

Design for Business



investni.com/design



**BUILDING INNOVATION
FOR A STRONGER ECONOMY**

Invest
**Northern
Ireland**



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.

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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**.

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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.

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Design Active

Call for applications opens
Monday 6 September
and closes **5pm**
Friday 8 October 2021.

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

Design Active 24 (DA24) Programme

Session	Session Type	Date	Time
1	Online Group Workshop	Thursday 4 November 2021	10:30am – 12 Noon
2	Online Group Workshop	Monday 8 November 2021	10:30am – 12 Noon
3	Online Group Workshop	Thursday 11 November 2021	10:30am – 12 Noon
4	Online Group Workshop	Thursday 18 November 2021	10:30am – 12 Noon
5	Online Group Workshop	Thursday 25 November 2021	10:30am – 12 Noon
6	Online Group Workshop	Wednesday 1 December 2021	10:30am – 12 Noon
	Meeting with Allocated Consultants	Week beginning Monday 10 January 2022	TBC
7	Online Presentations	Thursday 10 February 2022	TBC
8	Programme Close	Friday 11 March 2022	TBC