

# SMART



UNDEB EWROPEAIDD  
EUROPEAN UNION



Llywodraeth Cymru  
Welsh Government

**Cronfa Datblygu  
Rhanbarthol Ewrop  
European Regional  
Development Fund**

The gateway to innovating  
your business

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From fundamental research to new product commercialisation, we believe Welsh businesses deserve the best guidance and support.

You can apply innovation to any part of your business. Whether you need collaborators or academic help; outside expertise or new designs; advice on IP or funding towards new equipment, we want to help you.

That's why we've developed a suite of support called SMART. Part-funded by the European Regional Development Fund, the Welsh Government works alongside the Fund to help create jobs and improve people's lives by driving cutting-edge research and innovation.

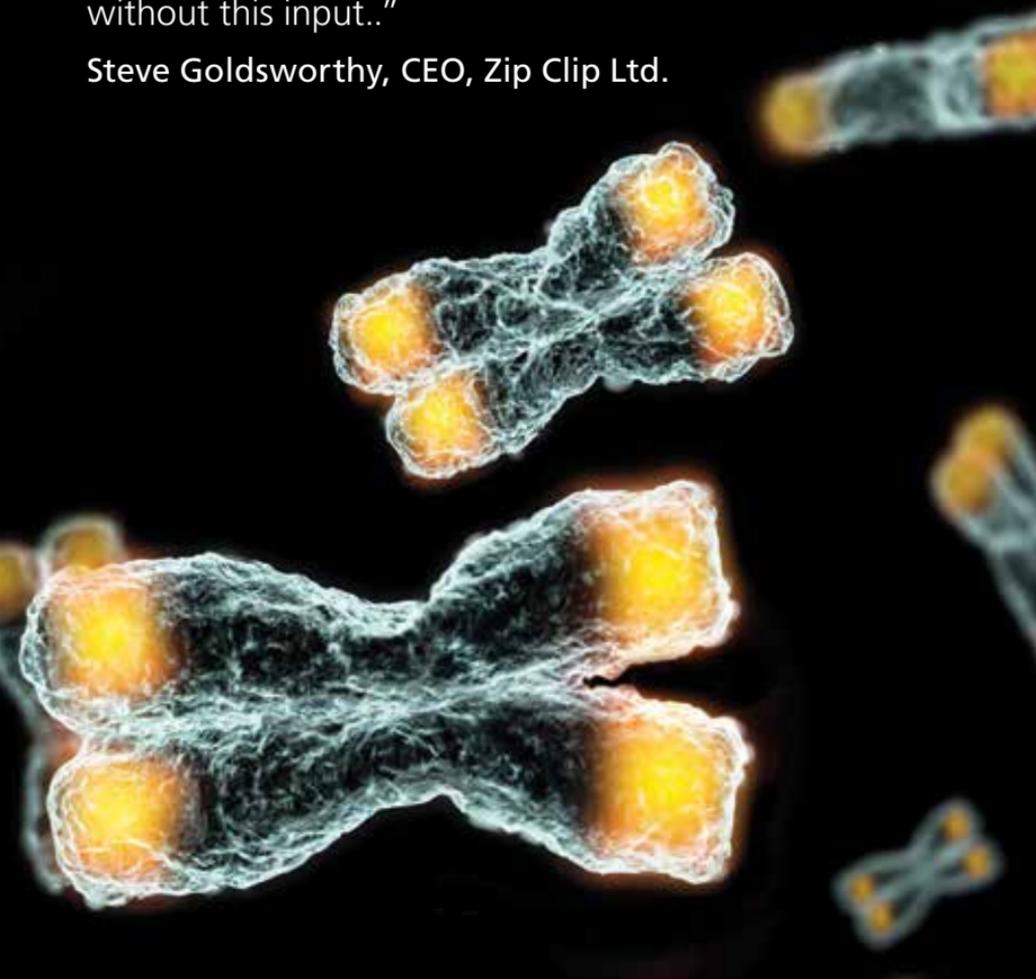
Take a glance at how we can help. Better still, give us a call. **See how you can get SMART with your business.**

[businesswales.gov.wales](http://businesswales.gov.wales) or 03000 6 03000

**Busnes | Business**  
**Cymru | Wales**

“We are looking to increase our product range and headcount partly down to the support of Innovation Specialists... we have won local and international awards which simply would not have been possible without this input..”

Steve Goldsworthy, CEO, Zip Clip Ltd.



# SMART*Innovation* – Investing in Research & Development

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## At a glance

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- Expert & impartial innovation advice
- Local, dedicated network of Innovation Specialists
- Support on Intellectual Property issues
- Subsidised IPO audits
- Manufacturing & Design consultancies
- Support for technical collaborations
- Academic/business technology transfers
- Support with commercialisation & licensing
- Open Innovation opportunities
- Advice on applications e.g. SMARTCymru, Innovate UK and EU Horizon 2020

"...the diagnostic review was a quick and efficient process that has led to phenomenal opportunities for the business...and given me the courage to strive for more."

Mike Beese, Managing Director, DecTek.



# SMART – Design & Productivity

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## At a glance

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- 3-day health-check by industry specialist
- Fully-funded
- Manufacturing or design focussed
- Delivered via external expertise
- 5-day fully-funded follow-up work
- Tailored to the business
- Improves productivity, quality or efficiency...
- ...or develops new products or services

A hand is shown holding a glowing blue sphere. The background is dark blue with intricate circuitry patterns and glowing lines, suggesting a high-tech or digital environment. The hand is positioned in the center, with the fingers slightly curled around the sphere. The sphere itself is bright blue with a grid-like pattern of glowing points and lines, giving it a digital or data-like appearance. The overall aesthetic is futuristic and technological.

Co-investing in business Research, Development  
and Innovation for sustainable growth

“Welsh Government funding has been superb...  
It allows us to be able to conduct proper and  
thorough research and think outside the box.”

**Steve Hudd, Managing Director,  
Byerley Technologies Ltd.**

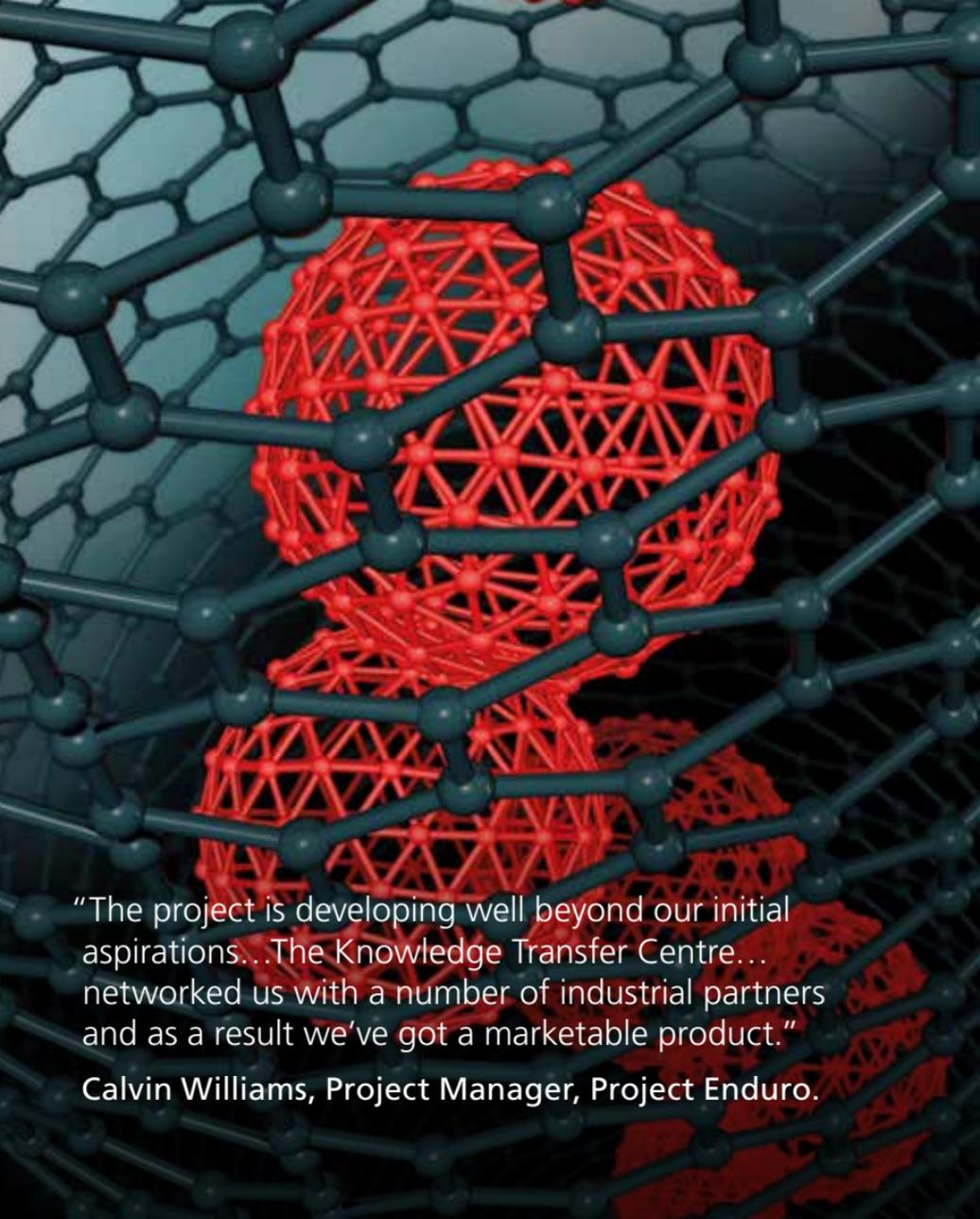
# SMARTCymru – Funding to Innovate

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## At a glance

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- R&D projects using new technology
- Resulting in business growth or new markets
- Open to all Welsh businesses
- A local Innovation Specialist to help you apply
- Guidance on any other help you need
- Staged funding from feasibility to marketing
- Grants for new technology
- Funding for external expertise



"The project is developing well beyond our initial aspirations...The Knowledge Transfer Centre... networked us with a number of industrial partners and as a result we've got a marketable product."

**Calvin Williams, Project Manager, Project Enduro.**

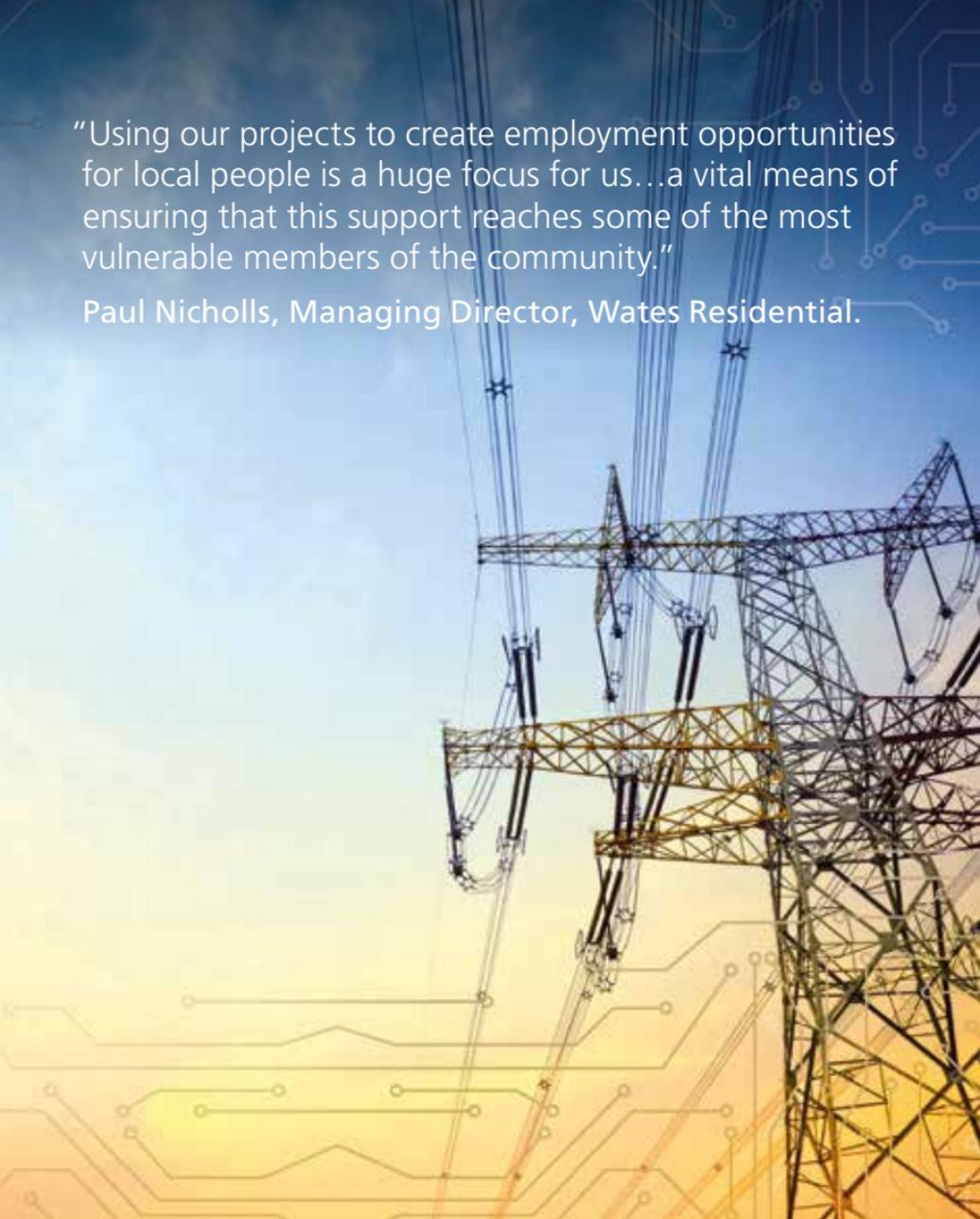
# SMART*Expertise* – Academic Collaboration for Business

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## At a glance

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- Supports collaborative projects
- Project to have a clear commercial focus
- New products, processes or services
- No restrictions on size or location of industrial partners
- Positive Welsh economic impacts
- Up to 50% eligible project funds for the research institution
- Contract research or research services are ineligible
- Priority for key sectors of Welsh industrial strength
- At least 2 Industrial partners provide in-kind or match funding



“Using our projects to create employment opportunities for local people is a huge focus for us...a vital means of ensuring that this support reaches some of the most vulnerable members of the community.”

Paul Nicholls, Managing Director, Wates Residential.

# SMART*Collaboration* – Profiting from Connections

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## At a glance

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- Open innovation schemes for Welsh supply chains
- Old products into new markets
- Bridging the commercial and social sectors
- Co-Innovate and business networking events
- Collaborate Wales web-site
- Intellectual Property advice
- Subsidised or free UK IP audits

"The enhanced element...was invaluable. We are proud to be learning and bringing that knowledge back to Wales."

Dr. Iwan Davies, Director, IQE plc.



"The KTP was a huge success and probably the most important thing we've done as a business... A truly transformational project."

Aaron Jones, GL Jones Playgrounds Ltd.

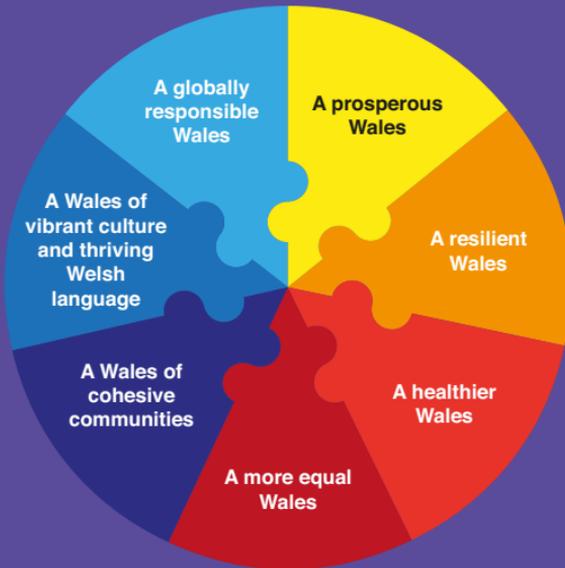
# Knowledge Transfer Partnerships – Bringing New Ideas to Business

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## At a glance

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- Three-way partnership between business, academia and a graduate
- Problem-based projects of 12 to 36 months
- Brings new knowledge to the business
- Brings economic benefit to Wales
- Managed by Innovate UK, funded by Welsh Government
- Project subsidies relate to size of business
- Often leads to permanent placement
- Enhanced KTPs for overseas knowledge and technology
- SMART Partnerships for 6 to 12 month projects



As a Government, how we deliver is just as important as what we deliver.

We place the well-being of future generations at the heart of everything we do and are committed to sustainable innovation.

*Well-being of Future Generations (Wales) Act 2015*