

## Pathway to Growth – New Revenue Models for SMEs

### Agenda for June 6<sup>th</sup> 2017

### Aston Business School

**10.00-10.15: Welcome, Video and Overview of the day – Tim Baines**

*Over the next three years, 65% of the worldwide manufacturing industry will switch from a focus on products and production and build their revenue streams through services.*

*The aim of this event is to give you a taster of how other local businesses have introduced new services – and through practical workshop sessions – help you develop ideas for your business.*

**10.15-10.45: Keynote Industrial Speaker: Andrew Harrison, Engineering Associate Fellow, Rolls-Royce.**

*How did Rolls Royce transform their business through ‘Power by the Hour’, and what lessons can small and medium sized businesses learn from this? An overview of how they introduced new service-based revenue models and now consistently generate over 50% of annual revenue from services.*

**10.45-11.10: Introduction to our funded support programme for small and medium businesses – [Megan Ronayne](#)**

**11.10-11.30: Refreshment Break and Networking**

**11.30-11.50: Chris Gibson, General Manager, Mechatronic Solutions Ltd.  
“Our transformation journey so far”**

*Mechatronic Solutions is a local business delivering world-class automation solutions – in this session they provide an overview of how they are changing their business model through services in a highly competitive and fast-growing industry.*

**11.50-12.10: Workshop Session 1 – Where are you now and where do you want to be?**

*An interactive session to help understand how you currently compete and how you want to develop this in the future to get ahead of the competition.*

**12.10-12.30:**        **Danny Harrison, Business Development Manager,  
Nicklin Transit Packaging. “Commodities, Technologies and new  
Revenues”**

*Nicklin is a local, fourth-generation family run packaging company which has been trading over 100 years. Danny Harrison will give an overview of some of the changes they’re introducing as a business due to over-demand and over-capacity in the industry, and how services can be relevant to those in very price-driven or commoditized markets.*

**12.30-13.15:**        **Lunch and Networking**

**13.15-13.45:**        **Where should I start? – Ali Bigdeli**

**13.45-14.45:**        **Workshop Session 2 – Developing an action plan for your business to  
support new revenue growth – Megan Ronayne.**

*This is a practical workshop where each delegate will walk away with an idea for a new service offering and a potential business model for their company. We look at your customer’s ‘Pains and Gains’ and where these leave room for new service offerings.*

**14.45-15.00:**        **Phil Arch, Associate, Business Solutions (Midlands) Ltd,  
“R&D Tax Credits – it’s not just blue sky research”**

*Could you be missing out on R&D Tax Credits? Many small and medium businesses are unaware of what could qualify – and you could be entitled to up to £33 of additional cash support for each £100 of qualifying costs.*

**15.00-15.15:**        **Helen Briant, Trowers & Hamlins – Getting your Contracts Right:  
An Overview of Free Support Available**

**Abigail Holloway, Lloyds Bank – Financing Options for Your  
Manufacturing Business: Working capital tool, tooling finance and our  
credit policy stance for manufacturers**

**15.15-15.30:**        **Review, concluding remarks and next steps to secure support from the  
SME programme.**

**15.30-16.00:**        ***Optional* 10-minute one-to-one sessions with the programme delivery  
team to discuss how the programme could significantly benefit your  
business.**

*NB - You need to pre-register to reserve a one-to-one slot between 15:30-16:00.*