



Press Release

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Lions Den Workshop a Roaring Success

Studies of business survival and growth in times of recession have often highlighted the need for companies, especially small and medium sized businesses, to be creative and innovative in developing new products and services. This is especially in order to capitalise on the 'up-turn' when it comes.

Development often requires capital investment and it is not always easy to spot the winning ideas to back. Sometimes great ideas fall at the first hurdle, simply because companies feel that they cannot take on the financial risks involved.

C-Tech Innovation and Members of the Manchester based Venture Capitalist **Enterprise Ventures (EV)** investment team held the first in a series of half-day workshops which provided the opportunity for companies to give a brief fifteen minute 'dry-run' investment pitch to a panel of investment advisors, who in turn provided positive, objective advice and feedback on the ideas presented to allow businesses to fine-tune their pitch, in advance of doing it for real before VC's, banks or business angels.

Julian Viggars and Michael Bakewell of EV commented on the workshop "EV were delighted to participate in C-Tech Innovations' 'Lions Den' North West Investment Readiness Forum. We were able to listen to a number of companies at various stages of development, pitch for investment. EV provided advice and guidance in a supportive, non-confrontational environment. As one of the region's most active venture capitalists we continue to be focussed on investments which develop strong, globally competitive businesses and links with organisations such as C-Tech, assist us in doing this."

The pitches were presented in open forum which enabled an enhanced learning experience for all participants.



C-Tech Innovation
...advantage through technology



Justin Wrench, head of C-Tech Innovation's Knowledge and Management Services group, explains "This was a unique opportunity for those within small businesses to gain first hand experience of preparing and delivering a pitch that they may have to give to investors in the future as part of their search for funding. It was more of a relaxed environment with each business also giving their own feedback, which enabled them to learn from their peers and we hope that they picked up some key pointers that will help their future success. We have been delighted with the response and outcome of this event, and we are looking to hold similar events in the future"

For further information regarding future workshops, please contact C-Tech Innovation.

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Note to Editors: C-Tech Innovation (www.ctechinnovation.com) is an internationally renowned, independent consultancy, research and technology development company with more than 40 years' experience in providing innovation and business support to companies, universities and government bodies.

Activities range from research to commercialisation of innovative new products and multi-disciplinary consultancy. Situated in Capenhurst near Chester, the company's worldwide customer base ranges from small start-up companies to large multi-nationals. C-Tech Innovation's facilities and experienced staff provide a complete, flexible service to customers. Fully equipped laboratories and workshops enable experimental and prototype equipment to be designed, constructed and fully proven in complete confidence.

INNOVATION MANAGEMENT

RESEARCH & TECHNOLOGY DEVELOPMENT

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