

# Frequently asked Questions



## 1. What does the service provide?

This exclusive, invitation-only service is being brought to you by D2N2 Growth Hub in partnership with a consortium of partners to provide specific, tailored and intense high growth business support across the D2N2 region, focussed on established and successful businesses that are already a Scale Up; have the potential to be a ScaleUp or are ambitious to grow and ScaleUp.

## 2. What is the business support package provided through the ScaleUp Service?

At the outset, each business will undergo a thorough diagnostic to critically review their scale up challenges and their suitability for the ScaleUp Service. Once approved, the business will be invited to join the ScaleUp Service, and will be provided with a bespoke business support programme tailored to their individual business needs. This will include a combination of 1-2-1 and team coaching; workshop training programmes, peer-to-peer group networking sessions, leadership and development training, workshops focusing on identifying and accessing potential markets, sales and marketing, and access to finance. There will also be access to other professional services from the D2N2 Growth Hub partners, appropriate to the areas that the scale up business needs to address their specific challenges.

## 3. How many businesses will this service support?

A limited number of businesses will be invited to participate in this prestigious and exclusive service, based upon their ScaleUp challenges review. Each business will receive a comprehensive package of business support to help address the key barriers to growth identified by this initial review. If you want to take advantage of this opportunity, then please make contact as soon as possible.

## 4. What is the definition of a ScaleUp business?

A ScaleUp business is defined as:

*"An enterprise with average annualised growth in employees or turnover greater than 20 per cent per annum over a consecutive three-year period, and with more than 10 employees at the beginning of the observation period".*

## 5. What type of business will the ScaleUp Service support?

The D2N2Growth Hub ScaleUp Service is aiming to support 3 categories of high growth business, as outlined here:

### Scale up businesses.

Defined as a business with at least 10 people, a turnover between £1m-15m and has achieved annual growth of 20%+ for the last 3 years.

### Potential Scale up businesses.

Defined as a business with at least 10 people, a turnover of £1-15m and that has partially achieved the criteria above, such as annual growth of either 10%+ for the last 3 years or 20% + for the last 2 years.

### Ambitious Businesses.

These are businesses that can demonstrate potential to scale up along with partial Scale up characteristics, such as right size but not growing because they need specific help.

## 6. Is there any charge for the D2N2 Growth Hub ScaleUp service?

Yes - Although this highly tailored and invitation-only service is heavily subsidised with a claimable grant fund. Each business, once accepted on to the programme, will be provided with a personalised quote, payment terms & conditions, along with details as to how to claim the grant.

## 7. Why is this D2N2 Growth Hub ScaleUp service unique?

The ScaleUp Service is the first programme designed specifically to meet the needs of businesses that are already growing rapidly. We recognise that many businesses face common issues and challenges on their growth journey but each also has unique circumstances. By enabling each business to identify its common and individual scale up challenges we are able to pull on our delivery partners extensive channels of support to provide a best fit solution for your circumstances.

D2N2 Growth Hub has therefore designed the ScaleUp Service, in collaboration with experienced partners, to provide scaleups and high growth businesses (across the D2N2 region) with a unique combination of:

- academic excellence in leading-edge business thinking and practice
- qualified, highly experienced business coaches and trainers who work extensively with the target market of high growth businesses
- dynamic business communication and networking to build an established presence across the D2N2 region.
- providing a gateway to the wider business community that can support a much wider range of needs.

## 8. Who is delivering the service?

The D2N2 Growth Hub ScaleUp service is being delivered by the D2N2 Growth Hub in partnership with a consortium of experienced partners:

- The Centre for Management & Business Development (CMBD)
- East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire),
- Nottingham Trent University's Nottingham Business School (NTU)
- Professional Coaching Alliance (PCA).

With this wide array of activities, diverse range of organisations and the exclusive group of participating businesses, the Scale Up service aims to create an active and dynamic support community that will help develop both the individual businesses and, collectively, the interaction and profile of those businesses.

## 9. What experience do the D2N2 Growth Hub Scale Up service coaches and trainers have with high growth businesses?

CMBD and PCA coaches, trainers and business consultants are all highly qualified practitioners in their various areas of expertise and all have been selected, by D2N2 Growth Hub, for the depth of their experience and professional expertise. They have a proven capability to deliver high growth and scale up business support to SME businesses across a wide base of sectors and disciplines and are particularly experienced in the £1m to £15m Turnover category.

Working together, they provide businesses with an integrated, high quality of support across a wide range of disciplines, which cannot be replicated with any other business model, thereby providing specialist help focussed on high growth.

## 10. How does the application process work?

Following an initial screening process, usually carried out by telephone to capture key data, a business will be asked to participate in a critical review of its scale up challenges. The aim of this is to probe the business capability and experiences through a facilitated conversation that results in a written report reflecting the business, highlights its strength, weaknesses, opportunities and threats, and the actions the business needs to prioritise in order to achieve its desired outcomes.

## 11. What training will be provided as part of this service?

The scope of support for the D2N2 Growth Hub ScaleUp Service is focused on three core themes: Leadership & Management; Developing Routes to Market; Investment Readiness

## 12. What happens if my business is not invited to join the service?

Having undergone the business challenges review at the outset, D2N2 Growth Hub will have a good understanding of the help you need and will refer you to one or more of our partners to specifically support you, as well as providing information about events, seminars networks and peer -to-peer support that might be of interest and relevant.

## 13. How does a business make contact?

All enquiries about this new ScaleUp service should be directed to D2N2 Growth Hub.

W: [d2n2growthhub.co.uk](http://d2n2growthhub.co.uk)

T: 0333 006 9178

E: [info@D2N2GrowthHub.co.uk](mailto:info@D2N2GrowthHub.co.uk)