

GrowthAccelerator

Where ambitious businesses go to grow

An introduction to GrowthAccelerator



GrowthAccelerator is a unique service led by some of the country's most successful growth specialists - where you'll find new connections, new routes to investment and the new ideas and strategy you'll need for your business to achieve its full potential.

A partnership between leading private sector business growth experts, Grant Thornton, Pera, Oxford Innovation and Winning Pitch and backed by Government, GrowthAccelerator will get your business to where you want it to be - faster.



◀◀ Where you see potential,
we'll help get results ▶▶

How will my business benefit from GrowthAccelerator?

You've already built a thriving, successful company and you're ready for your next big phase of growth. But do you know how to get there?

GrowthAccelerator will help you get to the heart of the barriers that are holding your business back and work alongside you to identify the critical steps you need to take to achieve your next phase of growth – rapidly and sustainably.

GrowthAccelerator provides a framework to help you:

- build a successful growth strategy;
- discover new routes to funding and investment;
- unlock your capacity for innovation;
- harness the power of your people; and
- unite and excite your leadership team.

And as part of the GrowthAccelerator high-growth community, you'll meet and network with other liked-minded businesses and growth experts who have already experienced the successes you've achieved and the challenges you are facing.

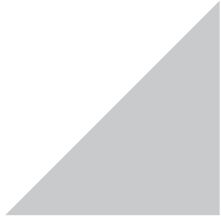
You'll also have exclusive access of up to £2,000 match funding for senior managers to hone their leadership and management skills, getting your team in the best possible shape to drive your business forward.

How is GrowthAccelerator different from other services?

GrowthAccelerator exclusively targets high growth businesses who want to enter their next growth phase and have the potential and determination to get there.

If that's not where you are, then GrowthAccelerator isn't right for you. But if it does sound like your business and you commit to the support we give, your business will continue to grow.

The help you'll receive with GrowthAccelerator is bespoke, with the package of support you receive focused on the specific needs of your business. It will involve a commitment of your time, but with support tailored to your business priorities and the way you work, we won't waste your time on issues you've already got covered. We'll only work together on what your business needs to realise its full potential.



How does GrowthAccelerator work?

We'll first have a conversation with you to confirm your eligibility and suitability for the service which will involve exploring your ambitions, your capacity and your opportunity to achieve high growth and enter the next stage of your business.

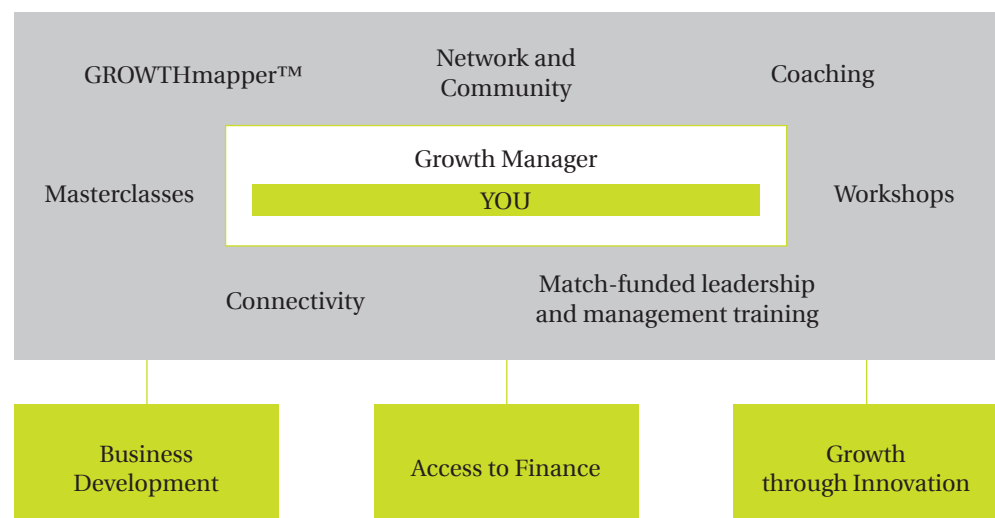
If you're ready to continue, one of our Growth Managers will invite you and your senior team to complete GROWTHmapper™, our specialist interactive assessment tool.

They'll then meet with you in your business to discuss your GROWTHmapper™ results and your ambitions, opportunities and capacity for growth in more detail. Your Growth Manager will use this discussion to identify the main barriers holding your business back from further growth and to start building your tailored growth plan.

The growth plan your Growth Manager proposes will be completely bespoke. It will outline the challenges your business faces and how GrowthAccelerator can offer support. It will typically focus on one of three areas: Access to Finance, Business Development or Growth through Innovation. All three are supported by coaching, workshops and masterclasses. In addition you'll also have exclusive access of up to £2,000 match funding for every senior manager for leadership and management training.

Once your growth plan is agreed, your Growth Manager, in collaboration with you, will select and appoint a Growth Coach matched to your business against attributes including experience, skills and personality.

Your Growth Coach will work with you and your team through the coaching phase to implement your growth plan. Your Growth Manager will liaise with your Growth Coach and be with you throughout your involvement with GrowthAccelerator, to give additional support and advice.



◀◀ Where sharp business brains share knowledge and expertise ▶▶

Who will I be working with?

GrowthAccelerator's network of specialists draws on growth experts from the private sector and leaders of high-growth, small and medium businesses. Our Growth Managers all have commercial business backgrounds, with many having also run their own businesses.

Our Growth Coaches have proven track records in helping small and medium sized companies accelerate and sustain their growth, across every size of business, region and sector. Your Growth Coach will act as an advocate and catalyst for change. They will clarify and challenge the status quo, empower your business to reinvent its future and open up new pathways and possibilities.

How long will my business work with GrowthAccelerator?

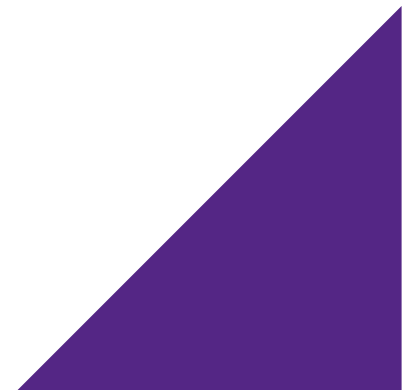
This will depend on the size of your business, your target for growth and the agreed growth plan, but a typical coaching schedule lasts around three to nine months.

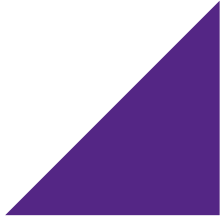
When your coaching ends, you'll continue to be part of the GrowthAccelerator community, with the connections to network and share your experiences with other high growth businesses that belong to the service.

How does my business qualify for GrowthAccelerator?

To be eligible for GrowthAccelerator, a business must be registered in the UK and based in England, have fewer than 250 employees and have a turnover of less than £40m.

Not every eligible business is suitable for GrowthAccelerator. You and your Growth Manager will explore whether your business has the ambition, capacity and opportunity to achieve high growth. If the service isn't right for you, your Growth Manager will guide you as to what you'd need to do to meet the growth criteria in future and will also direct you to other sources of support.





How much does GrowthAccelerator cost?

Your contribution will depend on the size of your business. With Government co-investing in the growth of your business and making a major contribution towards the overall cost, you pay only a one-off fixed fee. This fee is for the guidance and support you receive from your Growth Manager and Growth Coach, the masterclasses and workshops you attend and access to our match funding offer for leadership and management training. In addition, you'll become part of a high growth community.

1 – 4 employees	£600	+ £700 VAT*
5 – 49 employees	£1,500	+ £700 VAT*
50 – 249 employees	£3,000	+ £700 VAT*

**VAT is based on 20% of the nominal value of the service, at £3,500, so all businesses pay the same amount of VAT – please talk to your Growth Manager for more information.*

What do other business leaders who have worked with GrowthAccelerator say about the service?

Aman Bhandal, Founder of Chop and Wok explains the value of working with their Growth Coach, Jeff Carr:

“Being matched with an expert coach with experience in major food brands’ store growth and franchising has really helped us. Jeff’s experience has focused our minds on the possibilities for this business, and is guiding us through what is a daunting time for us as we put our vision into practice.”

Dave Watson, Managing and Board Director at NBC Group, said:

“Every MD talks about growth, but GrowthAccelerator allowed me to really sit down and focus. In my case that meant crunching numbers, working out what resource structure was required, the roles employees could take on, and the impact we could have as a result.”

GrowthAccelerator –
where driven
businesses go to
realise their ambitions.

To find out more about joining us,
visit www.growthaccelerator.com

You can also call our helpline:
0844 463 2995 (Mon-Fri, 9am-5pm)

Or get in touch by email:
enquiries@growthaccelerator.com

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