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UK Government



UNIVERSITY
of HULL



Humber Innovation Support Programme

#HISP

Helping businesses
turn their innovation
ideas into reality



Hull
City Council

POWERED BY
**LEVELLING
UP**

About the programme

Unlocking Growth: Navigate Your Business' Future with Innovative Funding Solutions

Are you ready to gain a competitive edge and turn your ideas into market-leading products? **Look no further!** HISP is designed to give businesses the tools they need to bring groundbreaking concepts to life.

The Humber Innovation Support Programme (HISP) has been designed to help businesses unlock their innovation potential.

The funding has been allocated as part of the UK Shared Prosperity Fund (UKSPF), powered by the UK Government's Levelling Up agenda, to Hull City Council to support businesses within the Hull region to develop their innovation ideas.

The project is being delivered by the University of Hull's Aura Innovation Centre and provides businesses with access to world-class academic support and expertise, access to state-of-the-art innovation testing equipment and bespoke innovation project planning.



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Internship Placement

**FULLY FUNDED graduate intern
12 weeks - 15 hours per week**

Why does my business need an intern?

- **Gain a fresh perspective.** Interns are fresh with knowledge and eager to prove themselves as an asset to your business.
- **Create a talent pipeline.** Interns are a great way to see how much potential a recent graduate has in the field contributing to your future workforce.
- **Dedicated support and resource.** An intern can help provide additional resource and dedicate their skills to help deliver a short-term project.
- **Investment in new talent and skills.** Interns bring an abundance of the latest skills and knowledge across a wide range of areas.



Innovation Grants

50% grant up to £30k to support innovation projects

How will an Innovation Grant help my business?

- **Access to academic expertise and cutting edge facilities** to provide invaluable support, guidance and testing of your innovation project.
- **Support research and development activities** to explore new ideas, develop prototypes, and refine new products or services to make them market ready
- **Accelerate your innovation** ideas by investing in new technology to stay ahead of your competitors.
- **Improve efficiency and productivity** by implementing new technology, streamlining workflows, and effective product testing



Intellectual Property Advice

1 day FULLY FUNDED expert intellectual property advice

Why do I need intellectual property advice?

- Understand how to **protect your valuable business assets** such as trademarks, patents and copyrights from infringement or misuse.
- Help to **protect and capitalise** on your inventions, designs and creative works.
- Specialist advice on how to **maximise the value of your business assets** including strategies for licensing or selling IP
- **International expansion** – if you want to expand into international markets specialist advice will help you navigate the complexities of international IP laws and regulations.

But that's not all!

Need to upskill your workforce to explore new ideas and foster innovation?

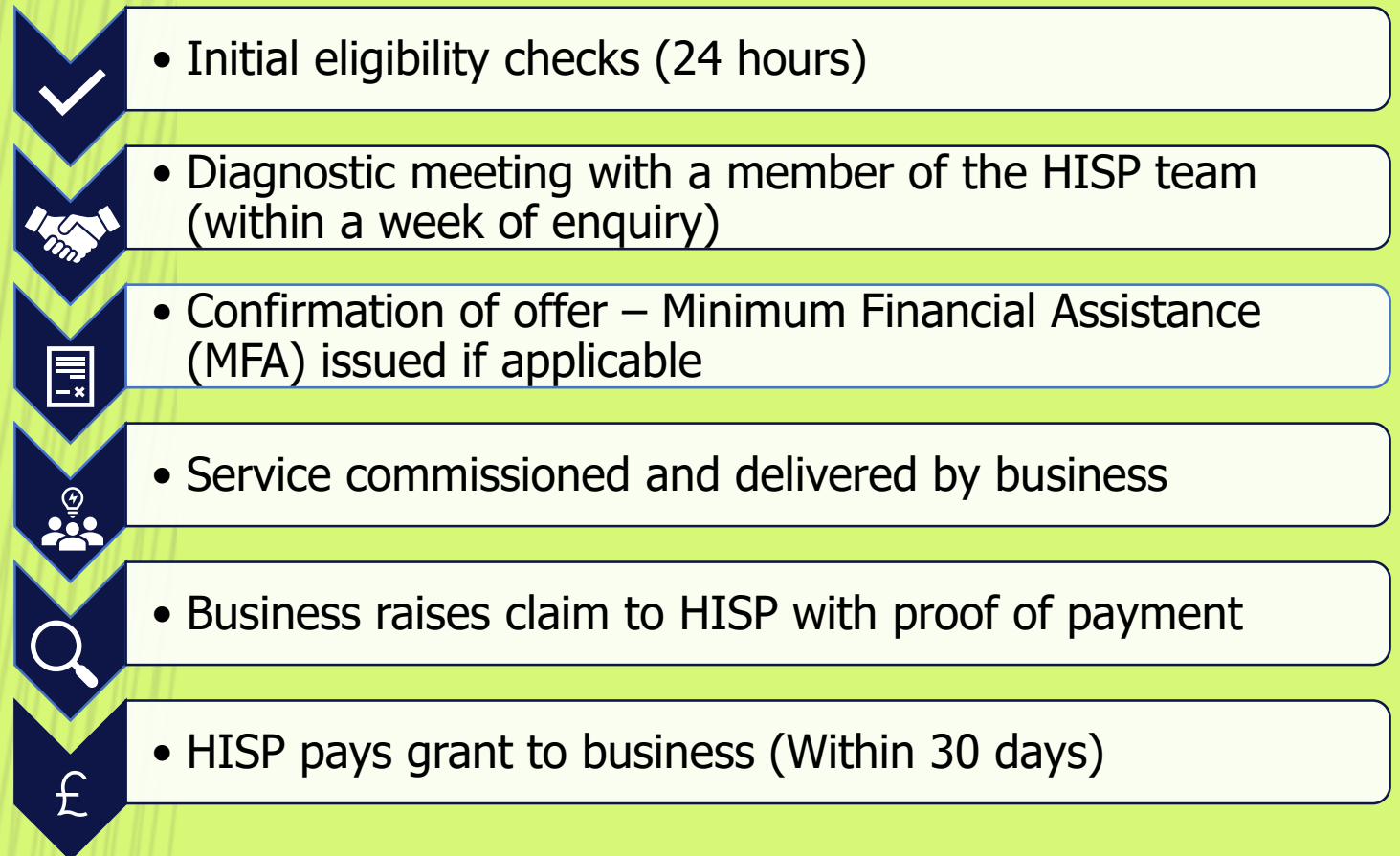
Receive 50% funding towards development programmes led by world class leading experts in a variety of disciplines such as AI, business management and flood resilience.

Development programmes will equip your workforce with the knowledge and capabilities necessary to innovate and adapt to keep your business ahead of the competition.



How long will the process take?

We have designed a quick and easy onboarding process so you can get started on your innovation journey quickly and efficiently.



HAVE WE CAUGHT YOUR ATTENTION?

Do you have an innovation need you think we could help you with?

Get in touch now to talk to us about your ideas

 aic.aura@hull.ac.uk

 01482 464700

 aura-innovation.co.uk/contact

AND THAT'S NOT ALL...

The Aura Innovation Centre is also home to a wide range of flexible office and event space.

Whether you're looking for a location to host your next meeting or conference, or you're interested in sustainable co-working space, get in touch.

