

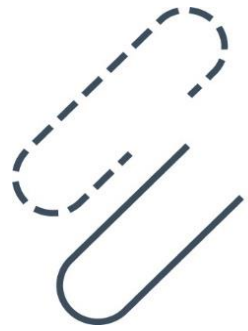
How to plan for growth

PACT Export Accelerator,
Belfast, 2016

Creative United
INNOVATIVE FINANCE FOR CREATIVE BUSINESSES

Agenda

- Introductions – me , Creative United and you
- Business Planning – why bother?
- Tools of the trade – SWOT, Growth Matrix, 3 Horizons
- The Funding Cocktail and what funders look for



Creative United

Mission:

To build a sustainable and resilient creative economy in the UK, making the arts accessible to all



Creative
Industry
Finance



Your Elevator Pitch: Explaining your value proposition

- Which niche do you work in?
- What benefit you provide - the value you create
- How you do it – the programme, product, service and their features
- Why you are distinct – your unique selling points

Business Planning - Why bother?

- Process of critical thinking
- Assumptions vs evidence
- Opportunities and risks
- Resource allocation & finance requirements
- Onboarding
- Action plans

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SWOT

Internal

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

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External

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Planning in 3 Horizons

- H1: Core existing business
- H2: Emerging opportunities
- H3: Ideas for growth



3 Horizons exercise

- What do your three horizons look like?
- Which of the three horizons are you are performing well in?

Growth options - homework

New

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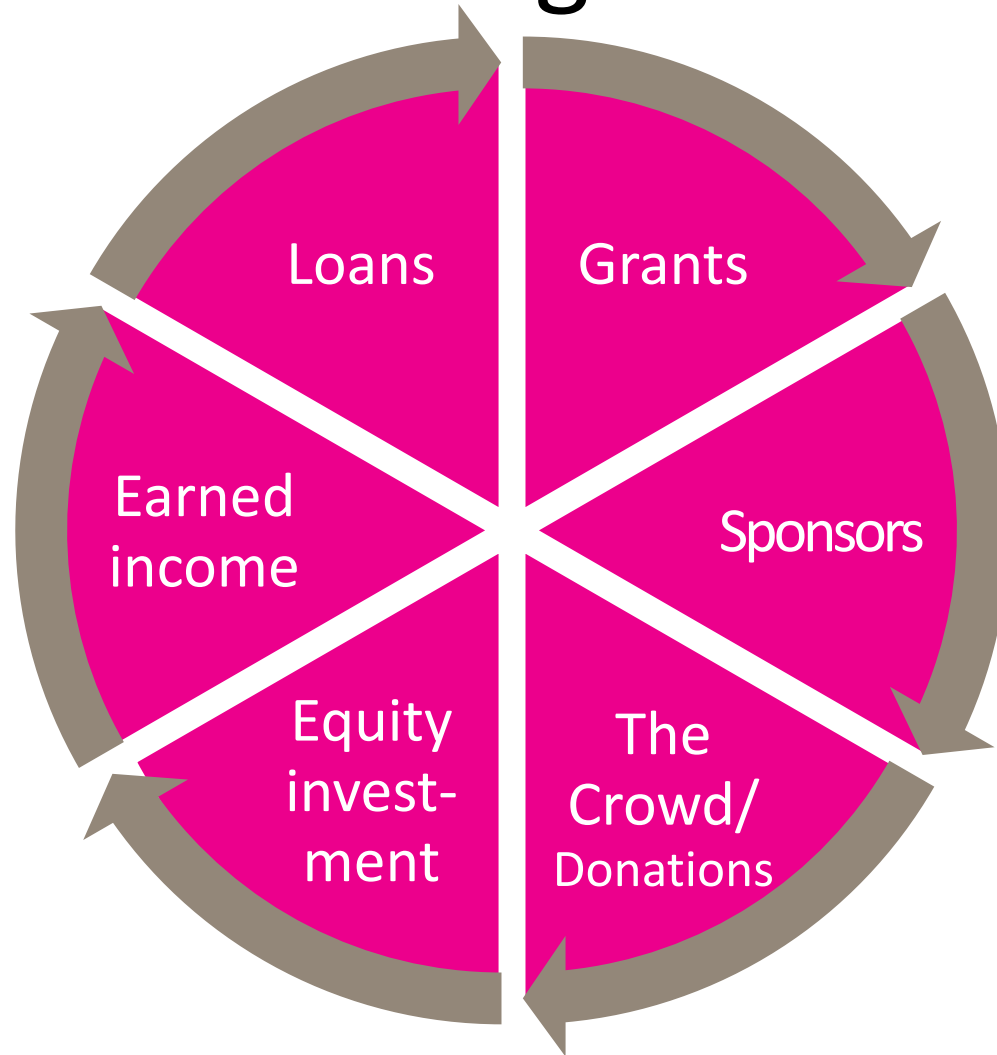
Market development Reaching new markets and audiences with existing programmes, products and services	Diversification New or improved programmes, products and services for new customers / audiences
Consolidation & Market Penetration Do nothing or Do more of the same - 'market penetration'	Product/service development New or improved programmes, products and services for existing customers / audiences

Existing

Products / Services

New

The Funding Cocktail



Summary

- Give your business a review before scaling up – SWOT
- What are your three horizons
- Explore all the finance options to create the right funding cocktail

Reflections & Questions



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THANK YOU & GOOD LUCK!!!

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