



SMART Cheshire

Take the 12 week Innovation Challenge

Centre for Enterprise

“Putting knowledge to work to grow your business”

We believe that innovation is the real driver of business success. Innovation creates new products, new processes and done properly, bigger profits.



Want to ensure your business is future-proof? Take the 12-week Innovation Challenge

Who is it for?

Private and public sector organisations based in Cheshire and Warrington, with less than 250 employees and a small team ready to lead this innovation challenge.

All you need is one or more well-established product or service and an aim to create and embed innovation in your organisation.

What does it do?

We will give you the confidence and motivation to embed innovation in your organisation.

Over 12 weeks we will work with you to prepare the launch of a new product, service, sales channel or process.

The course will give you the structure and tools required to replicate a robust innovation process to take you from creation to commercialisation.

How does it work?

Before the challenge begins, we will ask you to assess the strategic aims of your business before meeting with one of our business advisors to agree a plan of action.

Our innovation coaches will then work with you over the next 12 weeks through a structured set of actions and workshops on the most important stages of innovation.

The course gives you the chance to discuss your ideas and challenges with like-minded innovators and business owners.

We will review and update your route map at key milestones to ensure it remains live and relevant.

At the end of the course you will have a new innovation ready to embed in your organisation. We will follow up with an additional session to review the experience you gained on the course and explore the ways we can continue to support you and grow your business.

How much does it cost?

During 2018, the course is completely fully-funded to organisations categorised as SMEs with an operational base in Cheshire and Warrington (subject to eligibility).

Prices for other organisations are available upon application.

SMART Cheshire Innovation The Programme Structure

Week	Step	Activities
Week 1	Am I Ready to Innovate?	Meet your coach to review whether you are ready.
Week 2	What's my Hypothesis?	A 1-day workshop to help you define a hypothesis to solve your customer problem.
Week 3	Plan my Innovation	Challenge your hypothesis and plan how to improve.
Week 4	Create my Value Proposition	A 1-day workshop to prepare a value proposition that identifies how your hypothesis will benefit the customer.
Week 5	Design my Experiment	Design an experiment to test whether your innovation has market traction.
Week 6	Develop my Prototype	A 1-day workshop to develop a prototype.
Week 7	Review my Prototype	Challenge whether your prototype will give you the answers you require.
Week 8	Plan my Prototype Market Test	A 1-day workshop to learn how to run a market test.
Week 9	Market Test my Prototype	Carry out your market test.
Week 10	Make my Pivot or Polish Decision	A 1-day hackathon to evaluate your market test.
Week 11	Am I Better at Innovating?	Use the online assessment tool to measure your progress as an innovating firm.
Week 12	Plan my Next Steps	Plan your next cycle for a pivot decision or a market launch for a polish decision.

Post-Programme

At quarterly intervals, you will be reminded to take the online diagnostic again, to measure changes and to plan improvements. You will have the opportunity to share this with the programme team to gain support in specific areas.



Not Ready to Innovate?

We also offer a 2-day Innovation Launchpad for those who are not ready to innovate yet but who want to learn a bit more about the main innovation techniques, particularly around identifying customer problems.

Contact Us

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