

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 innovation methodologies, to help you understand how your business model creates and captures value and helps define your value proposition for the success of the business.

4i Innovation support will include:

- Introduction to Innovation & Creativity
- FourSight Profiling and Training -The FourSight four-step framework identifies your thinking preferences and how you personally engage in innovation or problem solving. Its intuitive language transforms the way individuals and groups work together to solve problems.
- Hands on use of the latest business modelling tools from Stratgyzer.com
- Individual Business Innovation Coaching focusing on developing your value proposition for targeted customer segments to increase sales and profitability.
- 4i Innovation Grant £500
- Referral to ongoing Business Support where available

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

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