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# Introducing the Business Growth Factory. Empowering Winchester Entrepreneurs to Innovate, Scale, and Succeed.

**Entrepreneurs, early-stage startups and SMEs across Winchester have a new opportunity to elevate their businesses with the launch of the Business Growth Factory, an exciting new initiative delivered by IncuHive in partnership with Winchester City Council.**

The Business Growth Factory is a comprehensive programme designed to help local businesses develop sustainable business models and scale to new heights. With tailored support, expert-led mentoring, hands-on workshops and critical investment pitch training, businesses will gain the tools and insights needed to thrive in today's competitive marketplace. The programme is provided completely free of charge thanks to funding from the UK government through the UK Shared Prosperity funding.

## WCC'S COMMITMENT

Winchester City Council is committed to supporting the local business community by providing access to vital training and resources. This initiative aligns with the Council's long-term goals of nurturing new businesses and fostering innovation among SMEs. By empowering local entrepreneurs with the skills they need, the Business Growth Factory seeks to contribute to Winchester district's economic vitality and sustainability.

## EXPERTISE AT YOUR FINGERTIPS

With industry experts at the helm, The IncuHive Group's Business Growth Factory delivers practical, results-driven training. Entrepreneurs will be guided through each phase of business development, from the earliest stages of market identification to preparing for investment opportunities. Whether you're an early-stage startup or an SME ready to scale, the programme provides access to unparalleled expertise.



## PARTICIPANTS WILL LEARN TO

- **Identify their target market and refine their customer journey.**
- **Manage finances effectively and build an entrepreneurial mindset.**
- **Prepare for investment with pitch training and business model refinement.**
- **Each business enrolled in the programme will receive personalised support aimed at fostering growth and long-term success, no matter what stage of development they are in.**



**Winchester**  
City Council



the **INCUIHIVE**  
group



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# What does the Business Growth Factory offer?

## COMMERCIALISATION SUPPORT

Helping new entrepreneurs, early-stage start-ups and SMEs in the Winchester District turn ideas into growth. Whether you need guidance to solidify your business model or are looking to pivot and scale, this programme provides tailored support to commercialise your innovations and achieve success.

## INCUBATION & SCALE-UP SUPPORT

Supporting start-ups with validated concepts ready for commercialisation, scale-ups seeking to diversify their portfolio and high-growth early-stage businesses. Tailored guidance helps businesses accelerate growth and transition from early-stage to market leaders.

## ACCELERATION SUPPORT

For early-stage companies in the Winchester District and surrounding areas with a marketable product and strong founding team. This programme provides start-ups with early traction the investment and strategic guidance needed to scale and accelerate growth.

## SME DIGITAL PRODUCTIVITY

Supporting SME founders and leaders looking to enhance productivity through digital solutions. Structured support for businesses facing productivity challenges, helping identify and address inefficiencies for improved performance.

## SUSTAINABILITY WORKSHOPS

Businesses looking to integrate sustainable practices will benefit from monthly online workshops, running from October to January, designed to help build a path toward achieving net-zero goals.

## ELIGIBILITY & HOW TO APPLY

The programme is open to new entrepreneurs, early-stage startups and small businesses within the Winchester district\*, looking to grow and develop sustainable business models.

To apply, visit [incuhive.co.uk/acceleration-investment/winchester-cc-business-growth-factory](https://incuhive.co.uk/acceleration-investment/winchester-cc-business-growth-factory) and complete the simple online application form. Once submitted, the team will review the application and provide details on the next steps.



## WHAT CAN PARTICIPANTS EXPECT TO ACHIEVE?

By the end of the Business Growth Factory, participants will have a clear, actionable plan to drive their business forward. They'll also gain the tools, knowledge, and confidence needed to pitch for investment and pursue long-term success.

\*The application criteria which can be found on our website.



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