

# Innovate UK Fund

Largest funding agency for innovative SMEs in the UK.

**Client: HydroGarden Wholesale Supplies Ltd**, largest European supplying specialist for Hydroponic equipment. HydroGarden distributes global leading brands and manufacture own range of products. It has collaborate with numerous commercial growers and research organisations, leading the development of key horticulture technology for hobbyist and bulk sector to date.

**Sector:** Horticulture

## 1 Context / Challenge

Hydrogarden has developed an indoor farm prototype. Initial trials have demonstrated significant results in both plant's quality and productivity levels. The company intended to push the technology further to market-readiness. For that, it would need support from external funding sources to minimise the risk and speed up the development phase.

## 2 What was provided

Hydrogarden asked support for investigating funding and grant schemes that could support them in developing the technology to the next stage. After assessing the company's business model and technology, it was recommended the Agri-Tech Fund Late Stage from innovate UK. The fund would provide financial resources compatible with the project size, as well as supporting Hydrogarden's strategy to access markets beyond Europe.

## 3 What they achieved

Hydrogarden was fully supported through the application and submission stages. They were provided with templates and questions structured in such format to facilitate the manager's understanding and action.

After assessing the project and company's strategy, the coach developed a complete business-case for the technology. It provided an evidence-base strategy from research and development throughout commercialisation. After that, the grant application was written and extensively revised in order to best meet Innovate UK's criteria and, therefore, enhancing the company's chances.

Having successfully accessed the grant to fund the £1 million development, Hydrogarden is getting ready to kick off the project by Q2 2016.