

Why a different approach?

Realising strategic value for many SME businesses requires them to commercialise the innovations that offer them the most potential. By bringing together novel ideas to create practical applications that have operational impact, they have much to offer the UK Defence and Security sectors.

However, SMEs experience only too familiar problems arising from attempting to realise their strategic potential in such a complex and traditional market. The consequences can be disastrous as they strive to sustain momentum, yet the solution could be simple – a good strategy well executed.

Problem	Need
Plenty of Innovation support – but UK SME productivity remains poor	Beyond Education – support with Collaboration
Incubation is not sufficient to cross the Valley of Death	‘Excubation’ required – supported by creativity, structure and collaboration
A risk of superficial not sustainable growth	Improved measure of success - realisable strategic value as the KPI
High barriers to market entry	Embed domain expertise - better market engagement to commercialise innovation

Why is this important?

The UK Defence and Security sector is committed to innovation and increasing reach to SME businesses. ‘Incubation’ culture is well established but less supported is the ability to develop strategy to realise that longer term value.

BAR Associates has devised a programme that addresses these needs founded on their experience and approach for innovative businesses. The key is to think beyond incubation – something that will collaboratively:

- Set a clear path to develop a strategically valuable business;
- Engage the market to appeal to customers, corporate partners and funders;

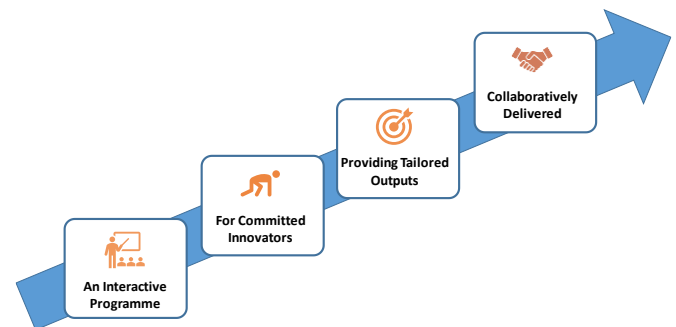
The Valu^e programme is for committed entrepreneurs with scale up potential who see the benefit in aligning business strategy with their values, ambitions and a desire for accelerated and assured growth.

Realising strategic value for innovative SMEs



What is the Valu^e Programme?

Valu^e is an 8-week interactive programme to initiate exponential growth, delivered collaboratively by BAR specialists and SME business owners.



The strategic planning activity, founded on the established BAR A3M Strategic Value Management process, co-develops a tailored business strategy. BAR techniques, domain expertise and tools are introduced and used in collaboration with the business owner to develop credible plans that execute the strategy with confidence in the rate and scale of ambition.

At the heart of the programme is a robust process for goal setting, founded on the current situation and driven by a compelling vision. It devises a programme of development across the 12 components of strategic value:

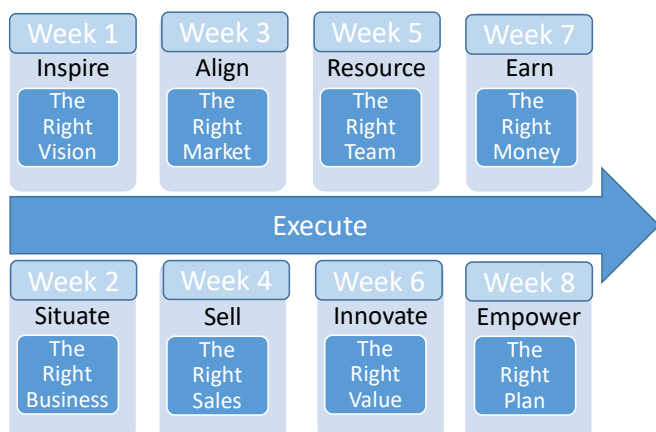
Market		Offer	Staff
Market Size	Market Penetration	Brand Value	Quality of Management
Quality of Customer	Quality of Earnings	Business Scarcity	Staff Skills
Revenue Mix	Financial Situation	Innovation	Competition
Finance		Innovation	

What does Valu^e do for you?

- Builds a business strategy and execution plan that is creative, credible and one you can commit to;
- Gives you confidence in your ability to realise strategic value;
- Increases your awareness of the Defence and Security sector and the opportunity it offers;
- Establishes you as “Defence Innovation Ready”;
- Develops an investment approach and plan that will accelerate you to a fully operating business.

How is Valu^e delivered?

The course has been designed to lead naturally from one module to the next; each successive module building on the former. You will see your strategy and its delivery plan emerge before your eyes!



The collaboration follows a four-stage process:

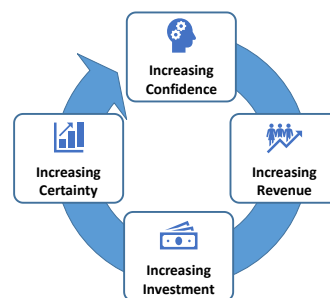
- **Inform** – key business areas presented;
- **Discuss** - workshops put the techniques into practice to create the plans;
- **Review** - learning and a forward look, tailored to each business;
- **Support** – a collaborative journey towards an execution plan that delivers real value.

Priorities and resource requirements are scheduled to bring about the strategic objectives that catalyse growth. Knowledge is transferred to the business owner increasing commitment to the strategy.

Each business owner has their own mentor throughout the programme providing continuity, trust and the opportunity for an enduring relationship.

What is the benefit of using Valu^e?

Valu^e accelerates the pace of growth with both ambition and supporting objectives clear to all. It is underpinned by a proven and structured approach with access to a wide range of BAR specialists able to facilitate rapid entry or expansion into domestic and export markets.



It offers:

Confidence – in realising strategic value, inspired and moderated in collaboration with BAR;

Revenue – helping identify, develop and close Defence and Security opportunities accessed through the BAR network;

Funding and Investment – developing the right plan to get the right funding at the right time;

Certainty - Building a sustainable business based on an assured plan that effectively identifies and manages risks.

Why Bar?

Specialists with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK and international Defence and Security sectors.

Contact Us



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