



**VENTUREFEST**  
WEST MIDLANDS 2022

**HIGHLIGHT REPORT  
& 2023 SPONSORSHIP OFFER**



# With Thanks to our Partners & 2022 Sponsors

## Partner Organisations



## Minerva Birmingham Pitch Up Sponsor



## Gold Sponsor



## Silver Sponsor



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# Overview

**"It was wonderful to be at Venturefest 2022 and it was a fantastic opportunity to celebrate the innovation excellence proudly on display in our region.**

**It really is a tremendous gathering that champions the energetic, collaborative and ambitious nature of the West Midlands start-up scene and wider economy. Pre-pandemic, we had the highest start-up numbers outside of London and with Venturefest acting as a catalyst, we will rapidly get back on track.**

**With innovation accelerators at the heart of the Government's Levelling Up plans, our private and public sector have a golden era of teamwork ahead as we unlock our potential as a dynamic and enterprising region fit for the future. I look forward to continuing these conversations at Venturefest in 2023 and beyond."**

Andy Street, Mayor of the West Midlands



## Venturefest WM was back and better than ever on 24th March 2022!

Supported locally by businesses, universities, science parks and business support organisations, Venturefest provides entrepreneurs, investors and innovators the opportunity to meet, engage and exchange ideas for co-operation and collaboration, particularly in the fields of science and emerging technologies.

The free full-day conference was a chance to engage directly with high growth entrepreneurs and service providers offering products, services, advice and support.

The programme featured industry leaders delivering insightful, challenging and inspiring keynote and panel discussions. This year we welcomed keynotes from Ian Vickers of METCLOUD, who recently raised £1 million seed funding from the Midlands Engine Investment Fund, sharing his perspective on the journey of an entrepreneur; and Emma Jones of Enterprise Nation, on how to grow your business through funding and sales.

Other panel sessions covered gateways to university innovation; Zero carbon as a business opportunity; Guidance on funding and support through 'Switch the Pitch'; The business growth formula; and how the Government backed West Midlands Innovation Accelerator will drive the innovation ecosystem.

The established premier pitching competition of the West Midlands, Minerva Birmingham Pitch Up, held its final at Venturefest WM, the region's most prestigious event for growth focused businesses, with an exceptionally high calibre of finalists. This year's winner was ExpHand Prosthetics, who won over the crowd with their prosthetics aimed at children, disrupting the market by removing prohibitive pricing using innovative 3D printing techniques.

**We can't wait to see what Venturefest WM 2023 will bring!**



**This year's Best Pitch Award winner: Kate Walker (left), Founder of ExpHand Prosthetics**

Winner of Minerva Birmingham Pitch Up, awarded by Sheridan Sultskis (right), CWRT (2022 PitchUp Sponsor).

# Impact of Venturefest West Midlands 2022

## Attendance 2022

**600+ Attendees**

**Hybrid event**

93% physical

7% virtual

**Vs 2021**

**Virtual Event**

355 attendees

(72% Growth)

**Vs 2019**

**Physical Event**

363 attendees

(68% Growth)

**"Venturefest was a jam packed event with a hustle of activity, highly recommended"**

Pam Sheemar, Natwest

**"Given the numbers of SMEs in this region (and country), and the mix of innovators and organisations that provide support to start-ups and SMEs, this was - and should continue to be - a highly relevant event."**

Chris Weir, Midlands Aerospace Alliance

**"Thank you for a great day networking, pitching and meeting new and old contacts."**

MyPam

## Metrics



**1,712**

**Likes & Retweets**

#VenturefestWM



**10,127**

**Website Views**

www.venturefestwm.co.uk

(collated during 2022 campaign January - March)

# Evaluation Survey

Venturefest WM continues to attract new audiences with **71%** of evaluation survey respondents saying this was the first time attending.

The event enables an excellent meeting point for the private and public sector to converge.

**54%** of survey respondents were from the private sector, representing starting and scaling businesses as well as large corporations.

**98%** of survey respondents enjoyed the days content with **97%** advising they would recommend Venturefest WM to others.

(Evaluation Survey based on 101 respondent's views)



**"Great event. So many useful contacts. Everyone is so helpful and friendly. I wish for this to be a more frequently held event."**

(Survey Feedback)

**"Kudos to the Innovation Alliance team and event partners for making 2022 a quality reawakening following the two year COVID digital transition."**

(Survey Feedback)

# Don't just take our word for it!

Take a look at the overwhelming feedback we've received from this year's sponsors, panelists and attendees!

**"We had a really productive day with over 50+ SMEs enquiring about the various BCU/STEAMhouse services.**

**Since the event some of those SMEs have already been in touch with us asking for more information about specific BCU services which we are following-up."**

S Tarr - STEAMhouse, Birmingham City University Exhibitor

**"We had a great time at Venturefest meeting everyone and discussing some interesting projects."**

B13 Technology,  
Sponsor

**"It was great to speak on the panel about Phos Cycle and our experiences cross-sector"**

Omair Mahmood, Phos Cycle  
Panelist

**"I found it a most uplifting event - especially some of the very capable and energised presenters in the Pitch Up heats.**

**Well thought through and inspirational!"**

C Weir, Midlands Aerospace Alliance  
Exhibitor

**"What an eye opening conference today, it was wonderful to meet new people and to continue learning in order to grow"**

Adian's Dining  
Attendee



**"Great event - well done all!  
We'd definitely love to be a part of 2023"**

Daniel Evans, Birmingham Enterprise Community Exhibitor

**"It was great to meet with other business support that could align with our services and it was a genuinely great networking opportunity."**

N Weaver, Sustainability West Midlands Exhibitor

**"We loved the expo and had a great day."**

Joan Smith, Jintro Attendee

**"Great day at Venturefest WM.  
Great support and opportunities in the region. Lovely to see so many friends."**

D Assinder, Women in Tech Awards Exhibitor

**"Venturefest WM had a great vibe, and a good buzz around the exhibition and conference, we made a lot of new connections at this event and were delighted to finally meet colleagues we have not seen off the screen.**

**For us, this event was on target, and we are looking forward to next year's event."**

M Ahmar, West Midlands Health Technologies Cluster Exhibitor

# Sponsorship

## 2023 Sponsorship Offer

In March 2023, we'll be staging the 8th Venturefest WM. We're asking you to join us by investing in one of our Sponsorship Packages:

Minerva Birmingham Pitch Up Sponsor	<b>£6,000</b>
Gold Sponsor	<b>£4,000</b>
Silver Sponsor	<b>£2,000</b>
Exhibitor	
Early Bird	<b>£750</b>
Standard	<b>£1,000</b>

### Minerva Birmingham Pitch Up (Exclusive)

**£6,000 + VAT**

#### As the Minerva Birmingham Pitch Up sponsor you will be visible to:

- All Minerva Birmingham Pitch Up 2023 applicants including companies in the region that have potential to raise significant investment. Plus, the broader Venturefest WM audience of innovators, business owners, investors, professional services, and HEIs from across the West Midlands and beyond
- Opportunity to network with local investors and some of the regions fast-growing companies

#### Comms benefits:

- Pre-event feature press release to focus on MBPU with the opportunity to provide a sponsor quote
- The press release will form the basis of a newsletter which is to be emailed to the existing database of previous Venturefest attendees along with suitable WMCA CRM lists and partner databases
- Full page A4 ad inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed as sponsor in all social media quotes featuring MBPU (reach across each of the partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of LinkedIn – 31,028 followers / Twitter 52,515 followers)
- Listed in the brochure on the sponsor page, against all MBPU sessions, and presence in the exhibitor listing (see 2022 programme as an example)

#### Sponsor branding:

- The MBPU sponsor logo to feature on the trophy
- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Logo featured in the scrolling logo banner sited on every webpage
- Listing on Venturefest WM exhibitor webpage with hyperlinks to a webpage of your choice
- Logo prominently positioned on all three e-mail campaigns (sent to all partner mailing lists – approximately 10k)

**Visibility at the event / post event:**

- Opportunity to make a 5min speech as part of the MBPU Final heat
- Prominent double stand in the main Venturefest WM expo area (approx. 4m x 2m). Choice of location available on first response basis
- Named in Twitter posting on the day (linked to MBPU session)
- Opportunity to be represented within the session as a judge
- On all holding, title and closing slides featured in all MBPU heats
- On all MBPU venue signage
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform
- Post event media activity will include a blog summarising the session with a recording of the session to be featured as a LinkedIn post and listed on the Venturefest website

**Gold sponsor****£4,000 + VAT****Comms benefits:**

- Two press releases will be produced ahead of the event with the opportunity to provide a sponsor quote for one of these articles (these press releases will not be individual to each sponsor and may include multiple sponsor quotes)
- The press release will form the basis of a newsletter which is to be emailed to the existing database of previous Venturefest attendees along with suitable WMCA CRM lists and partner databases
- Full page A4 ad inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed as a sponsor in all social media quotes featuring your desired session depending on timing of contract (reach across each of the partner's Twitter and LinkedIn accounts creates a combined minimum follower reach of LinkedIn – 31,028 followers / Twitter 52,515 followers)
- Listed in the brochure on the sponsor page, against your chosen session, and presence in the exhibitor listing (see 2022 programme as an example)

**Sponsor branding:**

- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Logo featured in the scrolling sponsor logo banner sited on every webpage
- Listing on Venturefest WM exhibitor webpage with hyperlinks to a webpage of your choice
- Branding prominently positioned on all three Venturefest WM e-mail campaigns (sent to all partner mailing lists – approximately 10k)

**Visibility on the day/ post event:**

- Opportunity to steer the subject matter of a specific session, to have a representative speak on the panel and to be listed as the session sponsor at all opportunities
- Prominent double stand in the main Venturefest WM expo area (approx. 4m x 2m). Choice of location available on first response basis
- Visibility on social media throughout the day (social media post linked to the session sponsored)
- Post event media activity will include a blog summarising the session with a recording of the session to be featured as a LinkedIn post and listed on the Venturefest website
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform

## Silver sponsor

**£2,000 + VAT**

### Comms benefits:

- Announcement of the sponsorship will be posted on Twitter and LinkedIn. A single post will go out across each of the partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of: LinkedIn – 31,028 followers / Twitter 52,515 followers
- 1/2 page advert inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed in the programme on the sponsor wall page, and presence in the exhibitor listing (see 2022 programme as an example)

### Sponsor branding:

- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Listing on Venturefest WM website exhibitor webpage with links to your organisation's website
- Logo listed in sponsor wall featured in the three newsletters shared with the existing database of previous Venturefest WM attendees along with suitable WMCA CRM lists and partner databases
- Branding on exhibitor webpage with a hyperlink to a webpage of your choice

### Visibility on the day / post event:

- Single stand in the main Venturefest WM expo area (approx. 2m x 2m). Choice of location available on first response basis
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform

## Exhibitor

**£750 + VAT (pay before 30 November 2021) / £1,000 + VAT**

Up to 40 stands are available in the Venturefest dedicated exhibition area. Choice of location available on first response basis.

### Package includes:

- Approx. 2m x 2m pitch (no walls) with 1 x 6ft trestle table, 2 x chairs, table linen and access to power provided. We'd encourage you to bring any promotional material, pop-up stands, displays etc.
- Listing on Venturefest WM website with company logo and hyperlink to a webpage of your choice
- Company / organisation name listed with contact details in event programme

## 2022 Post-Event Campaign

**"We all dream, every person dreams, but the difference with an entrepreneur is that they take that dream and make it happen."**

Ian Vickers, METCLOUD. 2022 Keynote Speaker





Keynote 1: Ian Vickers, CEO of METCLOUD	<a href="#">Article</a>	<a href="#">Video</a>
Using the Commonwealth Games and Future Regional Events to Stimulate Innovation	<a href="#">Article</a>	<a href="#">Video</a>
Sector-smashing! Explore Innovation Business Opportunities between Sectors	<a href="#">Article</a>	<a href="#">Video</a>
The Business Growth Formula	<a href="#">Article</a>	<a href="#">Video</a>
Zero Carbon as a Business Opportunity	<a href="#">Article</a>	<a href="#">Video</a>
West Midlands Innovation Accelerator: Growing the Innovation Ecosystem	<a href="#">Article</a>	<a href="#">Video</a>
Switch the Pitch: the Offers for Funding and Support for Every Step	<a href="#">Article</a>	<a href="#">Video</a>
Keynote 2: Emma Jones CBE, Founder of Enterprise Nation	<a href="#">Article</a>	<a href="#">Video</a>

If you cannot access any of the links above, please visit: <https://www.venturefestwm.co.uk/highlights-2022> to access the post-event campaign articles.



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[www.venturefestwm.co.uk](http://www.venturefestwm.co.uk)

