



**Early stage support
for budding entrepreneurs**



Welcome to KQ Liverpool

Knowledge Quarter Liverpool (KQ Liverpool) is a thriving innovation district spanning 450 acres and covering more than half of Liverpool City Centre.

As home to some of the UK's leading Universities and Higher Education Institutions, it's no surprise that KQ Liverpool has a vibrant and dynamic entrepreneurial community.

The original Redbrick, University of Liverpool, the first school of tropical medical in the world, Liverpool School of Tropical Medicine, and one of the top young Universities in the UK, Liverpool John Moores University, are all located in KQ Liverpool.

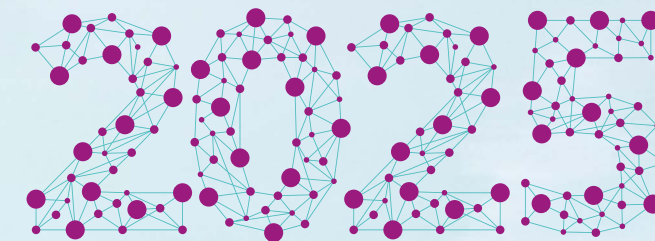
The beating heart of Liverpool City Region's knowledge economy, KQ Liverpool is also home to over 400 innovative businesses who predominantly specialise in the digital and creative, health and life sciences and advanced manufacturing sectors.

2025 Vision

KQ Liverpool's 2025 Vision sets out an ambitious strategy for the future development of the innovation district.

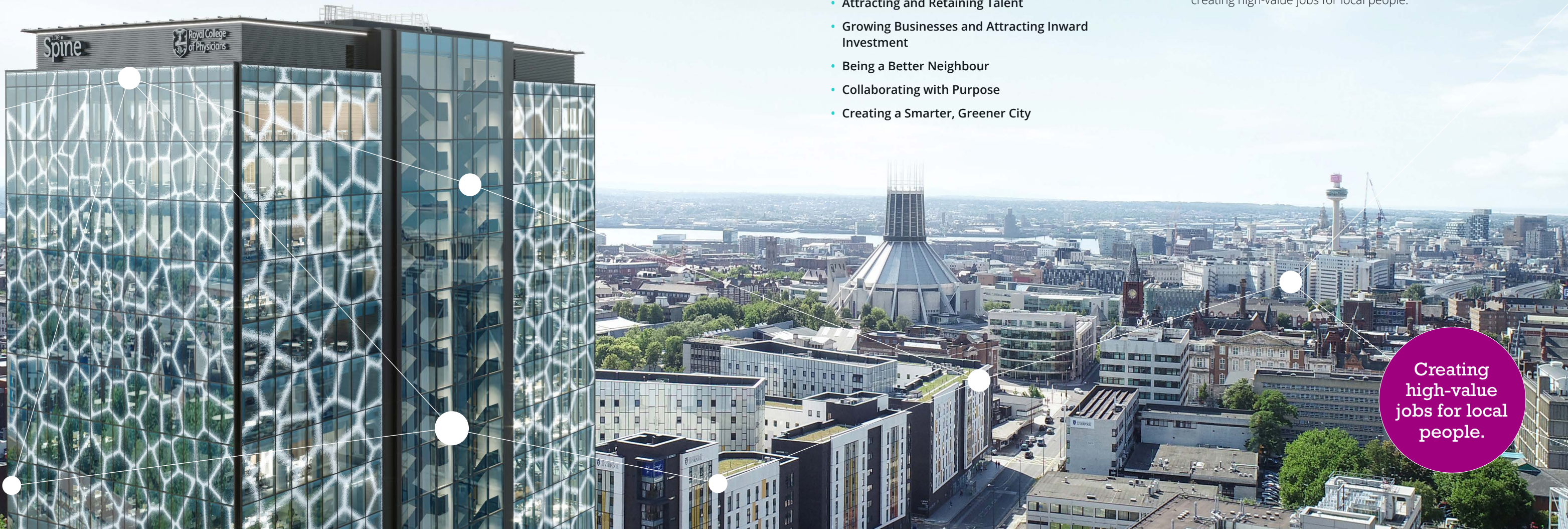
The Vision focuses on five main themes:

- Attracting and Retaining Talent
- Growing Businesses and Attracting Inward Investment
- Being a Better Neighbour
- Collaborating with Purpose
- Creating a Smarter, Greener City



As part of our commitment to Growing Businesses and Attracting Inward Investment, we want to ensure startups and spin outs have the support they need to set up their base here in KQ Liverpool, as well as to expand and grow, creating high-value jobs for local people.

Creating high-value jobs for local people.



KQ Liverpool Startup Ecosystem

KQ Liverpool has an established and ever growing startup ecosystem, and is the perfect place for you to locate your new business.

With proximity to the Universities, you will not only be neighbours to some of the brightest researchers pushing the boundaries of innovation, but will also have direct access to the talent pipeline that will help you to grow your business.

You'll also benefit from the positive brand association and exposure of locating in a globally recognised innovation district.

Through KQ Startup, we'll make sure you're introduced to the right people and programmes and ensure you're fully embedded and networked within this established ecosystem.



BRETT CENTRE FOR ENTREPRENEURSHIP

The Brett Centre for Entrepreneurship

The Brett Centre for Entrepreneurship is part of the University of Liverpool Management School. The Centre's focus is around three areas - Research, Enterprise Education and Impact. To achieve this remit the Centre performs a variety of research in to entrepreneurship both nationally and internationally, develops new modules and courses in entrepreneurship for the university and creates wider impact in relation to supporting entrepreneurs and SME leaders in the Liverpool City Region. Examples include its Entrepreneurs Monthly Meet-up or SME development programmes Help to Grow and the UKSPF-funded Growth Catalyst.

📍 www.liverpool.ac.uk/entrepreneurship

✉ bcfe@liverpool.ac.uk



Liverpool City Region Startup Ecosystem

We have great connections with the people and programmes being delivered in the startup space across the wider Liverpool City Region. We'll make sure you're connected into these programmes and are aware of what else is on offer across the Region.



The Women's Organisation

The Women's Organisation

The Women's Organisation are an award winning charity and social enterprise and are currently the largest dedicated developer and deliverer of training and support services for women in the UK. They offer a full range of fully funded programmes which has helped thousands of women start and grow their businesses across the North West. This has been through tailored packages of business support, accredited training for up skilling and career development and personal development and confidence building support services. There is no limit to your potential and The Women's Organisation's extensive portfolio of training and development opportunities can help you to aspire and achieve it.

✉ hello@thewo.org.uk

☎ 0151 706 8111



KQ Startup will point you in the right direction.



Growth Platform

Growth Platform was established to help strengthen, simplify and coordinate the business landscape for the City Region. If you're looking for support and advice to help you start and grow your business in Liverpool City Region, Growth Platform's Local Growth Hub Service provides a single point of access to a wide range of local and national support and funding as well as providing bespoke business advice.

Their Local Growth Hub service offers support at every stage of the business growth journey from useful resources on starting your own business through to supporting businesses demonstrating high growth potential to innovate, adapt, and grow. They can also help identify funding sources through grants or loans, plus skills and training support and business introductions.

📍 www.growthplatform.org

KQ Startup

Have a business idea but don't know where to start? Navigating the 'red tape' around starting a new business can be both daunting and distracting from the excitement of launching a new product or service. As a business owner you'll want to focus on building your team, attracting customers and growing your business.

Attracting customers and growing your business.

Startup Checklist

- | | |
|--|--|
| <input checked="" type="checkbox"/> Research the market and your competition | <input type="checkbox"/> Register for VAT & PAYE if needed |
| <input type="checkbox"/> Write a business plan | <input type="checkbox"/> Arrange insurance |
| <input type="checkbox"/> Prepare financial projections | <input type="checkbox"/> Finance your business |
| <input type="checkbox"/> Set prices | <input type="checkbox"/> Create a website and build your brand |
| <input type="checkbox"/> Choose a business structure | <input type="checkbox"/> Build your team - recruit & employ |
| <input type="checkbox"/> Register your business | <input type="checkbox"/> Find your premises |
| <input type="checkbox"/> Set up your accounts | <input type="checkbox"/> Launch your business |

Startup Case Study

Jamescape

Founded by current 3rd Year University of Liverpool Undergraduate James Barber, Jamescape is a software development company, which employs eight people and is developing proprietary SaaS products to support and empower the digital transformation of local and national charities.

Through involvement with KQ Startup, the digital start-up has been provided with soft landing support into Liverpool Science Park, been involved in LCR Founders, and is already well recognised within the local business community, having won a number of awards.



Thinking of starting a business?

Here are Jamescape's top tips:

Go for it: if you've got an idea you're passionate about, and you want to make it happen, then go for it! The worst that can happen is that it goes wrong and you walk away with a wealth of valuable experience.

Ask for help: so many people have been through these processes before, reach out to them and hear about their mistakes so you don't make the same ones!

Don't be afraid to give up: sometimes, things just don't work out. It doesn't mean that you or your idea is bad, it just wasn't meant to be; if something's not working after a proper run, then look back at what you've learnt and move on to your next big idea.



"If you've got an idea you're passionate about, and you want to make it happen, then go for it!"

James Barber

KQ Startup Expert Advisors

In addition to connecting you into the existing founder ecosystem, the panel of dedicated KQ Startup Expert Advisors are here to give you an additional helping hand.

KQ Startup offers you complimentary access to a range of bespoke support provided by KQ Startup Expert Advisors.

KQ Startup Expert Advisor	Support Details		
<div>Dearbridge <i>Compliance Support</i></div> <div></div>	Setting Up: We'll help you navigate the 'red tape' so you can focus on building your product, team and win customers, with a free initial consultation to establish a plan for setting up your business.	Staying Compliant: As a XERO Bronze Partner & SAGE Business Cloud provider, we offer bookkeeping and payroll services using web based platforms. KQ Startup businesses have exclusive access to 90% off XERO accounting software for the first six months.	Monitoring and Reporting: We also offer management accounts and KPI reporting against budgets and business plans. In addition to ongoing forecasting and cash management support.
<div>List & Found <i>Digital Support</i></div> <div></div>	The right results: Every digital marketing agency will say they can get results. But we're the experts at getting the right ones. Not just meaningless metrics, but juicy leads that turn into meaningful engagement and enquiry forms filling.	Zero tech babble: Problem solvers not headache-makers, we get under the skin of what makes your business (and customers) tick, creating bespoke campaigns that perform, with levels of transparency that make us virtually see-through.	Get found: Meet with us (in person or online, your choice) and we'll dive into your market, your customers and your offer - giving you a digital audit of your current performance, and how you can take those next steps to growth.
<div>Lloyds Bank <i>Banking Support</i></div> <div></div>	Access to Banking and Finance: We offer banking and finance solutions for business owners, including individual support through one-on-one sessions with our Area Business Manager in Liverpool. We have tools that can help identify ways to help a business grow, such as our International Trade Portal and find sources of funding, including government grants through our Grantfinder Tool.	Skills and Mentoring: We offer budding entrepreneurs the opportunity to learn a wide range of skills via our Lloyds Bank Academy from financial resilience to business planning. These are available virtually, on-demand and in-person. Through our various partnerships, we can match start-ups with an experienced mentor to act as a sounding board, discuss challenges and develop leadership skills.	Sustainability: We're supporting businesses on their journeys to Net Zero, reducing overall costs and energy usage at the same time. By transitioning to low-carbon sustainable business models, we can all make a real difference to tackling climate change. Our Sustainability Hub includes tools to measure carbon footprint through to green financing information.

KQ Startup Expert Advisor	Support Details		
<div>Marks and Clerk <i>Intellectual Property Support</i></div> <div></div>	Experience and insight: We've worked with numerous tech start-ups and spin-outs, as well as with entrepreneurs – helping them identify, protect, enforce and maximise the value of their intellectual property. Many have secured investment, achieved market launch or succeeded with other commercial aims as a result of our tailored IP advice.	Technical expertise: We have a vast network of patent and trade mark attorneys, as well as IP solicitors, with expertise across a wide range of business sectors and technology areas. So, whether your business / technology is in artificial intelligence, health-tec, carbon capture, blockchain or just about any other sector, we'll have someone in our team with a deep understanding of that industry.	Bespoke advice: On a case by case basis, our team of locally based experts will assess the requirements of your innovative, promising, high-tech start-ups and provide you with our IP expertise.
<div>Moore Media <i>Marketing Support</i></div> <div></div>	Multimedia Specialists: As a team of multimedia specialists, we help our clients achieve their future growth plans with a strategic approach to marketing and communications. Through bold campaigns and expert insight we offer digital marketing, public relations, CEO positioning, crisis management and media training, supporting some of the UK's fastest-growing businesses across a range of sectors including the built environment, health and life sciences and third sector.	Digital Skills Bootcamp: Committed to making a transformative impact, Moore Media delivers fully-funded digital skills bootcamps to upskill marketing teams and equip business owners and the self-employed with digital skills and tactics to contribute to their professional growth. We explore the key elements of digital marketing including copywriting, SEO, social media, analytics and reporting, PPC and building your brand.	KQ Startup Masterclass: This masterclass is designed to equip new start-up businesses with the essential knowledge and skills needed to navigate digital marketing effectively, enabling businesses to develop their own strategic action plan, understand the marketing needs and help to achieve their business goals, to get off to the best start possible.
<div>Sciointec <i>Workspace Support</i></div> <div></div>	Innovation Space: We develop and operate some of the most innovative science and technology buildings in the world, including Liverpool Science Park, Sciointec AI in The Spine, and HEMISPHERE at Paddington Village.	Ecosystem: Get a head start by locating your business alongside an existing community of dynamic tech, health and life sciences, digital and creative, education and professional services organisations, and benefit from the collaboration and networking opportunities this presents.	Workspace Incentives: By setting up your business base within the Sciointec portfolio through KQ Startup, you can benefit from additional incentives including discounted coworking licences, plus free Innovation and Growth Services support.

Sedulo

Finance Support

SEDULO

Goal setting:

Exclusive quarterly business surgery workshops to uncover the current state of play. The review sessions shall highlight areas of strength while realising development areas. Leading to the ability to create bespoke 1, 3 and 5 year financial plans.

Exclusive tax access:

Individual consultation with a specialist in Engineering, Software or Science, to guide structuring technical elements of projects so these can securely utilise innovation support from HMRC - maximising returns from Research and Development Tax Credits, Patent Box and Capital Allowances.

Reaching targets:

Sedulo is a successful innovative ecosystem understanding the requirements for high growth firms. Joining the journey with our entrepreneurs we keep open dialog to suggest the best funding opportunities and guidance to attract the greatest value of corporate investment.

Typocom

Brand Support

TYPOCOM

Experience:

With years of experience in the graphic design industry, we bring a wealth of knowledge and expertise to every project. Our team has worked with diverse clients, allowing us to understand various industries and design trends. We leverage this experience to provide valuable insights and create designs that resonate with your target audience.

Expertise:

Our comprehensive brand support services are backed by years of experience and deep industry insights. We understand that your brand is the cornerstone of your business, and we are dedicated to providing tailored solutions that strengthen and elevate your brand identity. We can offer bespoke advice and strategic guidance to ensure that your brand is effectively communicated across all touchpoints.

Bespoke Advice:

We understand that every business is unique, and we offer personalised advice tailored to your specific needs. Our designers take the time to understand your brand, target audience, and goals. We provide bespoke recommendations and design strategies that align with your vision, ensuring that your graphic design materials effectively communicate your message.

Access to finance

Access to finance is one of the critical stumbling blocks which faces new businesses. The funding landscape can be difficult to navigate, but KQ Startup will point you in the right direction. In addition to Expert Advisor Lloyds Bank, below are some of the key players in the LCR Funding Landscape.

LYVA Labs

LYVA Labs provides support for innovative businesses within the Liverpool City Region. The LYVA Labs Challenge Fund provides investment for startups in the Health and Life Sciences and Deep Tech sectors. The team also provides support for established businesses, helping to inspire ideas, establish collaborations with R&D partners, guide development of the business case and secure innovation funding. Their overall aim is to support business growth through investment in innovation, creating high value jobs and supporting Metro Mayor Steve Rotheram's plans to make our region the country's innovation engine.

www.lyvalabs.com



LCR Finance Hub

The LCR Finance Hub is a free independent access to finance and investment readiness service for SMEs in the Liverpool City Region wishing to access funding, with the aim of making the whole process less confusing. We create an individually tailored package to suit the requirements of each unique company. The package aims to make the proposition ready for the external funding the SME requires.

The LCR Finance Hub is currently powered by the Liverpool City Region – Growth Platform and MSIF, who recognise that whilst SMEs may need financial support, their propositions are not ready to pitch to the potential funding sources.

www.lcrfinancehub.co.uk



KQ Startup will point you in the right direction.

River Capital

River Capital, part of the MSIF group, is a Fund Management company which helps ambitious small and medium sized businesses to accelerate their growth and achieve their full potential.

With various funds available, including equity, venture and debt, with our people, expertise and skills we bring the energy, passion and opportunity to businesses seeking to grow, prosper and achieve their goals, proven through our strong track record.

www.rivercapitaluk.com



Want to know more? Then get in touch!

To express your interest or find out more about how the KQ Startup programme can work for your business, please visit www.kqliverpool.co.uk/innovation-growth-services/kq-start-up/

Or contact hello@kqliverpool.co.uk

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

