

Business School on Business Network Growth Accelerator Programme



This autumn the Low Carbon Business Network at Derby Business School is launching a Green Growth Accelerator Programme to assist SMEs to thrive in the growing low carbon economy.

The programme will be delivered as a series of free half-day sessions. The structure of the programme is as follows:

Initial 1-2-1 Needs Assessment: we will work with your business to establish how you currently operate within the low carbon economy and help you identify opportunities to grow your business.

Part 1 - Clarifying your value offer.

27th September 2017, Derby Conference Centre

You will work with Business School experts to: clarify the key aspects of your low carbon offer; identify high value customers and understand their needs; understand market trends; find ways to match your value proposition with the interests of current and prospective customers.

Part 2 - Honing your value proposition.

17th October 2017, Derby Conference Centre

This session will help you refine your value proposition into a clear, attractive offer to your customers. You will get feedback on your proposition and support on how to pitch your product or service to larger demand side organisations and high value customers.

Part 3 - Pitch Green!

After developing your low carbon value proposition with the help of Business School experts, you will deliver your 'pitch' to a panel of hand-selected buyers and procurement managers from demand side organisations in your field.

To find out if your business qualifies for this support programme, contact k.walker@derby.ac.uk

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