



VENTUREFEST
WEST MIDLANDS 2023

**HIGHLIGHT REPORT
& 2024 SPONSORSHIP OFFER**



With Thanks to our Partners & 2023 Sponsors

Gold Sponsors



Silver Sponsors



Partners



Contents

Overview	4
Impact of Venturefest West Midlands 2023	6
Evaluation Survey	7
Feedback & Testimony	8
Sponsorship	10
2023 Post-Event Campaign	13



Overview

"It was wonderful to be at Venturefest 2023 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 buzzing and better than ever on 1st March 2023!

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.

This year's programme recognized that not only has the regional economy been hit hard in recent years by world events and will continue to be challenged, but it is also a time of changing support structures for businesses and innovation in the region. As such, the themes of business resilience, drawing on our full diversity to drive growth, new market opportunities and preparedness to take them were threaded through the 2023 programme. The panel sessions offered insights into how businesses might access regional public support, and there was a host of exhibitors to explain the support they can offer.

Andy Street opened the event again, discussing the West Midlands innovation strengths, showcasing recent and emerging initiatives and approaches to stimulating business growth through innovation and technology in the region.

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 Kameese Davis, whose business, Sandwell-based Nylah Hair, Heritage and Science, specialises in providing quality products for afro and curly hair care.

We can't wait to see what Venturefest WM 2024 will bring!



**This year's Best Pitch Award winner:
Kameese Davies, Founder of Nylah Hair**

Impact of Venturefest West Midlands 2023

Attendance 2023

575+ Attendees

Fully face-to-face event

Vs 2022

Hybrid Event

558 Physical attendees,
plus 42 virtual attendees (total 600)

Vs 2021

Fully Virtual Event

355 attendees

"Thank you for a fantastic event. It was a great day with excellent connections made and loved the pitch up session at the end."

Survey Feedback

"An enjoyable busy day meeting lots of businesses and making some good connections. Lots of footfall, which was great. I've exhibited at several events since lockdown, but this was by far the most productive."

Survey Feedback

Metrics 2023



14,948 Impressions

1.27% Engagement Rate

#VenturefestWM



23,486 Impressions

1.43% Engagement Rate

#VenturefestWM



55%+ increase in website traffic vs 2022

www.venturefestwm.co.uk

Evaluation Survey

Venturefest WM continues to attract new audiences with **68%** 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.

49% of survey respondents were from the private sector, representing starting and scaling businesses as well as large corporations.

92% of survey respondents enjoyed the days content with **94%** advising they would recommend Venturefest WM to others.

(Evaluation Survey based on 117 respondent's views)



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!



"VenturefestWM directed by Innovation Alliance for the West Midlands - this is the first time I attended this event and what a buzz. Managed to meet several key stakeholders in one room (many of whom were exhibiting or visiting).

Great to see cyber representatives and catch up and to hear of new innovation from local entrepreneurs."

Daljinder Mattu

"The Sustainability West Midlands team had a great day at #VenturefestWM and wonderful to see so many of our members there too."

Anna Bright

"As INOCARDIA LIMITED looks to scale and grow sales of its pioneering technology it was great to catch up with investors and fellow entrepreneurs at #VentureFestWM in Birmingham today."

Helen Maddock

"Delighted to see and meet so many amazing people in our ecosystem. A great selection of exhibitors as well as a Dragons Den-style pitching event, and loads of space for networking."

Pam Sheemar

"It was good to speak at Venturefest WM about UK Shared Prosperity Fund and other support services available to West Midlands businesses through other public and private funded sources.

Already looking forward to Venturefest WM 2024, and hopefully reflecting on emerging successes of Business Growth WM and WM Innovation Accelerator (amongst others)."

David Hope



"Proud to be part of Venturefest West Midlands, which brings together businesses, investors, universities, science parks, and business support organisations to support this brilliant tech region."

Jenny Miller

"What a privilege to be a part of BBB sponsored Minerva Birmingham Pitch Up event.

In fact the entire Venturefest West Midlands was a fantastic day and event!"

Max Slinger

Sponsorship

2024 Sponsorship Offer

On 21st March 2024, we will be staging our 9th Venturefest WM. We're asking you to join us by investing in one of our Sponsorship Packages:

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

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
- 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 – 45,316 followers / Twitter 22,899 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)
- 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 – 45,316 followers / Twitter 22,899 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
- Visibility at a series of smaller, local Venturefest West Midlands Mobile Hub events taking place across the region between November 2023 and February 2024 (if signed up by 31st October 2023)
- 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 – 45,316 followers / Twitter 22,899 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

Are you interested in sponsoring or exhibiting at Venturefest WM 2024?

Contact Pam Waddell today:

Email: Pam.Waddell@wmca.org.uk

Phone: 07766 206399

Exhibitor

£750 + VAT (pay before 30 November 2023) / £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

2023 Post-Event Campaign

How do we prepare our organisations for the future?
Embrace challenge, encourage collaboration, seek
cross-overs and activate cognitive diversity?





Andy Street — Welcome to Venturefest West Midlands 2023	Article	Slides
Keynote: Megan Goodwin — The 3 C's of Future Markets — Challenge, Collaboration and Crossovers	Article	Slides
Diversity in Innovation and Enterprise	Article	
The Practicalities of Getting Investor Ready	Article	
Innovation Support via the West Midlands Innovation Accelerator		Slides
Business Support via the UK Shared Prosperity Fund	Article	Slides
Recession, Recover, Reward: How Navigating the Business Sector Can Lead to Sustainable Growth	Article	

If you cannot access any of the links above, please visit: <https://www.venturefestwm.co.uk/highlights-2023> to access the post-event campaign articles.



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www.venturefestwm.co.uk

