day. This led her on a journey to discover what information was available in the public domain to help plan better, safer days out and eventually to deciding to build the solution herself.

Jo has worked as a chartered accountant for many years as well as having built and sold successful businesses before so she was

MARKET RESEARCH, COMPETITOR ANALYSIS AND IP PROTECTION.

confident she was the right person to deliver a digital solution which would help people plan better, safer days out and boost local tourism in Cornwall. That said she had no experience on the technical side of how to actually build an app, so she knew she needed to reach out for expert help and advice to get started.

“I’ve always been driven and never been afraid of so-called impossible projects. I needed something to focus the mind after the death of my husband and I had the capital and the drive to push on and do it.”

Working with ATI², Jo’s main priority was to undertake market research and competitor analysis in order to understand what was already out there, and ensure there was a real need for the app. Working with the projects Innovation Champion, an in-depth dossier was collated and then compared with the My Coast proposal. It found that while some of them covered parts of the My Coast remit, no single-source covered all of the integrated data and information that My Coast was proposing in terms of attractions, events, activities, facilities and safety.

“The work undertaken by ATI²’s Innovation Research Champion was absolutely instrumental to the project. It helped me demonstrate the need for the app and then sell that need to stakeholders to generate necessary investment and buy-in.”

“None of this would have been possible without the help from ATI². The learning gained from the market research & competitor analysis was vital, I had never done any of this before.”



PATERSON & COOKE CASE STUDY

BUSINESS INNOVATION SUPPORT AND GRANT FUNDING.

Paterson and Cooke (UK) provides specialist consulting services to the mining and mineral processing sectors throughout Europe. Their key capabilities are focussed on the engineering design of mine backfill and tailings distribution systems, for which they also offer a range of in-house testing services. They had the idea to develop an innovative and dynamic hydraulic modelling tool that will allow mining companies to access a digital platform and optimise the backfill recipes for each individual backfilling location in the mine, on a daily basis.

A prototype was built internally by Paterson & Cooke who approached ATI² looking to use an external developer to help them turn their application into a customer-ready solution. Working with their ATI² Business Innovation Advisor, they began to scope out the innovation project.

“Working with Rachel has been amazing. She’s always available to answer our queries, provide sound advice and isn’t afraid to take the time to provide the feedback we need to help develop it”.

In addition to the innovation advice, guidance and support offered through the programme, Paterson & Cooke were awarded a grant from the ATI² Innovation Fund, which contributed towards the external developer costs to build the final platform. ***“To put it bluntly, we wouldn’t have been able to develop this project without the assistance from ATI². It’s a new area for us, it’s outside our current core practice, in the sense of developing this new model, and with the financial support through ATI² we’ve been able to actually undertake the development. The match funding that we have received has been great and it’s a project that wouldn’t have gone ahead without it”.***



THE INNOVATION STUDIO

As a result of the global pandemic, investing in digital innovation became essential.

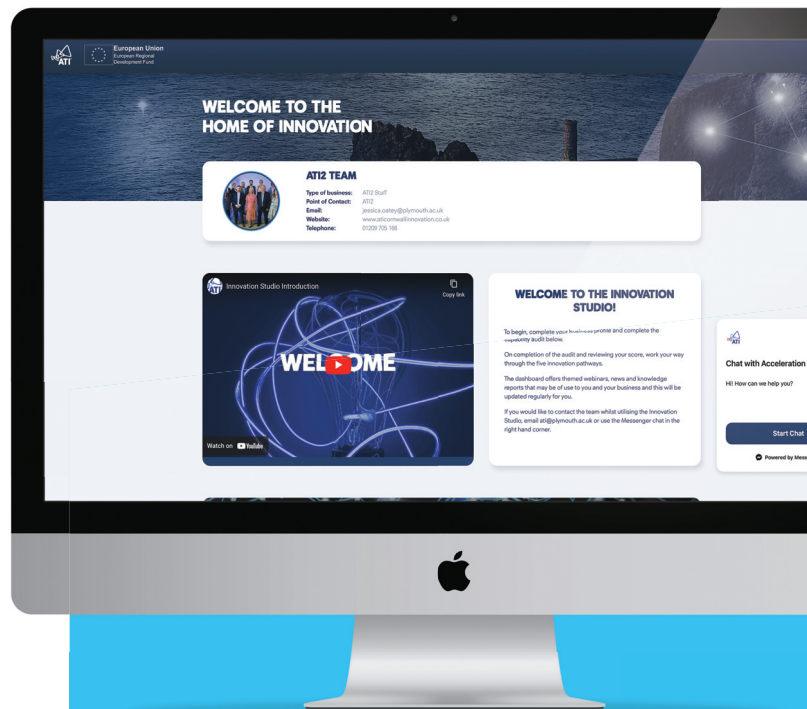
The programme launched a new platform to help businesses access business support from home. Acceleration Through Innovation led the way by creating the first digital innovation platform in the south west.

The Innovation Studio is an interactive platform that has assisted SMEs in tackling some of their challenges by accessing fully-funded cutting-edge technology to work through accredited tools and resources, knowledge exchange and webinars.

As the platform continued to develop, businesses have been able to use the tools to work remotely in their home environment or with their teams, allowing each business to create their own personal profile to capture their journey and log their progress.

The user journey has specifically been designed to assist businesses working through a themed pathway following completion of a capability audit to enhance their journey.

“It was important to us when designing the studio that businesses felt that their experience on the platform was tailored to suit their specific business. In order to do this, we created multiple pathways which support different aspects of the innovation journey. By investing in a digital platform, ATI² has been able to share the latest resources and tools specifically designed to help businesses innovate, grow and become more sustainable; it’s been hugely exciting for businesses in Cornwall.” Jo Hancock



Innovation is the key to business success and with the resources at ATI it has been made achievable – the future is here.

MICHELLE MEDHAT
INSTITUTE OF INNOVATION
& KNOWLEDGE EXCHANGE



MARINE BUILDING

*To touch
new worlds
through the
resolution of water
we ride waves of air &
tides of sun and moon*

THIS BUILDING WAS OPENED ON 30 OCTOBER 2012 BY
HIGH PRINCE PHILIP THE DUKE OF EDINBURGH KG KT



Brilliant people to work with. Helpful the whole way.



Fantastic team at ATI and they have helped so much with the business.



We have done a few grants and the ATI process was one of the best. Mainly because of the support offered by the team.



Our business advisor was very good, our Marketing consultant was excellent and the staff at University of Plymouth were outstanding.

ASK THE INNOVATION EXPERTS.

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