

# being entrepreneurial being innovative being international

## Export Starts

Tailored support for start-ups focused on export markets

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### Introduction

Invest Northern Ireland is focused on supporting innovative local businesses that can demonstrate the potential for substantial export growth.

We want to support projects where there is a clear market need and a commercial opportunity which will result in the creation of high growth businesses in Northern Ireland.

A comprehensive range of services and initiatives is available from our offices throughout Northern Ireland to export-start businesses.

Our Export Start services are typically offered to businesses under two years old which can enter and compete effectively in markets outside Northern Ireland, including the Republic of Ireland and Great Britain.

### How will it help me?

You will benefit from the advice of our Client Executives who have a great deal of experience in dealing with companies looking to expand their operations through export.

Client Executives have a broad range of commercial and industrial experience, combined with functional and sectoral expertise.

They will work with you to assess your needs and to identify the best type of support from the full range of assistance available, to help you establish or grow your export business.

This can include:

- access to experienced Invest NI professionals who help people to develop business ideas and deal with the practicalities of setting up a business;

- financial support such as grants, loans, and equity from Invest NI or other sources of finance;
- advisory support such as help with market research, competitor intelligence, guidance on legal issues and ICT advice;
- advice about management skills and practical assistance on exploiting new market opportunities;
- assistance in developing your skills in key areas such as management, sales and marketing; and
- help in developing your business through business improvement services, trade and export services, innovation support, and product and process development.

### How does it work?

We don't take a one-size fits all approach. Our team of specialist advisors and Client Executives offer a service tailored to your particular business requirements. However, we need to be selective in order to maximise the impact the support will bring. We cannot support every project presented to us.

Our financial support is focused on those businesses that have the potential to be strong exporters and can deliver the best return for our investment.

The level of support offered, financial or advisory, will be decided on a case-by-case basis, depending on the specific needs and the growth potential the business opportunity represents. Any financial assistance offered by Invest NI will, however, only represent part of the project costs, with the balance of funding being provided by the promoter, banks or investors.

