

GAIN EYE-OPENING CLARITY ON HOW TO BRING YOUR INNOVATION IDEA TO MARKET

The new **Marine-i** Innovation Accelerator Programme is a three part coaching programme which will guide you successfully through the innovation process. Part funded by European Regional Development Fund, this **Marine-i** programme is free of charge for eligible businesses based in Cornwall and Isles of Scilly.

The workshops will be held at **Bedruthan Hotel and Spa, Mawgan Porth** on **21st January, 17th February and 25th March 2022, 9.30am - 3.30pm**, including networking lunch.

TO TURN AN IDEA INTO SUCCESS, YOU NEED TO NAIL THREE THINGS

BE DESIRABLE

Create an offering people want

BE FEASIBLE

Be able to deliver this well again and again

BE PROFITABLE

Make money from doing so

THE HANDS-ON WORKSHOPS WILL COVER A RANGE OF CORE TOPICS

DAY ONE is about defining who exactly your idea is for, understanding their world and asking; why will they choose your solution?

DAY TWO we cover mapping your business, identifying the critical drivers for success and understanding the size of the opportunity.

DAY THREE brings it all together, and we'll develop action plans to move forward to a successful launch of your innovation idea.

The programme will include group work in the workshops as well as around two hours of individual work by participants between workshops.

This is an exciting opportunity for your business to receive fully funded training to accelerate innovation development as well as network with other marine tech businesses in Cornwall.

www.marine-i.co.uk

"We had a strong new idea and recognised that we needed to sharpen our offering and find the most innovative way to bring our concept to life. Ben Rotheray helped Reflex Marine to take a step back and to ask some fundamental questions about our business model and strategy. This was a powerful process that delivered the clarity we needed to focus our planning."

Philip Strong, CEO, Reflex Marine

By the end of these workshops, you'll have clarity on these vital topics and an effective action plan to turn your idea into a growing revenue stream.

The programme will be delivered by experienced Growth & Innovation Consultant **Ben Rotheray**, from **The Value Engine**.

[Ben Rotheray | Digital Growth Consultant](#)
[The Value Engine](#)

"We had a strong product but were unsure of the best approach to maximise the commercial return on our ideas. The Value Engine brought a process that gave structure to our thinking and uncovered opportunities that we had not even thought of. The whole process was motivating and energising for the whole team. As a result, we now have the clarity needed to move forward and realise the full potential of our development."

James Williams - Director,
Unmanned Survey Solutions