

Entrepreneurship and Growth Impact

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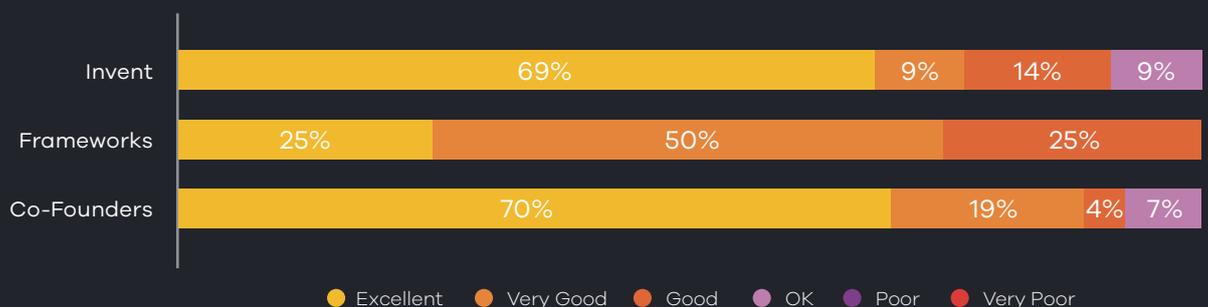
Feedback

As part of the research by Capaxo & Maureen O'Reilly, a survey was issued to a sample of participants of three of our Early Stages programmes: **Co-Founders, Frameworks, and Invent.**

Of the 90 responses across all programmes, 35% represented Early Stages, and a further 32% had participated in both Entrepreneurship & Growth and Scaling programme offerings. They were asked to rate the three programmes on a scale, with the outcome as follows:

Catalyst Schools |
Co-Founders |
Generation Innovation |
Frameworks | Invent

Overall Catalyst Programme Rating



As shown, Co-Founders was deemed our most highly rated programme, with 70% 'Excellent'.

Case Studies

In recent case studies, we spoke to previous participants of the Early Stages programmes. **Overwatch's** successes include winning numerous contracts in the US, and a projection of £8m in turnover in 3 years. They consider us a large part of their success, and stated that we "could not have assisted more".

Of the 15 companies formed from 2019 Co-Founders, 9 are still in operation, and 3 have received investment.

Return of Investment (ROI)

ROI is high at £1:£45* amongst those that engaged in Entrepreneurship and Growth only programmes. At a cost of just under £25,000, there's a £1.1m impact on revenue. Taking part in both Entrepreneurship & Growth and Scaling programmes returns £3.9m on a £189,000 cost (£1:£21).

As expected, the impact to revenue from Entrepreneurship & Growth programmes (4%) is significantly less than Scaling (74%). However, companies attributed the importance of our Entrepreneurship & Growth support to 60% of their increase in revenue. Average revenue per company stands at £372,000 for Early Stages only, and £328,000 for those participating in both Early Stages and Growth & Scaling programmes.

Companies reporting increased revenues attributed to Catalyst by early stage and scaling

| | Companies with info | Cumulative Annual Starting Revenues £000 | Cumulative Annual End revenues £000 | Cumulative Annual Difference £000 | Catalyst contribution | |
|------------------|---------------------|--|-------------------------------------|-----------------------------------|-----------------------|-----|
| Early Stage Only | 3 | £125 | £2,000 | £1,875 | £1,116 | 60% |
| Both | 12 | £500 | £9,700 | £9,200 | £3,930 | 43% |
| Scaling Only | 23 | £17,650 | £48,530 | £30,880 | £13,862 | 45% |
| | 38 | £18,275 | £60,230 | £41,955 | £18,728 | 45% |

Source:

Catalyst Programme Impact Survey 2021





Catalyst

Fuelling Opportunity

Our Platinum Partners

Deloitte.

scaling

EY

Ulster University

pwc

business

talent

Bank of Ireland

power ni

creativity

SEAGATE

BOMBARDIER

QUEEN'S UNIVERSITY BELFAST

Airstar

Microsoft

EPIC

Co-op 150

People & Northern Ireland

'Invent provided valuable market validation which encouraged continued development of the business.'

Average revenue attributed to Catalyst by early stage and scaling

| | Av. Revenue Per company £000 | Total |
|------------------|------------------------------|-------|
| Early Stage Only | £372K | 3 |
| Both | £328K | 12 |
| Scaling Only | £595K | 23 |
| Overall | £493K | 38 |

Source:
Catalyst Programme Impact Survey 2021

For some programmes, benefits are in building a platform for longer-term benefits to the NI economy, as well as building high-value companies where investment will facilitate future growth. It must also be noted that FY21 was a challenging year due to COVID-19.

Early Stages programmes act as a funnel for our Growth & Scaling programmes – read about their impact here.



'Catalyst is a large part of our success and we may never have progressed with the company if Co-Founders didn't come along.'

'Cofounders was a big helping hand.'

'Co-Founders put me in touch with the McGeehins and we formed a team that ended up being awarded £10k POC grant. Without this it's difficult to see how any momentum could have been maintained.'

'The Co-Founders programme introduced me to 2 other Founders, who need software development experience and from there the company was formed.'

'We have been able to leverage the Co-Founders programme to our advantage when speaking with companies or individuals due to it being highly recognised across Northern Ireland and this has put us in a good position.'

'The whole INVENT process was really beneficial to the business and getting it off the ground with input from mentors etc.'

'I had previously been a judge for Invent which made me familiar with the process and I could see the value in having a business idea thoroughly challenged by an experienced team, so when considering the viability of a new idea I decided to submit it to Invent and see if it got shot down quickly.'

'The INVENT program, also more than 5 years ago, enabled us to evaluate and in the end understand our direction was not viable. I count that as a success as it enabled us to focus elsewhere and explore better opportunities.'

'INVENT helped us better understand our customer and shape & price our product.'

'INVENT provided valuable market validation which encouraged continued development of the business.'

'I feel that without the support and encouragement from the INVENT program we would not be as far down the spin out track.'

'Been generally fantastic completing INVENT and Co-Founders programmes. Every member of the Catalyst team I have interact with have been great and added value in some way to my journey.'

'Without the opportunity to test my ideas through the INVENT competition I wouldn't have had the confidence to set up the business so in that sense without Catalyst/Invent - there would have been zero progress.'

'Co-Founders was a great programme and the help from Jacqueline, Natasha and Sonya was brilliant.'



