

## 4i Innovation Participant Criteria



Ballymena Business Centre in partnership with The Gallaher Trust and Innovate NI will be providing a unique opportunity to enable local Ballymena businesses explore the benefits of Innovation. This project will be 100% funded.

The 4i Innovation will use personal innovation thinking profiles alongside the latest business methodologies, for you to understand your business model and define your value proposition for the success of new business ideas.

4i Innovation support will include:

- ✓ **FourSight Profiling and Training** -The FourSight four-step framework identifies where you're thinking preferences lie with regards to problem solving. Its intuitive language transforms the way individuals and groups work together to solve problems.
- ✓ **Innovate NI Innovation Accreditation Programme** - Discover where you are on the Innovation Framework with a company Diagnostic Survey & Certification
- ✓ **Use the latest business modelling tools from Stratgyzer.com**
- ✓ **Individual Business Innovation Coaching**
  - Ideation - Develop New Ideas that Add Value
  - Selection – Choosing the Best Idea
  - Development – Value Proposition Design
  - Commercialisation – Launching a New Product or Service
- ✓ **Innovation Cluster Support**
- ✓ **Access to Funding and Business Support**

**4i Innovation Participant Commitment will include:**

- ✓ Proactively engage in all aspects of the 4i Innovation
- ✓ Participate in Case Study and PR Opportunities
- ✓ Share Information for Project Monitoring and Evaluation
- ✓ Value the Support provided by Ballymena Business Centre in partnership with The Gallaher Trust and Innovate NI

Ballymena Business Centre reserves the right to accept or reject 4i Innovation Applications.