



Pauline Prockter

Manufacturing, Access
to Finance and Innovation

Profile

Pauline is an accomplished Mentor, Coach and Business Adviser supporting high growth and start-up businesses for over 20 years. She has delivered several high-profile Government programmes including, Growth Accelerator, The Business Growth Service and The Manufacturing Growth Programme. Areas covered are wide ranging and include Business Planning, Organisational Culture, Securing Funding for Innovation, Access to Finance, and the R&D Tax Credit System.

Qualifications and Experience

- SFEDI (Small Firms Enterprise Development Initiative)
- Institute of Leadership and Management (MInstLM)
 - Access to Finance
 - Grant Funding
 - Strategy
 - Innovation and R&D Tax Credit System
 - Practice of Banking

Some of Pauline's Projects

Client: A client delivering an unusual type of food that needed to get to a wider audience

Sector: Food and Beverage Industry

Specialism: Strategy/finance

Brief: To sell more products/analyse overheads and bottom line profit

Outcomes:

- Helped the client reality check the business proposition
- Helped the client develop a clear understanding of profitability and overheads
- Worked through alternative approaches which could increase sales
- Developed a robust plan for diversification

Client: Domiciliary Care

Sector: Care Sector
Specialism: Strategy and Finance

Brief: The client had developed a business/project plan which needed a sanity check on both the proposition and the financials sitting behind it.

Outcomes:

- Full review of the Business Plan interrogating Primary research, competitor analysis and basis of service delivery
- Interrogated the financials
- Acted as a critical friend and gave open an honest feedback
- Client had a clear understanding of the strategy and finances to get the idea off the ground

Client: Inventor of a new product
Sector: Consumer
Specialism: innovation

Brief:

- The client was in the initial stages of product design, having already invested a significant amount with a design agency for drawings.
- The client was concerned about the next steps and wanted to clarify these.

Outcomes:

- Reality check on current situation.
- Client gained a clear understanding of the order of things.
- It was identified that market research and competitor analysis need to be undertaken
- Worked through the possible risks and considered the different options available to commercialise the produce, including licensing.