

Design for Business



investni.com/design



**BUILDING INNOVATION
FOR A STRONGER ECONOMY**



Design for Business



Invest NI has opportunities for design-led businesses who want to innovate and grow.

There's a magic that happens when a company's customer service delights instead of frustrates, when the technology you've bought works brilliantly or when a website gives you exactly the right information you need, exactly when you need it. In reality, these seemingly small moments are actually the result of careful design planning that result in valuable customer loyalty.

Design touches us all the time. As a process, its purpose is to bring together the needs of your customers and the capabilities within your business. But it's the focus on the customer that makes design such a powerful tool to stand out, develop market share, make connections and open up new markets.

Design
for Business



Design Advice

- > Analyse your business
- > Understand design needs
- > Discover possibilities
- > Find direction
- > Plan your next steps

Through **DesignAdvice**, companies have the opportunity to receive expert advice and gain knowledge on specific design issues.

Get up to a half day **DesignAdvice** from a design expert on a one-to-one basis including advice, guidance and signposting to further assistance regarding your specific design needs.

The advice will benefit your company by helping you identify possible areas of improvement in your products and services.

DesignAdvice is the first step in your design journey and provides the ideal platform to discuss your design needs prior to applying for the **DesignActive** programme.

Please contact your Client Executive for more details or call 0800 181 4422 and ask for **DesignAdvice**.

Design
for Business



Design Active

- > Understand design
- > Explore new ideas
- > Gain insights
- > Develop a brief
- > Generate concepts

DesignActive helps companies access design support up to the value of £10k to explore potential for new business ideas.

DesignActive provides space for key decision makers within your business to understand where and how design can deliver tangible benefits to your business. Our workshops inspire participants to think of new ways to improve customer experiences, develop new products and audit your communications while design experts provide one-to-one mentoring. Working towards delivery of a coherent design brief, companies are allocated an experienced design consultant to work on your specific project.

How it Works

It provides 7 non-consecutive days design consultancy support based around your design need. In addition, support includes interactive sessions, 2.5 days of one-to-one mentoring from design experts and a final exhibition of work with a follow-up evaluation review.

Cost £1,250 plus VAT

Applicants are required to go through a competitive application process. See application information and programme details on next page.

Design
for Business



Design Active

Call for applications
opens **Monday 5 July**
and closes **5pm**
Friday 20 August 2021.

Please contact your
Client Executive or call
0800 181 4422 and ask
for **DesignActive.**

DesignActive 23 (DA23) Programme

Session	Session Type	Date	Time
1	Online Group Workshop	Thursday 9 September 2021	10:30am – 12 Noon
2	Online Group Workshop	Monday 13 September 2021	10:30am – 12 Noon
3	Online Group Workshop	Thursday 16 September 2021	10:30am – 12 Noon
4	Online Group Workshop	Thursday 23 September 2021	10:30am – 12 Noon
5	Online Group Workshop	Thursday 30 September 2021	10:30am – 12 Noon
6	Online Group Workshop	Thursday 7 October 2021	10:30am – 12 Noon
	Meeting with Allocated Consultants	Week beginning Monday 25 October 2021	TBC
7	Interim Presentations	Thursday 2 December 2021	TBC
8	Programme Close	Friday 14 January 2022	TBC