

Supporting business growth in  
Knowledge Quarter Liverpool





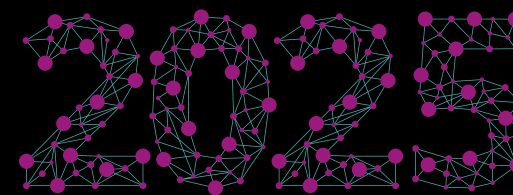


## What is KQ Liverpool?

Knowledge Quarter Liverpool (KQ Liverpool) is an innovation district, spanning more than half of Liverpool City Centre, and is home to some of the world's most influential players in science, health, technology, education, music and the creative performing arts.

As a strategic, place-shaping organisation, we never accept the norm. We are changemakers, always looking to positively disrupt the market and drive inclusive innovation, through partnership and collaboration.

Home to the original Red Brick and internationally renowned Russell Group University of Liverpool, one of the UK's top five young universities Liverpool John Moores University and the first institution in the world dedicated to tropical disease research Liverpool School of Tropical Medicine, KQ Liverpool is a key driver of the Liverpool City Region's knowledge economy and a hub for world-first innovation.



## Our Vision

In July 2020, we launched our 2025 Vision. Developed in consultation with over 60 key stakeholders, our vision lays out a future roadmap for ambitious yet sustainable, inclusive growth.

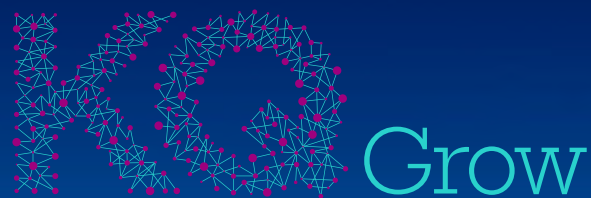
Our vision encompasses five main areas: Attracting and Retaining Talent, Growing Businesses and Attracting Inward Investment, Being a Better Neighbour, Collaborating with Purpose and Creating a Smarter, Greener City.

KQ Grow is part of a series of innovation services that will operate across KQ Liverpool and help us to achieve our aim of growing start-ups, spin-outs and SMEs.



A world-leading innovation district





Supporting business growth in Knowledge Quarter Liverpool

KQ Grow  
– a bespoke  
business support  
package facilitating  
growth in the heart  
of KQ Liverpool.

If you currently locate in KQ Liverpool, and want to consolidate, scale-up or expand your business, then look no further – KQ Grow is a service designed to support you.

KQ Grow is a bespoke package of business support that will guide you on your journey to growth. From marketing assistance to legal advice, KQ Grow will connect you with local experts in a range of industries by offering you access to complimentary advice and services from our dedicated KQ Grow expert advisors.

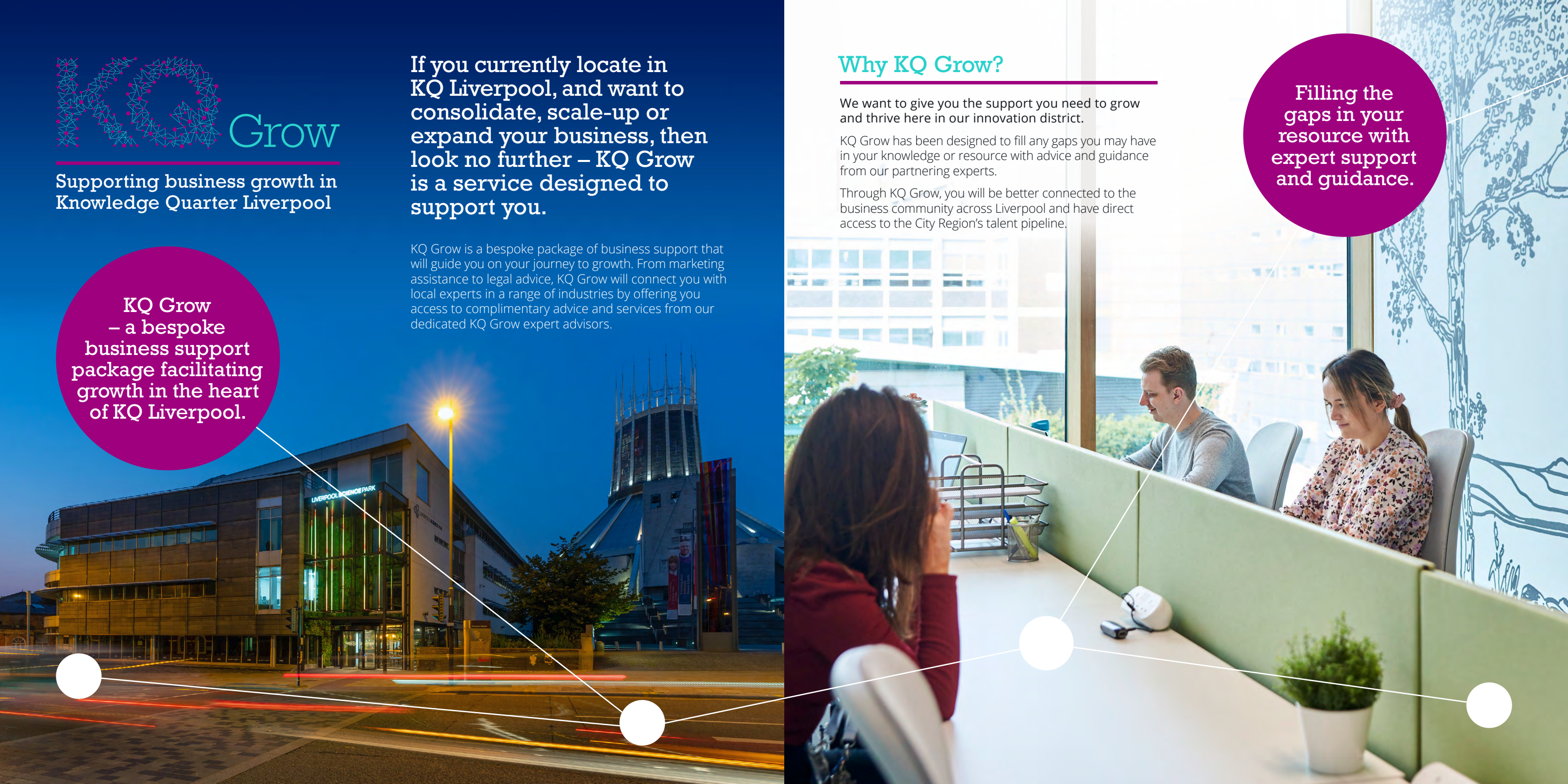
## Why KQ Grow?

We want to give you the support you need to grow and thrive here in our innovation district.

KQ Grow has been designed to fill any gaps you may have in your knowledge or resource with advice and guidance from our partnering experts.

Through KQ Grow, you will be better connected to the business community across Liverpool and have direct access to the City Region's talent pipeline.








Filling the  
gaps in your  
resource with  
expert support  
and guidance.












# KQ Grow expert advisors

Businesses based in KQ Liverpool will have access to a wide range of free business support and professional guidance provided by the following KQ Grow Expert Advisors:

Expert Advisors	Support Details		
<b>Agent Academy</b> <i>Skills Support</i> 	<b>Links to local talent:</b> The team at Agent Academy can support businesses by offering direct links to local talent, through their industry-designed, real-world, practical approach.	<b>Recruitment:</b> The expert team will establish initiatives to enable businesses to recruit a skilled workforce into promising digital, creative and tech careers across a range of sectors.	<b>Upskilling:</b> Agent Academy helps young people in the North West upskill and start digital, creative and tech careers. Harnessing a distinctive model, Agent Academy seeks out and nurtures underrepresented talent to ensure we have a skilled, local, North West workforce.
<b>Arete Zero Carbon</b> <i>Sustainability Support</i> 	<b>Purpose:</b> The UK is required to reach Net Zero Carbon by 2050 or sooner. We help many organisations to achieve this goal by developing a Net Zero Carbon strategy and plan.	<b>Strategy:</b> We base our strategy on well-established principles following the globally accepted Greenhouse Gas (GHG) Protocol. This is the corporate accounting and reporting standard that you need.	<b>Support:</b> We are a niche consultancy based in Liverpool that is currently developing Net Zero Carbon strategies for some of the world's largest brands, including for example KFC - come and hear all about it in a dedicated drop-in session.
<b>Barclays</b> <i>Financial Support</i> 	<b>Access to banking services:</b> Barclays moves, lends, invests and protects money for customers and clients worldwide. Barclays provides access to a wide range of innovative banking products, tools and services designed for today's entrepreneurs.	<b>Access to the Barclays Eagle Labs network:</b> A platform to connect the UK's entrepreneurial community, Eagle Labs incubates, educates and accelerates start-ups and scale-ups through its dedicated events, training and growth programmes.	<b>Support that grows with you:</b> As your business grows, Barclays provides specialist support. Whether it's from dedicated international teams, high-growth business teams or help to empower women in business, Barclays connects you to the right support at the right time.
<b>Growth Platform</b> <i>Business Support</i> 	<b>Sector point of contact:</b> Supporting businesses by connecting them with public and private sector support as well as providing bespoke business development services.	<b>Funding and operational support:</b> Help to identify funding sources through grants or loans, plus skills and training support, recruitment help and business introductions.	<b>Local knowledge:</b> A bespoke overview of the business benefits of growing in the Liverpool City Region, plus introduction to potential partners.
<b>iiCON: Infection Innovation Consortium</b> <i>Innovation Support</i>   	<b>Overcome Market Barriers:</b> Our Merseyside SME Support Programme supports regional innovation - helping eligible Merseyside SMEs to overcome market barriers by providing access to world-leading research expertise & outstanding R&D facilities at Liverpool School of Tropical Medicine & The University of Liverpool.	<b>Access World-Leading Research Capability:</b> Our European Development Fund (ERDF) funded programme offers a minimum of 12 hours bespoke no-cost R&D support for eligible companies. This can lead to long-term transformative gains for SMEs - with expert help and advice on offer to secure further funding and link to our wider network.	<b>Assess Product Performance:</b> We work with companies from a huge variety of sectors and provide support across three specialist platforms: Diagnostic Evaluation, Surface Analysis, and Antimicrobial Testing – helping companies to assess their products and evaluate their antibacterial performance.

Expert Advisors	Support Details		
<b>Liverpool John Moores University</b> <i>Talent</i>  	<b>LJMU Graduate Futures:</b> Inject fresh ideas & insight into your business through hosting a fully-funded internship, 50% funded sandwich placement or 50% funded graduate placement.	<b>Consultancy and capacity building:</b> LJMU Graduate Futures provides bespoke consultancy and training for SMEs on scoping, sourcing, and deriving maximum benefit from, new graduate-level roles.	<b>Grow your future workforce:</b> Opportunities to act as a course advisor, guest speaker, mentor or recruitment fair exhibitor. Access to a university-wide jobs board.
<b>Professional Liverpool</b> <i>Professional Community</i> 	<b>Learn:</b> We share best practice, ideas, opinions and insights designed to help each other learn and to promote professional excellence throughout the City Region.	<b>Connect:</b> We form connections and friendships with our peers that help to build the community and create value through deals, hires and other opportunities.	<b>Belong and grow:</b> Join our inclusive, welcoming and enjoyable community, free for the first 3 months*, and help contribute to the economic success of the City Region.
<b>RSM</b> <i>Financial Support</i> 	<b>Strategy consultation:</b> Exclusive access to an interactive workshop which will take a detailed look at your aspirations and performance, and assess your current position, whilst combining this with scenario planning with RSM experts.	<b>Business advisory hub:</b> Quarterly on-site advisory hub providing customers with insight and guidance on a wide range of funding and corporate finance topics that can help their business.	<b>Building business value:</b> RSM has a long and proud history of supporting businesses at various stages of their journey, by providing proactive, innovative solutions to compliance and business advisory requirements.
<b>Taylor Wessing</b> <i>Legal Support</i> 	<b>Industry experts on your doorstep:</b> Training sessions on topics relevant to early and growth stage companies like yours, covering IP protection, employment, employee incentive/share option schemes, commercial contracts and funding.	<b>Legal clinic:</b> Covering areas such as fundraising, partnering, employment and employee incentive/share option schemes.	<b>Innovative client toolkit and preferential fees:</b> Free access to a template fundraising term sheet, investment documents and explanatory notes, together with access to preferential fixed fees for KQ Grow companies.
<b>University of Liverpool</b> <i>Talent</i>   	<b>LCR Grad Scheme:</b> Part-funded by the European Social Fund and run by a Project Team at the University of Liverpool, the LCR Grad Scheme aims to connect graduate talent with local SMEs. Businesses will benefit from: A large-scale graduate attraction campaign, to generate a high volume of quality applicants for your role.	<b>Recruitment:</b> Management of your recruitment process, from online application through to assessment centre. You will meet final round candidates whose interests and potential are aligned to your vacancy.	<b>Training:</b> Graduate hires will join the LCR Grad Scheme Training and Development Programme, a six-month programme to develop skills which will support the growth of your business, from agile working methods to social media for business.
<b>USP Creative</b> <i>Marketing Support</i> 	<b>Purpose:</b> Helping you understand your brand purpose i.e., what do you do that's different and how will it benefit the customer.	<b>Strategy:</b> Exploring on and offline activity to build a brand narrative that inspires, empowers and drives growth for your business.	<b>Engage:</b> What's your biggest brand challenge? Come tell us in a free two-hour brand clinic at USP where you'll meet our brand and creative experts.

\* Applies to new Professional Liverpool members

## Liverpool – a city of opportunity

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Liverpool is a city of opportunity – a place for you to grow.

KQ Liverpool is a rapidly changing and growing part of the city. We want you to be part of that journey.

KQ Grow is your gateway to growth. By connecting you with our expert advisors, we will help you to establish an even stronger base in Liverpool and the KQ Liverpool Innovation District.



## Want to know more? Then get in touch!

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To express your interest or find out more about how the KQ Grow programme can work for your business, please visit:

[www.kqliverpool.co.uk/innovationservices](http://www.kqliverpool.co.uk/innovationservices)

Or contact [hello@kqliverpool.co.uk](mailto:hello@kqliverpool.co.uk)

Follow us:  [@KQLiverpool](https://twitter.com/KQLiverpool)

