

# TAKE YOUR INNOVATIONS TO MARKET

ARENA supports London start-ups, spin-outs and SMEs seeking to develop their innovative ideas, products and services in the areas of resource efficiency, urban green infrastructure, and nature based solutions for urban resilience.

# WITH ARENA



<https://www.uel.ac.uk/sri/arena>

- **Start date:** April 2019
- **End date:** March 2022
- **Funding:** ~£1m (ERDF with match from UEL and Barking Riverside Ltd)
- **Reason:** provide support to an emerging market & develop Knowledge Exchange opportunities with researchers.
- **Support:** 40 short business assists + 18 full business assists



University of  
East London



GREATER  
LONDON  
AUTHORITY



Co-funded by London ERDF, ARENA is three year business support programme led by the Sustainable Research Institute, at the University of East London, in partnership with Barking Riverside Ltd.

- **Market knowledge and networks** - support to enhance the commercial validation of innovations to increase their market deployment and uptake
- **Research and development support** - In-lab research support, testing and technological validation for early stage innovations
- **Promotion and showcasing** - publicity and promotion at Barking Riverside Ecology Centre

- **Market rollout and procurement support** - brokerage to appropriate private and public sector clients
- **Demonstration trials and assessment** - facilitation of demonstration pilots, performance monitoring and assessment in a real world environment - the new Ecology Centre and Urban Living Lab at Barking Riverside

