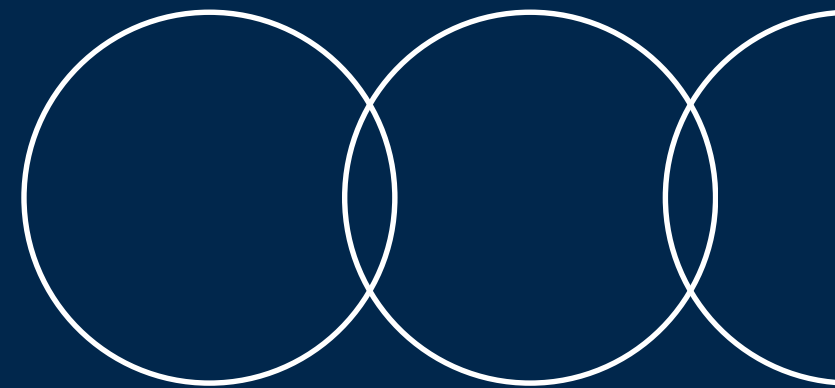


SURREY VENTURE STUDIO

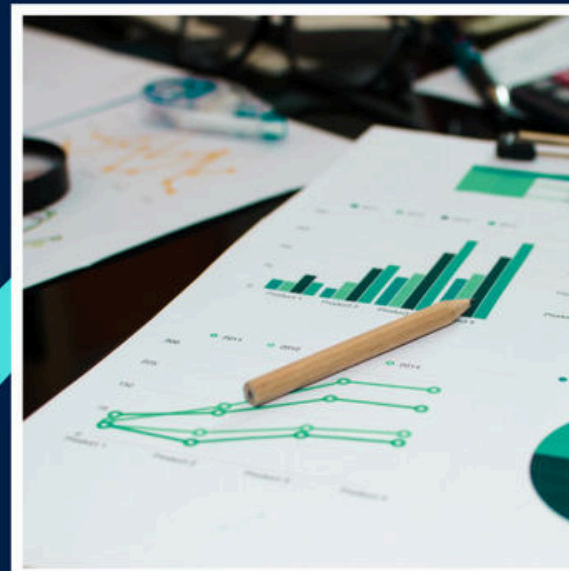
# Programme Webinar



# SURREY

*Venture*

## STUDIO



UNIVERSITY OF  
**SURREY**

**LICF**  
University for the  
Creative Arts

**SURREY**  
COUNTY COUNCIL

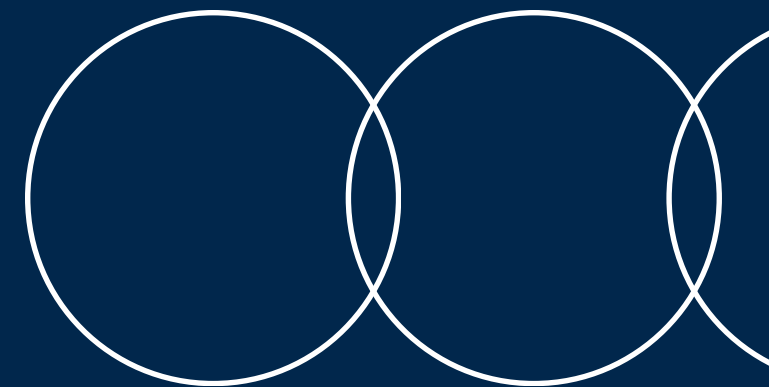
# Introduction to the Programme

## Supporting diverse entrepreneurial initiatives

**Mission:** The Surrey Venture Studio (SVS) Programme empowers early-stage academic and community-led entrepreneurs by providing structured pre-incubation and accelerator phases to turn ideas into impactful ventures.

**What makes us unique:** As the first initiative of its kind in Surrey, SVS bridges the gap between research and commercialisation. With tailored mentorship, hands-on workshops, and access to funding, we focus on overcoming key challenges like market validation and business formation.

**Regional Impact & Funding Support:** Funded by the Surrey Economic Growth Fund and supported by the University of Surrey, Royal Holloway, and the University for the Creative Arts, SVS leverages regional expertise and collaboration to drive innovation and economic growth.



# Key Benefits

## Cohort Based Learning

Collaborate with fellow entrepreneurs to share experiences and build networks.

## Regional Collaboration

Connections to SCC, University of Surrey, Royal Holloway, UCA and our regional clusters.



## Access to Industry Experts

Engage with professionals from academia & industry



## Expert Mentorship

Personalised support from experienced advisors to refine ideas and navigate commercialisation

## Funding Opportunities

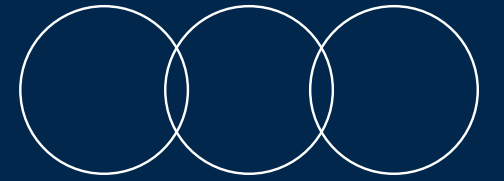
Access to the £25K Catalyst Grant and support for scaling your venture.

## Skills Development

Hands-on workshops on commercialisation, market entry, and investment readiness.



# Participant Roadmap



## Application Process



Submit application via Business Surrey webpage. Applications close on 16<sup>th</sup> January. Ensure all required information is included

## Assessment Panel



Applications reviewed by the SVS Assessment Panel, which evaluates the commercial potential, innovation, and feasibility of your idea

## 2 Day Ideation Workshop



Engage in hands-on sessions to refine your idea, develop a strong business model, and explore market readiness. Workshop helps you prepare for selection process while providing valuable insights into commercialisation strategies

## Judging Panel



Following the workshop, your refined idea will be presented to the SVS Selection Panel. Judges will assess your readiness for the accelerator programme and the £25K Catalyst Grant.

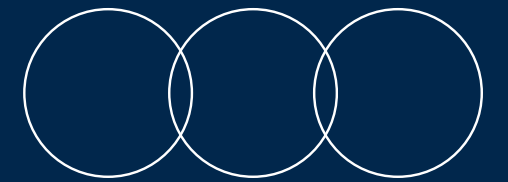
## 6 month Accelerator



Selected participants will gain access to the structured accelerator programme and the **£25K Catalyst Grant** is awarded to support your journey.



# Application Tips



Use this guide to write clear, specific answers for the application. Focus on evidence, measurable outcomes, and practical plans. Keep it concise and avoid jargon.

1

## Describe Your Product or Service

- Brief description of the idea /invention
- Explain the innovation, what's different?
- Provide proof: Prototype, feedback, trials.

2

## Current Development Stage

- Be honest: Idea, prototype, or pilot?
- List what exists now (features).
- Mention users or partners involved.

3

## Your 12-Month Development Plan

- Show a quarter-by-quarter timeline.
- Evidence you can continue the R&D in parallel with building the business case.

4

## Outline Your Business Aspiration

- Define your ambition.
- Show an understanding of what the potential of your product or service is
- Describe your knowledge gaps

5

## Managing Responsibilities

- Confirm protected time
- Show stakeholder support
- Describe your learning ambitions

6

## Why Join Surrey Venture Studio?

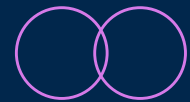
- Define the support you are seeking.
- State assumptions you'll test.
- Define what success looks like.

7

## Outcomes You Hope to Achieve

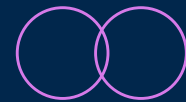
- List 2–3 measurable goals (e.g., pilot results).
- Include timeframes and success metrics.
- Focus on clear, achievable outcomes.

# Programme Overview



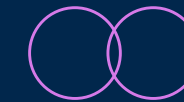
## 01 – 2 Day Ideation Workshop

- Participants attend a hands-on workshop designed to refine their ideas, explore market potential, and develop commercialisation strategies.
- Key focus areas include customer demand, business models, and investment readiness.
- This workshop serves as the foundation for selecting people to progress further in the programme.



## 02 – Six Month Accelerator

- Chosen participants will enter a structured accelerator programme designed to help them launch and scale their ventures.
- Includes tailored mentorship, workshops on market entry, IP strategy, funding strategies and commercialisation.
- Participants will receive 1:1 on-one support.



## 03 – £25K Catalyst Grant

- The chosen participants will receive a Catalyst Grant – a £25K funding opportunity to accelerate their innovation.
- The grant is awarded based on the potential for market impact, scalability, and readiness for commercialisation.
- Judged by a panel of experts from academia, industry, and innovation sectors.

# 2 day Ideation Workshop

## Day 1: Learning & planning

- **Identify** your innovation assets (e.g. IP) and value proposition at top level
- **Explore** customer needs and market opportunities
- **Assess** relationship strengths and identify gaps in your partner ecosystem
- **Define** your beachhead market and validation plan
- **Evaluate** business model options and go-to-market plan
- **Develop** your income model including sales and investment

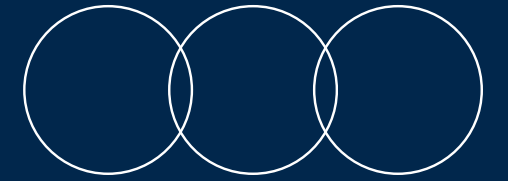
## Day 2: Pitching

- **Prepare** a final strategy and presentation for peer and mentor feedback
- **Present** your business opportunity to the Surrey Venture Studio panel
- **Receive** tailored feedback and signposts for next steps, including potential funding

**Plus:** build connections with peer company founders, entrepreneurs and expert business mentors in the Surrey innovation network.

It will be intense!

# 6 Month Accelerator Phase



## Monthly Mentoring



Participants receive personalised guidance through one-on-one Enterprise Expert meetings and through mentoring sessions each month.

## Commercialisation



Transform ideas into viable business entities with tailored workshops on business setup, funding strategies, legal structures, and market readiness.

## Networking



Connect with industry experts, peers, and collaborators to expand your network and explore potential partnerships.

## Market Entry



Strategies and tactics for successfully launching products into the marketplace.

## IP Strategy



Understanding intellectual property rights and how to protect innovations effectively, including understanding the spinout process.



# £25K Catalyst Grant

**Awarded to participants accepted into the 6-month accelerator programme and designed to help you act on the support given and test your market opportunity**



## Spending Guidelines

### Key Requirements

- Funds must be managed through a business bank account.
- Projects must demonstrate a clear link to building a Surrey based business
- All spending must focus on business growth, not research and development.

### Examples of Acceptable Uses

- Equipment purchases related to market testing
- Software/tools for operations and compliance set up.
- Professional services (e.g., legal, evaluation, data protection).
- Temporary staffing (e.g., interns, consultants).
- Travel, as justified by market testing and economical.
- Professional fees for pilots or relevant services.

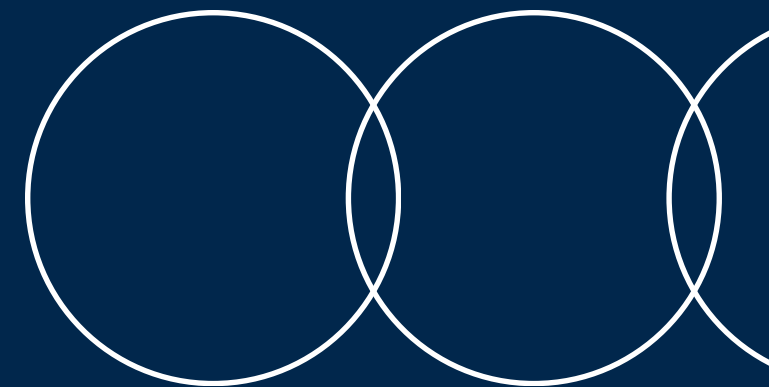
### Unacceptable Uses

- Founders' salaries or bonuses.
- Product or service R&D costs
- General overheads (office desk in an incubator will be provided).
- Entertainment, gifts, or political activity.

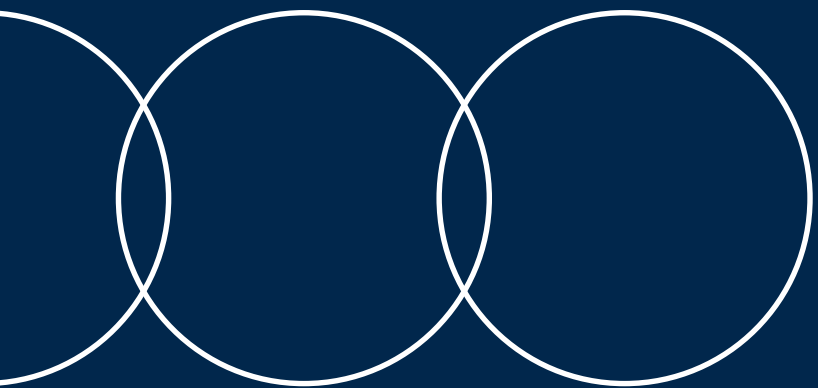
# Regional Ecosystem Engagement

**We collaborate with leading regional innovation programs to create a thriving ecosystem that supports entrepreneurial success and drives groundbreaking innovation.**

- **Royal Holloway and CoSTAR:** Driving innovation in creative industries through cutting-edge technologies like virtual production and digital humans.
- **UCA Games Incubator:** Supporting indie game developers with mentorship, immersive tech training, and industry connections.
- **University of Surrey's vHIVE:** Advancing animal health with AI, big data, and a dedicated health incubator.
- **SETsquared Surrey:** Providing world-leading business incubation services, mentorship, and funding opportunities for tech startups.
- **S100 Club:** Connecting startups with angel investors and facilitating funding and pitch development.



# Any final questions?



# SURREY

*Venture*

## STUDIO



UNIVERSITY OF  
**SURREY**

**LICFA**  
University for the  
Creative Arts

