

Focus Digital Digitisation Support for SMEs

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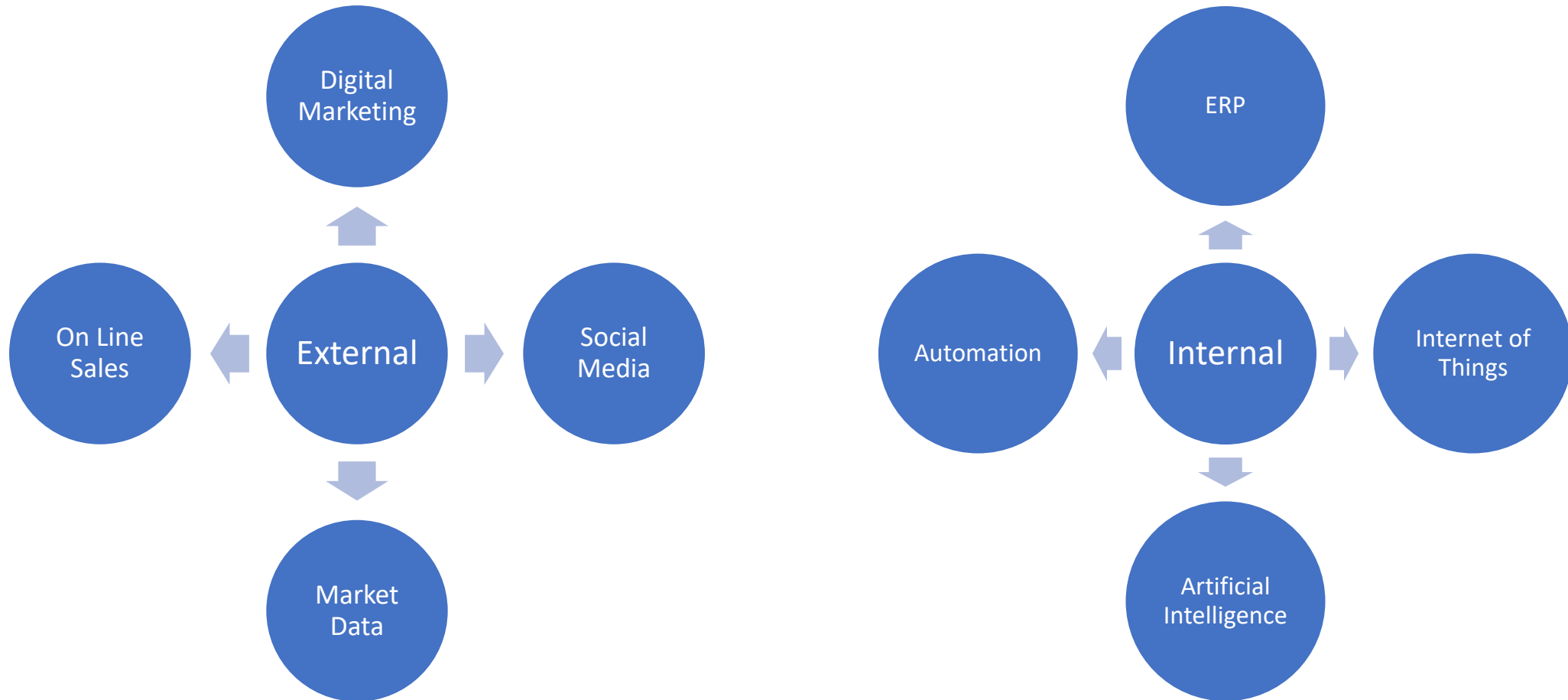
Coventry University

Project run by John C Otter and Mark Sankey



PRINCIPAL PARTNER

Focus Digital – Where do SMEs Start?



Focus Digital



Workshops
and events



One-to-one tailored
innovation support



Funding and
access to finance

Focus Digital – Workshops and Events



Workshops
and events

- Branding
- Social Media Marketing
- Web Development
- Digital Photography & Video
- Cyber Security
- Digital Data
- YouTube
- Product Development & Testing

Focus Digital – One to One Support



One-to-one tailored
innovation support

Client-led digital interventions

- Digital Marketing
- Website Development
- Branding – guidelines/logo etc.
- Digital Marketing Strategies
- Video – storyboarding
- Apps/website – wire framing

Focus Digital – Access to Finance



Funding and
access to finance

- To develop and implement new digital products, process & services systems
- 40% intervention
- Grants of between £1,000 – £5,000
- External Consultancy
- Capital equipment/hardware

Focus Digital Case Study – Sorion Electronics

- 50 Staff
- £3.5M T/O
- Automotive, Engineering, Manufacturing
- Design and Install Autonomous Mobile Robot (AMR) Systems for Logistics and Warehousing
- Project:
- To support investment in new digital equipment to enable market development (AMR technology)
- To support **new product development**
- To **develop new markets** (logistics/advanced engineering)

Focus Digital Case Study – Sorion Electronics



Focus Digital – Summary

- Team – 5.5 FTE
- Project Value £4,221,000
- ERDF £2,133,000
- Companies Supported 476

No of Companies supported with Grants:	125
Average Grant:	£5,329.59
No of Companies supported with 1 to 1:	113
No of Companies attending 2 +Workshops:	49
No of Companies attending workshop and 1to 1	8
TOTAL C4s	170
No of Workshops:	51
Total Attendees:	361
No of Webinars:	24
Total Attendees	132

Focus Digital – The Future

- Identifying the major digital issues of the next 5 years
- Finding more creative ways to encourage businesses to move up the digital ladder
- Closer connection to skills

