

creative
england

Creative Enterprise Evolve



Investing in the Future of Storytelling

About Creative England

Creative England is working to build the right environment for the future of the creative industries by helping them raise their ambition, create jobs, grow revenue and build the confidence and networks they need to be truly innovative.

We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success.

For further details please visit
www.creativeengland.co.uk

About Creative Enterprise

In partnership with the BFI, Creative Enterprise was developed three years ago to grow screen businesses in the English regions.

Through intensive programmes and bespoke workshops led by industry leaders and mentors, Creative Enterprise provides expertise and training to futureproof the next generation of moving image companies.

By bringing together companies who work in moving image for storytelling, we build meaningful connections and create opportunities for business growth.



What is Evolve?

Creative Enterprise Evolve is an investment readiness and investor relations programme for content makers and innovators who're seeking investment for business growth.

Evolve has been designed by investors and is delivered over a period of 9 months through a sequence of bespoke one-to-one mentoring sessions, combined with peer-to-peer group meetings and pitching sessions to prepare your company for investment.

Please note: Evolve will consist of both virtual and in-person engagements and will be delivered in accordance with public health guidelines.

Who is it for?

Led by Creative England in partnership with the British Film Institute, Evolve is for high-potential screen-based companies and technology platforms that are innovating across video-games, visual effects and animation, immersive media and film and TV.

Perhaps you've not raised investment before and don't know where to start or you've already in the process of raising and you need some help. Evolve will support you to evaluate your business offering, define your investment goals, and connect you with experts and investors who can help you take your business forward.

The Evolve Process

Successful applicants will join a limited cohort of creative company founders over a 4-stage pathway, combining both bespoke mentoring and group sessions to prepare your company for investment

Diagnostic: reviewing the business model and initial investment proposition;

Define: clarifying business growth plans and defining the supporting investment goals;

Craft: designing an investment strategy and helping with its presentation, including pitching practice and presentation design support; and

Connect: soft introductions to appropriate investors, including a pitch presentation showcase.

Eligibility

To be eligible, you must;

be seeking private investment to grow your business

be able to demonstrate growth potential

have identifiable customers and a proven business model

have a draft business plan of how you intend to grow using investment

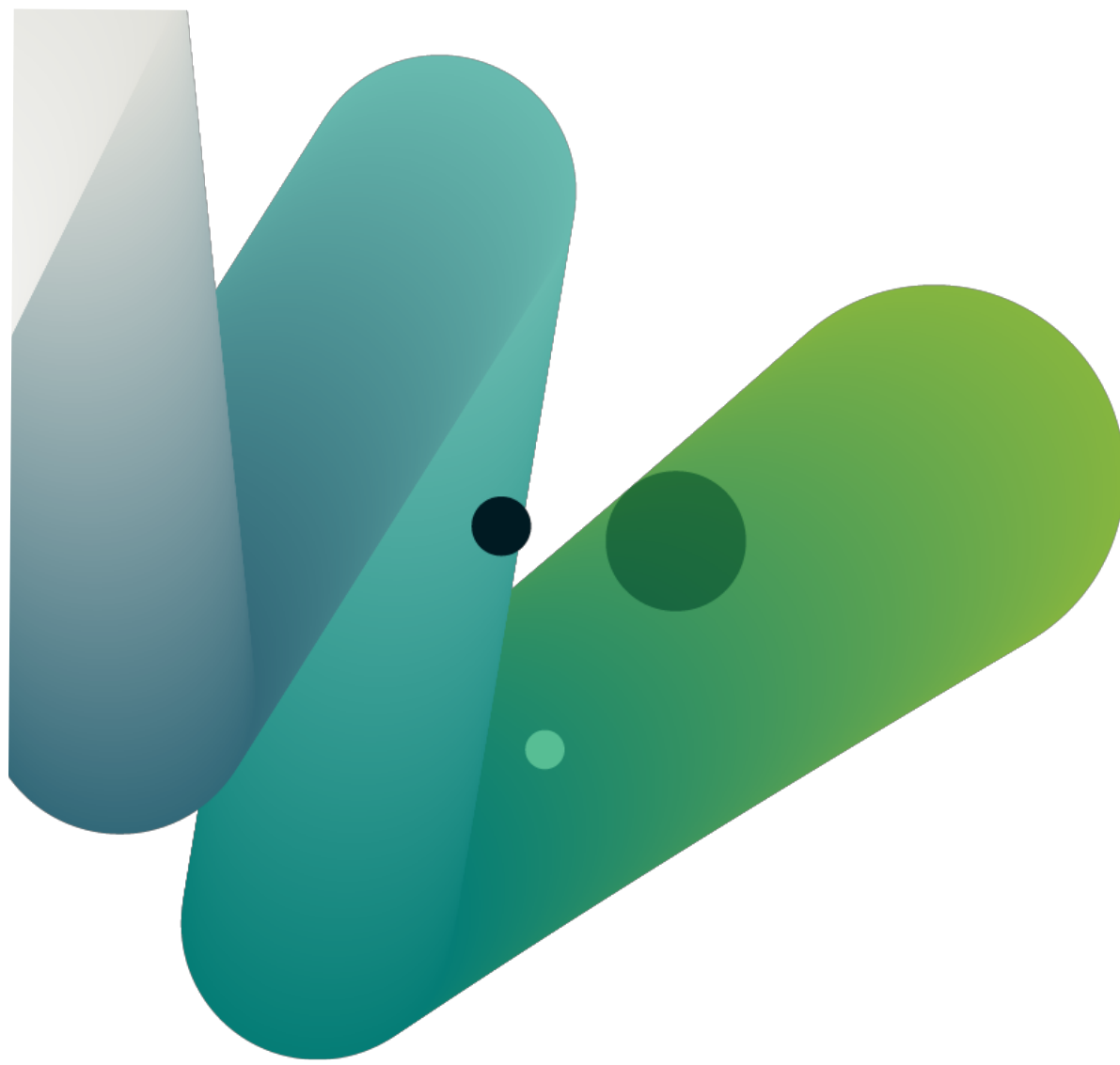
have a founding team with a strong track record in the industry

employ a minimum of three full-time people within the business

promote the use of storytelling and creativity with your content

be a screen-based company or technology platform that operate across videogames, visual effects and animation, immersive media and film and TV

be registered in the UK, preferably within the English regions, outside London



APPLY HERE

Applications close Wednesday 7th July 2021 for the programme to start immediately thereafter.

Should you have any access or communication requirements relating to our applications and guidance, then please contact the team at creativeenterprise@creativeengland.co.uk or 0333 023 5240. Subsistence contributions are available to assist with the costs of travel and accessibility of the programme. Funds are limited and at the discretion of Creative England.

