

#THINKBIG  
#THINKADVENTURE  
[www.ad-venture.org.uk](http://www.ad-venture.org.uk)



# THE AD:VENTURE OFFER:

## Funded support for growth focussed businesses under 3 years old

- One-to-one support – Dedicated business advisor to guide your growth journey and to help you develop your business plan.
- High value workshops and events programme targeted to develop skills to drive business growth – in topics such as HR, Strategy, Cash flow forecasting, Sales, Branding, Marketing, Innovation and Research and Development.
- Business Growth Collective – Expert University partners will support you to solve business problems using the shared experiences and insight of a small group. Delivered by academic experts in their field.
- Incubation Space
- Specialist Advice and Sectoral Support
- Growth Grant funding up to 25K (Match funded by the business)



**European Union**  
European Regional  
Development Fund

**AD:VENTURE**

## SO WHAT'S THE COST OR CATCH?

**Cost** - There isn't one for the SME. The programme was developed by a consortium of partners across the Leeds City Region and was created to address the challenges young SMEs have faced in the early growth stages of their business. A recognised gap in support for some years.

As a result it's fully funded by the Partners and matched by ERDF.

**Catch** – Not as such, but as with all funding there are eligibility criteria!

### For AD:VENTURE, the business must be:

- SME\* under 3 years old
- Based in the Leeds City Region\*\* (Including Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield and York)
- Trading in an eligible sector (this generally excludes primary agriculture, banking and financial services, nuclear decommissioning, activities related to education or social care, and those sectors trading directly with consumers e.g. retail and hospitality)
- Committed and planning to achieve growth in turnover and creation of jobs

\* SME - The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.

\*\* Excluding Barnsley for this programme as it would sit within Sheffield City Region for this type of support.