

enterprise **m3**

# GROWTH HUB

LET'S TALK GROWTH

Enterprise M3 Growth Hub  
Progress Report and Case Studies

September 2016

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## Enterprise M3 Growth Hub Progress Report

As a previous Growth Champion I am now very excited to be responsible for the future development of the Growth Hub as we continue building up momentum over the coming months. The Growth Champions have already been providing valuable support and advice for businesses as seen in our case studies.

The Growth Hub has built up an invaluable and unique source of business intelligence in our region including business challenges and opportunities for innovation, growth and talent retention in the key sectors which we have shared with the LEP supporting their SEP and latest Growth Fund bid. Since Brexit we have also been providing daily updates which are being fed back to the LEP and BEIS on what is happening on the ground and support that companies need to build on Brexit.

The reoccurring themes coming out include raising awareness of the fantastic business activities happening in our region and building on that to encourage more localised supplier/ customer working with other SMEs and Corporate, letting businesses know about business support and LEP activities available, enabling and simplifying collaboration, developing an innovative culture and innovation within our businesses and younger generation, productivity while also tackling the talent agenda.

We are now following up on these themes that have been highlighted, with Growth Hub activities focused on playing an even larger role in simplifying the process for companies to connect, develop, collaborate, raise awareness and innovate to enable growth and productivity in our specialist sectors. These activities will also drive referrals, engagements and growth plans for the Enterprise M3 Growth Plan to grow awareness of the support we provide.

Activities Include:

Activity	Impact	Comments
BQ Debate Roundtable July	16 attendees including entrepreneurs, Head of 5G, Head of Cyber security at R Holloway, Chambers from Surrey and Hampshire.	Providing valuable feedback on challenges of developing and maximising on innovation in our region , with the full debate being printed in a supplement to go out at the intermediary event in October
July Enterprise M3 Growth Hub and BQ Breakfast promotion at the cafe in the Technology centre	13 new engagements for the Growth Hub and followed by growth plans.	The success has resulted in us looking at developing a more regular networking /social events at the STC.
New team recruited in July with a new full time Growth Champion and new role of Marketing and Community Engagement Manager, which has been filled by Tim Watts, formerly from Innovate UK. We are also recruiting further specialised associates to support our growing number of businesses.	Dedicated person to develop community engagement and content on the portal to drive referrals. Growth Champions targeted on delivering engagements and actions plans to drive demand.	

A Digital Agenda round table set up at the end of August for LEP to feed into their Digital agenda with local businesses.	6 businesses attended and 3 referrals.	Successful feedback and now working with Dan Wilkins to also set up a survey on the Growth Hub portal
Working closely with Hampshire County Council and Andrea McCallum to increase business referrals from Hampshire to the Growth Hub.	Increase referrals from Hampshire region every month and have increased presence at local networking events. 8 referrals a month.	Successful model that could be rolled out to other B Councils working closely with our Growth Champions.
Business Champion With Business South	Meeting to arrange how we can work more closely.	
Meeting with Setsquared, Karen Brookes	Develop joint initiatives and provide Growth Champions on to their investor showcase panel in November.	
Meeting with Surrey County Council and Richard Hendron on how to utilise the Inward Investment database to work more closely on raising awareness of the Growth Hub and Inward Investment	Increase referrals from Surrey by 5 a month minimum.	
Redevelopment of the Growth Hub portal and registration, introduction of the Specialist Supplier Network for our growth companies, development of a community forum to initiate further engagement with the business community. All set up by the end of September.	Key role of our new marketing manager and aim to drive referrals and promote the Growth Hub through the portal, referrals 5 a month initially.	Instrumental in future sustainability plans
Surrey Research Park networking event starting in September, with the support of local businesses and sponsored by a local law firm.	Develop Growth Hub communities and referrals.	A pilot that can then be rolled out to other regions.
First newsletter to be sent out to over 300 businesses and partners in September	Develop marketing communication to promote the service, events and provide forum for driving out content. Referrals 5 a month.	Emarketing strategy for future sustainability models.
Increasing Collaboration between companies referred by the Borough Councils to the Growth Hub.	Our Growth Champions have already worked with Colleagues on plans for the Aldershot games Hub and	

	setting up a Games community in Camberley. The meetup in Camberley already has over 100 members with regular meetings sharing ideas and allowing for collaboration	
Development of a Creative cooperative which the Growth hub will be leading on with the support of the resident companies at the Research Park. .	This is part of a larger vision to promote the region and develop more localised collaboration	Involvement of the Borough Councils into a “ Localised Growth Hub Service” .
25th October event at Bombay Sapphire sponsored by Fairfax County to promote Export to the US to local businesses and business support services available including the Growth Hub and Innovate 2 Succeed.	Starting to develop events with partners to promote business support services available in the M3 area. New leads 20	
Investment and collaboration with Synoptica, a Surrey Research Park based company who have also accessed the Growth Hub Service. We are looking at developing an Enterprise M3 smart database which identifies high growth/ innovative businesses in our region and sectors.	Enable the Growth Hub to target key companies for support with business intelligence and ability to start benchmarking and providing councils with up to date business intelligence. 20 new lead a month.	Providing analysis and business intelligence on each company to provide a complete overview of individual business activity / challenges and opportunities helping us to target and support them more effectively
Large intermediary event 7th October targeting EDOs, Professional services, universities, and membership organisations at Mercedes World.	Significant step change in awareness within the intermediary market place. Increase in referrals (minimum 20 new leads)	Strategic approach to leverage intermediaries, launch market place and Specialist Support Network and share vision of the service

I have also had meetings with Sarah Carter and Rachel Ford to look at how the Growth Hub can support and engage further with the skills agenda and skills portal. Our new Growth Champion Jeannie Satchell has a strong skills background and we are looking to integrate her expertise also into the Growth Service support for our high growth companies.

I am also liaising with SepNet (South East Physics Network) on how we can integrate their work with students and employability with our businesses we are working with and have talent shortages. I am looking at a possible pilot scheme similar to one that is being run between Sussex University and Sussex Innovation Centre ( SINC).

These activities will continue to grow the momentum and buzz in our core sectors to increase referrals and support more high growth innovative businesses. Please do contact me for any further details and please do come and see us in our offices at the Surrey Technology Centre when you have time.

A handwritten signature in black ink, appearing to read "R. Ludgate". The signature is written in a cursive style with a large initial 'R'.

Enterprise M3 Growth Hub

## PyTerra

### **Business growth scheme puts water specialist in the flow**



A data analytics company specialising in the water sector has benefitted from a steady flow of business advice as part of an Enterprise M3 Growth Hub scheme.

PyTerra, a business initiative of Concepture Ltd, was initiated in 2013 in response to increasing experience of water scarcity and flooding in the UK.

After identifying a gap in the market for integrated water resource management, the company began developing leading-edge geospatial data technology which allows the prioritising of water allocation to improve resilience risk for organisations with a high reliance on, or responsibility for, water.

As part of an innovation network to develop water solutions, founder and Managing Director David Arscott worked with environmental engineering consultancy partners WSP Parsons Brinckerhoff to design a smart system for water allocation. Supported by academic researchers at the University of Surrey and Imperial College London, the Cloud-based

system can be applied to water trading platforms, sustainably matching buyers and sellers, as well as to control systems which optimise the management of freshwater networks in response to changing environmental conditions and changing demand for water.

David Arscott, said: “There is most certainly a gap to be filled in the market which finds a better way to make use of Natural Capital by using leading-edge data technology. Advancements in the use of satellite data, hydrological modelling and neural network optimisation now make it possible to deal with the complexities of natural systems to derive value for businesses and communities. But this has to be done sustainably, to protect and enhance biodiversity, and ethically, so that access to water is made available to all.”

In 2015, after a year and half of research, David was on the lookout for the necessary support and funding needed by a seed-stage technology start-up. He was directed towards the Enterprise M3 Growth Hub, which introduced him to an experienced business mentor who could help reinforce his business strategy.

David was put in touch with Enterprise M3 Growth Hub mentor or “growth champion”, Mel Redding, who is widely networked with key government senior stakeholders and external partners. Mel signposted David to the help of key industry contacts and funding partnerships and helped to identify and maximise available equity finance and grant schemes.

Mel was instrumental in providing consultancy support for PyTerra and introduced the business to the Satellite Applications Catapult (SAC) at Harwell, a Government supported innovation cluster created to foster growth across the economy through the exploitation of satellite data.

Her assistance also included identifying key contacts within the Defence Infrastructure Organisation as well as across waste and food supply chains.

David added, “The support from Mel was very useful, with all leads and networking opportunities followed up. This has resulted in a partnership arrangement with a satellite

data company at the SAC, forming part of a team under me which is bidding for an EU Horizon 2020 grant.

“Mel also helped to reinforce our next steps in financial aid by facilitating a peer review of the business plan with another Growth Champion who is an engineer by background but a specialist with finance applications.

“It was really useful to have an informed third party, such as Mel, come in and add valuable insight into the process while giving fresh ideas as to how we can better network.”

## CHILLISTICK

### Engineers given helping hand to take innovation to market



The Enterprise M3 Growth Hub is fortunate to be working with some of the most exciting, innovative businesses in the south of England. This includes a company formed by two engineers who are launching a new product for the drinks on-trade industry at Europe's biggest on-trade exhibition Imbibe.

Chemical engineers Mike Ashe and Chris Buchanan launched Chillistick in 2007 to explore different commercial applications for dry ice – the solid form of carbon dioxide. When the ice is added to warm water, it creates a fog effect sometimes used at weddings, parties, discos and other special events.

Mike and Chris, who are both good friends, explored the range of dry ice uses, from science experiments in schools to corporate events and even special occasions in the home. Within four years, they had transformed Old Basing-based Chillistick into one of the largest dry ice suppliers in the country. They then changed the focus of the business from manufacture and supply to innovation, designing a range of patented drinks accessories that could create eye-catching dry ice special effects.

Exciting partnerships with major spirits brands were formed and the duo started supplying hospitality firms nationwide, including a particular well-known experimentalist chef. Design and development accelerated rapidly and Chillistick became well-known across several key markets.

The pair wanted to deal with a major limitation of dry ice which is its short shelf-life of typically 2-3 days. This means that a venue must use all of the dry ice up in this short window so it would be very convenient to have a fog effect which can be stored for much longer. Many hours and many chocolate biscuits were consumed in experimenting with different types of container. To fund research and development activities Mike and Chris secured a loan from FSE Finance South East and now they've hit on a product which they believe could provide a solution.

The result is the FogJug, which provides a fog jet from a shared drinking vessel that can be used with many types of drink, from beer and cocktails to ciders and soft drinks, delivering fog drama on demand with a shelf life of several years.

Finance South East introduced Mike and Chris to Mike O'Dwyer, an Enterprise M3 Growth Champion who has helped them review and refine their business processes and identify potential markets for their product.

Chris said: "Mike's help has been invaluable as we've moved towards a position where we can take the FogJug to production. He has challenged us to think about how we would commercialise the product. Our focus has predominantly been on research and development, on how to fine-tune the product to maximise the shelf-life of the fog effect, but Mike has taught us that we need to be thinking ahead to the next stage now."

Mike O'Dwyer will continue to work with Chillistick to guide the company through the transition from product manufacture to commercialisation. He has also put Chris and Mike in touch with a technical advisor from Growth Hub partner SETsquared, which supports business incubation through a collaboration between Bath, Bristol, Exeter, Southampton and Surrey universities.

Chris said: “One of the best advantages of working with the Growth Hub is that the Champions can signpost you to an extensive number of people with a range of different specialisms. We’d definitely recommend them to other science and tech-based companies seeking to grow their business.”

## DAWES HIGHWAY SAFETY

### Growth Hub assistance puts Dawes in the fast lane



When James Dawes was working for the Metropolitan Police, he saw first-hand the dangers of central London's busy road network. He had to attend several serious accidents involving cyclists and pedestrians colliding with lorries and falling underneath the vehicle. After he retired from the force in 2014, he set about designing a revolutionary road device that could significantly reduce injuries and fatalities caused by this type of collision.

That was the catalyst for the birth of Dawes Highway Safety, which recently launched its flagship DawesGuard innovation to the market. The apparatus fits neatly between the axles of lorry wheels and, unlike any standard under-run bar, actually makes contact with the road surface thereby preventing the vehicle's wheels from passing over any person on the ground. Utilising patented technology, the fully retractable system makes constant contact with the road surface, although the driver can control and retract the system when the vehicle is deployed in off-road environments such as building sites and quarries.

The innovation has successfully completed a trial with construction firm Keltbray Group, which will eventually fit the system to its new fleet of vehicles. The aim now for Dawes

Highway is to target other construction fleet companies and original equipment manufacturers in a bid to rapidly scale up revenues.

James said: “Most serious and fatal accidents involving heavy vehicles and cyclists or pedestrians happen when the vulnerable road user falls under the vehicle and is run over by the rear wheels. Our revolutionary device directly tackles a very real hazard and has the potential to significantly reduce the number of accidents, injuries and fatalities. Essentially, it will make urban areas much safer places to be.”

For a start-up operation, Dawes Highway has come a long way in a relatively short space of time – but James has had a helping hand to get him to this point.

Despite having a good idea protected by a watertight set of patents, he couldn't get people to take him seriously at first. He also needed the necessary support that any entrepreneur starting his first venture would require. After a long search, he was directed towards the Enterprise M3 Growth Hub, which introduced him to an experienced business mentor who could help him navigate the pitfalls that stood in his way.

The mentor or “Growth Champion”, Mike O'Dwyer, helped James evaluate and re-write his business plans so that they included clear, measurable aims and objectives. Mike's assistance has also included advice on cashflow management, financial forecasting and how to promote the product to potential customers. James has now recruited a PR specialist and social media expert to help him step up his marketing drive. Mike also signposted James to other sources of assistance where appropriate.

James said: “I don't think I'd be where I am today without the Enterprise M3 Growth Hub. Mike's assistance has been invaluable in helping me to fine-tune my business proposition and promote the DawesGuard more widely. I've received some fantastic coverage in the media, as well as expressions of interest from several parties.

“Mike has been a great sounding board to bounce ideas off. He has also used his extensive network of contacts to recommend consultants and specialists who can advise me in areas of their expertise.

“The best thing about the Growth Hub is that it doesn't take a one-size-fits-all approach. It tailors advice and guidance to the needs of specific individuals and their business proposition.

“Now I’m ready to take my business to a new level. The financial potential of my product is massive and I’m looking forward to realising my dreams with continued help from Mike.”

## iGEOLISE

### Growth Hub advice timely for iGeolise



When Charlie Davies was stuck in a morning traffic jam on the M27 he pondered the difference between the time that was passing and the miles that weren't.

Six months later, Charlie and his friend Peter Lilley founded iGeolise, a location-based software that tracks minutes, not miles after noticing a gap in the market for a travel time facility.

Peter and Charlie began their venture above a garage in Surrey with the aim of improving how location-based data was searched. The company, which now has 14 employees (growing to 20 by the end of this year), began building the technology that could search maps for local content by time travelled, based on the idea that location-based decision-making can be more efficient, more relevant and more human.

Now, the iGeolise team is revolutionising the way we search online by turning distance into time and has plans to expand the business rapidly. The product is already live in eight countries and boasts a host of national users including Zoopla, Countrywide, and Jobsite, with many more countries launching in the coming months.

Peter said: “We’re fortunate enough to be a profitable company and we weren’t looking for funding advice but with plans to expand the business we needed to get in front of the right people, with the right message, at the right time.

“We were introduced to Mark Selby, an Enterprise M3 Growth Champion, by Mark Pearson of Surrey County Council, who is an old friend. He thought Mark would not only be interested in what we were doing but would have lots of contacts and experience to offer – he was right.”

Mark Selby brings to the venture a wealth of experience after spending many years working in the technology, media and telecoms sectors. A visiting professor at the University of Surrey, home of the 5G Innovation Centre (Europe’s largest academic communications research institute), he has held senior roles at Nokia, IMG, DEC and Xerox, influencing and shaping many technology and business innovations.

Mark said: “I’m truly impressed by the achievements of Peter and Charlie. They’ve created solutions that address genuine business and consumer needs. iGeolise brings rapid value, convenience and relevance to search, marketing and analysis. It’s no wonder that major retail, property, media and hospitality companies are racing to use this technology. The results are outstanding.”

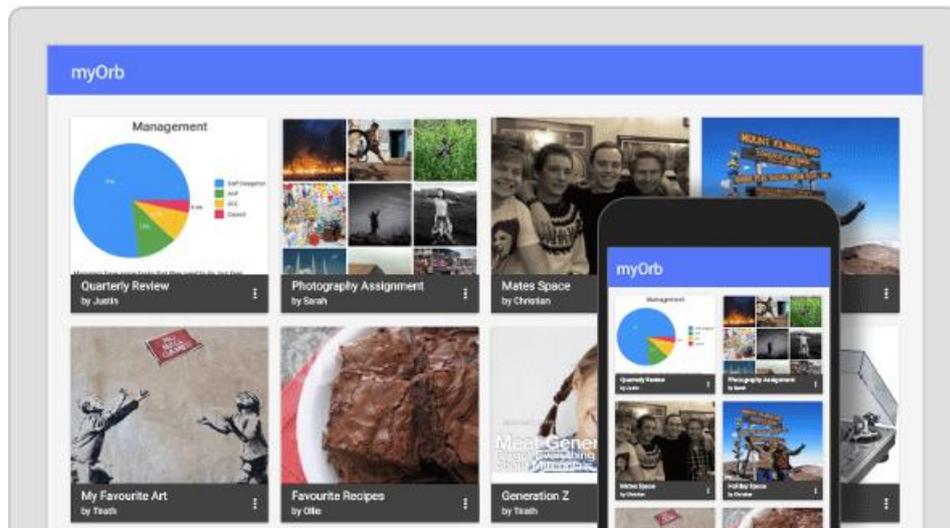
After working with Peter and Charlie, reviewing and prioritising the company’s strategy, Mark has helped iGeolise make several useful connections to potential clients, which has resulted in new projects coming on board.

Peter added: “Mark has been great at opening specific doors for us. He has a good network of contacts which differs from my own, and he’s been very generous in opening this book of contacts for us to tap into.”

“Our experience of the Growth Hub has been very professional and useful.”

## myOrb Case Study

**If your business life on the web is just getting too cluttered or you are worried about privacy, then you need an Orb.**



MyOrb was set up in Guildford by Tirath Bansal and has been in development mode for the last three years.

The company's remarkable new product is a far-sighted application that takes a unique view of how files and web content are stored by users of the internet. MyOrb wanted to use the latest emerging technologies to solve a significant problem for internet users by creating a platform that allows users to store and share any type of information within a single desktop environment.

“It is estimated that we waste 19% of our time tracking down information needed to complete tasks,” said Tirath.

“MyOrb allows you to gather together any type of information from any source into private spaces, which means everything is in one place on every device so you can always start where you left off. It frees up vital thinking space and increases focus, creativity and productivity even when you have been away from a task for some time.”

They have used around 400 test users in the UK to prove that the product is highly scalable and resilient.

“They have used the platform daily and the user count is slowly growing through organic referrals,” said Tirath.

“We are initially targeting 100,000 users of myOrb.”

The amazing potential of the product is being realised with the help of Enterprise M3 Growth Champion Prem Gyani, who has packed many years of experience into his career and has plenty of praise for Tirath and his team.

He said: “The product is as stable as can be expected and it’s undoubtedly a breakthrough use of HTML5 technology. There is a clear need for the platform as more and more companies and users migrate over to a cloud platform and away from desktop and server environments. “If successful, this has the potential of putting Guildford and Surrey on the map of world-changing internet technology start-ups – I am not aware of any competitors or any developments in this area that are as far advanced.

“MyOrb is run by an MD driven to deliver a 100% quality product and he has been working so hard to hit that 100%, launch a product and then incrementally improve it.

“We will be focusing on marketing and adoption and I have put them in touch with a number of my contacts who can offer financing options through VC or angel funding routes.”

Among the potential markets for myOrb are collaboration between students working on shared projects and compiling complex revision notes, research gathering and creative agencies who are always on the move and updating their work.

Prem’s key work with myOrb covered three main areas where he has particular experience – sales, marketing and finance.

“An overarching sales strategy will help the company get to its goals of winning higher education, creative industry and corporate accounts,” he said.

“And that will dovetail with a marketing strategy that will enable myOrb to deliver end user growth and platform visibility. Then we can support that with a longer-term financing strategy.”

Prem has spent his whole career gathering experience and knowledge and is now keen to pass that one to new businesses.

“I had a 32-year career in IT, working for different companies all over the world and I am now doing what I want to do – getting involved in a number of incredible projects which I do because I like the people and think their work is amazing.

“Thankfully, there is no shortage of people who want me to help them and with my experience, I can step into those projects and come up to speed with them quickly.”

Tirath is a big supporter of the Growth Hub model and said Prem's input had been "massively useful".

He said: "We have only just launched, so it is still early days for us, but it is always so good for younger firms to have that sort of support. To be able to bounce ideas around with someone like Prem, with his level of experience, has been very important for us."

## **NEWNHAM & SON**

### **Family accountancy counts on Growth Hub advice**

A family-run business in the accountancy, taxation and management reporting fields has benefited from a bank of advice from the Enterprise M3 Growth Hub.

Newnham & Son, run by father and son team Roger and Edward Newnham, has a wide client base including sole traders, partnerships and limited companies as well as personal tax clients in the UK and abroad.

Founder and partner, Roger Newnham opened the practice in 1980 and welcomed Edward to the team in 2012 – a move that was the catalyst for the company's development. Since then they have overseen organic growth at the company, which has increased turnover from £120,000 to £190,000 in the last two years.

With a client base of 160 and a new member of staff appointed, the company has ambitious plans to expand further across the breadth of the country. Under the professional services category for growing businesses, Edward was put in touch with Growth Hub champions Mel Redding and Prem Gyani, who used their experience and know-how to help position the company for further expansion.

Mel, who has led business development activity and sales strategy in the UK and overseas for more than 25 years, helped Edward evaluate the company's business plan and provided a strategic review so that it included clear, measurable aims and objectives. Her assistance has also included advice on fee structuring remuneration, growth targeting and how to promote the product to potential customers.

Edward said: "As a business that has been trading for more than 30 years, we were confident we knew what was needed to run a successful business but with ambitious growth plans for the future, we really needed external guidance to review our business strategy.

“We were fortunate enough to be put in touch with Mel and Prem who very much follow an ‘every client is different’ approach. They took the time to understand what success meant for us as a business and worked side by side with us in this process.

“Their advice, skills and encouragement were extremely valued and they helped to reaffirm the fact that we had the right business strategy in place to take us to the next level.”

Mel said: “We worked with Newnham & Son to undergo a client-based analysis which would in turn provide us with enough information to determine the core client demographic, highlight the key targets for growth and explore the different models of marketing and social media.

“It was fantastic to work with Newnham & Son and I’m really impressed by the successes of the company to date. It’s no wonder they’re expanding their client base at a remarkable rate and I look forward to following their progress.”

Prem is experienced in providing business strategy, sales and marketing support for fast-growth companies with an ambition, ability, passion and energetic enough culture to solve a problem.

Fascinated by the science of social and mobile engagement, Prem was instrumental in providing social media strategy advice for the company. He was able to introduce Edward to apps including Cashflow and Zero to help the company reach a younger client base and step up its marketing drive.

Edward added: “Prem’s social media expertise has been effective in helping to generate a more visible social media presence and I’m looking forward to exploring the new marketing avenues he presented.”

## **ReEnergise Case Study**

**Energy management specialist ReEnergise is earning a market-leading reputation for providing complete solutions to energy challenges.**

It was founded by Adam Hewson and Tarquin Henderson and has been trading for more than six years from Grayshott in Surrey.

After initially focusing on providing impartial advice and project management to the domestic market, the company switched its focus to the commercial sector.

It now provides its finance and consulting experience to large commercial and infrastructure energy projects and is also looking at the community energy sector, allowing communities to set up supply energy companies and have the ability to purchase gas and power from the National Grid to sell to their residents.

“Overall, our aim is to help clients make informed investment decisions,” said Tarquin.

“The target market is mid-scale commercial companies, predominantly in the South East, hospitals, transport hubs, destination locations and educational establishments.

“The energy market is changing at an unprecedented rate. In the past, under-exploiting energy management opportunities may have had limited implications on bottom-line performance. In today’s new energy market businesses need to take greater control of their energy costs using proactive energy management to materially enhance business performance,” said Tarquin.

In addition to its sustainable energy consultancy and project management, the company has also built a specialism in energy project finance. Firstly, it provides asset-backed loans for sustainable energy installations from its own fund – created in 2013. Secondly, it has advised local authorities on how to deploy capital into local communities to enhance energy efficiency in their region.

To fulfil its ambitious aims, ReEnergise has signed up to the Enterprise M3 Growth Hub which provides support and guidance for fast-growing SMEs. The company has been working with Growth Champion Prem Gyani, who has already experienced the challenges new firms are faced with.

“When I heard about the role of Growth Champion with the Enterprise M3 Growth Hub I knew I would find local companies who could benefit from that experience,” said Prem.

“I know what companies like ReEnergise are going through because I have been through it myself several times.

“They have good potential and have realised that in a very busy renewable energy marketplace they need to do something different. Their new entry into community energy supply is particularly exciting. They already have their first client in the pipeline and what the Growth Hub has been able to do is put them in touch with people who can help with this project’s funding.

“Theirs is a great idea that has been very well put together and the company has demonstrated its ability to deliver a future strategy by choosing to move its focus from domestic to commercial, which is a very strong indication of the long term sustainability and success of their newest adventure.

Prem continued: “The well-thought out addition of fund management to their portfolio in 2013 has meant that they now have accrued and ensured future revenue streams which they can lever to cover the operational costs, staffing for growth and development of new ideas.

“Creating a new business opportunity for a future that sees the inevitable return of high energy prices at this time is a shrewd move. It’s a huge opportunity if ReEnergise can crack it.”

Prem, Tarquin and Adam have been working closely together and have already identified the key drivers to take the company to the next level.

“Short-term funding for operational costs is important, and the company is approaching a number of sources to look at the best way to do this,” explained Prem.

“They will also be entering new markets with their consulting services and are trying to extend their market presence in the state education market to talk about energy efficiency. We will get the new community energy business off the ground and funded.”

Tarquin said the help from the Growth Hub was vital to ReEnergise’s early success.

“Prem has been very helpful for us and has certainly opened doors. He has so much experience in these areas and has been giving us plenty of ideas. We have talked about the shape and structure of the business and he understands what we are doing at Re-Energise and has represented us very well.

“We appreciate the high level of support and mentoring provided by the Growth Hub and recognise its value to newer firms.”

## Synoptica Case Study

**Synoptica was formed by the merger of two companies in 2015 to deliver a focused approach to ground-breaking data technology.**



The company wanted to push through a crowded market which was making it increasingly difficult for corporates to find innovators who could help them develop into new markets and segments.

“Our ambition is to become the leading global provider of B2B data for other businesses and investors - the largest database of SME data on the planet,” says CEO Stephen Mooney, who was also an Entrepreneur in Residence with universities network SetSquared and an advisor to the University of *Surrey’s angel investment group Surrey 100*.

His business model is to channel automatically sourced and valuable data from the web and other data sources into a central database and then use advanced AI to analyse and predict the winners in innovative companies who will drive high growth and high rates of adoptability.

“We will help discover innovation that can help a business, and our advanced techniques in deep learning and big data analytics can then help define business needs and match them to the best solutions in our global network,” added Stephen.

The target audience is large corporations to generate demand for innovation and solutions through their Synoptica platform, local government to help them identify high growth companies, investors and the innovator community.

Synoptica's impressive performance so far has led to it being engaged by a government agency to analyse all of the businesses in their area and to build a map of the successful sectors and the most successful companies in those sectors. This process is fully automated and is now tracking progress of those companies to help attract inward investment and provide central government with high-value data about the economy.

"We are starting to deliver a stream of projects that are starting to engage a growing number of innovating companies," said Stephen.

"This has led to us expanding our development team to take advantages of new opportunities that are being presented and we are investing heavily in technology to build links between diverse areas of the data available across the Internet."

The company has benefited from the Enterprise M3 Growth Hub, an expert advice and resource network that fuels the growth of local businesses. Synoptica has been working with Enterprise M3 Growth Champion Prem Gyani, who has spent more than 30 years developing cutting-edge companies in the IT sector.

Based on all that experience, Prem's expectations for Synoptica are high.

"This is an amazing company with some early success," he said.

"We have helped Stephen to understand how he can get some local government wins and use that to build the business. We have also connected him to various potential clients that he has been working with.

"The company has identified and is executing an immense and well discovered opportunity that could lead to them becoming the new D&B or Experian," he said.

"The merger of two talent pools into a single company is a clear demonstration of a well thought out, long-term, strategy and well as a strong indication of the long term sustainability and success. They have demonstrated a refreshingly pragmatic and experienced approach to the need for operational cash flow by using the developers as a revenue-generating team alongside the development of their own product."

Prem devotes much of his time to helping start-ups move further up the commercial ladder and encourages other established entrepreneurs to do the same.

"People with a level of experience should always consider helping smaller businesses, but should always bear in mind that SMEs will often kick back against typical mentoring and someone coming into their business telling them what to do," he said.

“The secret is understanding how humans interact and that psychology is just as important as business knowledge when you are talking to people who have built their own businesses from scratch.”

With his help, there are key targets ahead for Stephen and his team.

The company is poised for high growth and will start building an impressive portfolio of large-scale data projects which will help it become acknowledged as a leading large-scale data provider in its market.

Working with app developers and research companies, it will continue to build brand awareness among the large corporate community and will dig deep into the sector to find the very best skills among staff who will help the company at the forefront of this technology.

CEO Stephen said the Growth Hub had offered an extra dimension to Synoptica’s work.

“We have had a great relationship with the Enterprise M3 Growth Hub and with Prem in particular. We have been able to tap into his huge experience and have benefited from the fact that he understood us very quickly.

“He has been able to open doors for us and put us in touch with people who have made a real difference to our business.

“It is both reassuring and essential that this support is there for aspirational and growing firms like us.”