

**From a spark of innovation to success, we'll show you how to profit from knowledge exchange!**

Are you looking to develop new products, improve services and enhance your capabilities? One of the universities in the West Midlands may have the knowledge and expertise to help you do just that!

On behalf of the universities in the West Midlands, the Innovation Vouchers Team would like to invite you to apply for an Innovation Voucher worth £3,000 to purchase academic support for an innovation of your choice. The scheme has funding from Advantage West Midlands (AWM) and the European Regional Development Fund (ERDF) for 90 Innovation Vouchers.

An innovation project can take many different forms. It's about doing things differently to improve effectiveness and/or efficiency. It could mean selling an existing product or service into a new market, finding more cost effective ways of doing things or adding additional dimensions to your products or services. It could provide research information on new markets, competitors or process and product design, all of which will help you make better informed business decisions. Overall an innovation project should add value to your business and improve bottom line profitability.

If you own or manage a small or medium sized company (up to 250 employees) and you want to improve your business' performance through innovation you could be eligible for an Innovation Voucher worth £3,000.

**The Innovation Vouchers scheme is now open for applications. The application form is available online via our website [www.innovationvouchers-wm.com](http://www.innovationvouchers-wm.com) until 1pm on 26<sup>th</sup> April 2010. The Innovation Voucher Advice Centre is available to support you through the process and can be contacted on 0121 204 3883 or at [enquiries@innovationvouchers-wm.com](mailto:enquiries@innovationvouchers-wm.com).**

-----  
-----  
The Innovation Vouchers Team would also like to invite you to our free '**Profit from knowledge exchange**' event on **Tuesday 4<sup>th</sup> May 2010** from **08:15 – 10:15** at the **Lakeside Centre, Aston University**.

The event includes breakfast, presentations from business support products with SMEs talking about their experiences and how they have benefited, and the opportunity to network. The Agenda is attached together with a map and directions.

**If you would like to attend the event please email [enquiries@innovationvouchers-wm.com](mailto:enquiries@innovationvouchers-wm.com) or call the Advice Centre on 0121 204 3883, stating the name of the attendee, the organisation, and any dietary requirements.**

Please note that places are free but strictly limited, so early booking is advised. We will operate a waiting system if over-subscribed.

If you have any queries about the event then please don't hesitate to contact us.

**NB. You have received this email because you have had previous contact with the Innovation Vouchers Team. If you wish to unsubscribe please reply to this email address with 'unsubscribe' in the subject line.**

Kind Regards,  
Innovation Vouchers Team  
0121 204 3883  
[www.innovationvouchers-wm.com](http://www.innovationvouchers-wm.com)



Event Agenda.doc



ConferenceAstonmapanddirections.pdf