

BUSINESS INVESTMENT FUND CASE STUDY - Cube

Supporting construction consultants to build plans for growth



KEY POINTS

Support Received

- Business Investment Fund
- Webinar support
- Adviser support

Outcome

- Upskilling the business
- New website and brand refresh
- Ongoing support

With over 25 years property and construction sector experience, Cube Construction Consultants (Cube) was set up in 2019 by industry experts Nicola Slater and Mark Johnston to help its clients build best practice into every stage of the construction process. They joined forces to create Cube, after working on ground-breaking and innovative projects for a number of years.

The Cube team initially attended a free Growth Hub webinar on the Business Model Canvas delivered by facilitator Steve Hobbs. This provided an opportunity to explore various business models and help define customer segments, their value proposition and other key elements of their business to set them on the right path for growth. Newly introduced to the D2N2 Growth Hub, they then met with a business adviser to review their future goals and aspirations for the business. Thanks to funding advice, Cube were able to successfully obtain a grant through the Growth Hub's Business Investment Fund to support the development of a new website, undertake a refresh of their brand and establish marketing plans for the future. They were also introduced to a digital technology adviser to discuss the potential for developing an online system for clients to implement best practice. They also receive ongoing helpful advice and guidance from their dedicated D2N2 Growth Hub adviser, Richard Crowden.

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From developing new opportunities and partnerships, concept development and pre-construction through to tendering, strategic planning and programme implementation, we support our clients and project teams to build best practice into every element of construction. Within our four key service areas of Construction Expertise, Business Growth, Project Partnerships and Business Growth there are multiple routes for expanding our capabilities and growing the team. We have made a great contact in Richard who can signpost us to relevant advice and guidance. Whether that is free webinars or training on a range of topics, exploring options for developing digital solutions or advice in terms of funding, the Growth Hub team is always supportive in helping us to achieve our visions for the future.

Nicola Slater, co-founder and director at Cube

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