

creative
england

Creative Enterprise Evolve



THE
NATIONAL
LOTTERY

Investing in the Future of Storytelling

FAQs

When does the programme start?

The programme will commence in Summer 2021, with bespoke mentoring sessions starting in September 2021.

How much investment will I receive?

No investment is committed or guaranteed through the programme. Applicants will have an opportunity to present their investment proposal to private investors.

What type of investors are involved?

The programme will connect you to a range of investors with experience across multiple sectors, not just creative industries. You will have the opportunity to engage with suitable investors from angels to institutional funds.

How much does it cost?

Evolve is a sponsored program and there are no costs for selected applicants. However, cohort companies are required to contribute to the cost of any associated travel.

How much travel allowance will I receive?

A small travel allowance can be available at the discretion of the Creative Enterprise team.

Where does the programme take place?

The global pandemic has changed the nature of how we work.

Evolve will be a hybrid program with both virtual and in-person engagements. At all times we will follow public health guidelines.

In-person events will typically be held near or at Creative England offices in Bristol, Manchester, and London.



How much time would I have to commit?

Evolve's purpose is to support companies who are preparing for their investment journey.

As investment is a critical part of a company's growth journey, we expect cohort members to stay with the programme from start to completion. This activity will be, on average, 2 days a month over a period of 9 months.

What will I get out of the programme?

Subject to your commitment throughout, by the end of the programme you will have, at minimum, an investment strategy and proposal capable of soliciting growth capital. Companies will also benefit from informal discussions with appropriate investors to help shape their investment proposal.

We need investment to develop our slate of content projects, can the programme help us?

Evolve is not designed to support investment strategies for single project investments or slate funding, though we will consider proposals that can demonstrate how this will lead to business growth.

The company's business is currently focussed solely on corporate/ non-storytelling content however, we wish to expand into more narrative productions that will tell a story and engage an audience. Can we apply?

Yes. However, your business proposal must include moving image for storytelling as a significant component.

Does the support qualify as state aid?

No, the business support provided by Creative Enterprise Evolve does not qualify as state aid support. A full definition of State Aid can be found [here](#).

