

Workshop 1(b)
Growth Journey
and Planning



Clean Heat Accelerator

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Purpose of today

- You present your growth statements
- Discuss what is a structured growth plan (following slides)
- Discussion of your growth plans in the context of that structure



What type of growth?

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Growth strategies

- More sales of current products to current target customers
- Sales of current products to new customer segments
- Expand into new geographies
- New products
- Increase margins rather than sales volumes



*In 2 years Prioto will have helped
1000 businesses save 500,000
tons of carbon*



Achieving NetZero for
Business



Vision

We are dedicated to **excellence. Quality** is at the core of everything we do. We foster a **family** culture of **teaching and learning**. We are committed to **sustainability**. Through **hard work**, we develop a **pipeline of talent** that reflects our vision to be **the employer of choice**. Our **success** is rooted in our dedication to **quality, safety, teamwork, continuous improvement**, and **customer satisfaction**. We embrace **innovation** and **adaptability**, staying at the forefront of industry.

Mission

Provide sustainable, energy efficient solutions to our customers.

Care for the wellbeing of our workforce, customers, and supply chain, by building a financially and environmentally sustainable business.

Develop our workforce to realise their potential.

What is your growth plan based on?

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Your internal growth pillars

- Increase revenues
- Improve cost base
- Strengthen resources
- Enhance product / service
- General organisational strength

Dimensions of a growth business

- Market
- Business Development and Sales
- Strategy and Business Planning
- Product & Technology
- Intellectual Property
- Supply Chain and Operations
- Team
- Finance/ Fund Raising

List actions that you need to take

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- **Market** → List actions for: market research, competitor analysis, validation of customer requirements, branding, marketing collateral, lead generation etc.
- **Business Development & Sales** → Securing trial or demo sites, developing channel/distribution partners, sales pipeline. Give quantitative targets where possible.
- **Strategy and Business Planning** → Creating a business plan, determining overall strategy or business model.
- **Product & Technology** → Research, product development, academic partnerships, performance testing, prototype development, accreditation etc.
- **Intellectual Property** → Preserving/enhancing company knowhow, developing internal knowledge management processes, patent activity, trademarks, design rights.
- **Supply Chain and Operations** → In/outsourcing decisions, production or assembly planning, component sourcing, product sourcing, supplier management etc.
- **Team** → Installation processes, fulfilment and logistics, team/project management, service and maintenance, health & safety, waste management, accreditations, company facilities etc.
- **Finance/ Fund Raising** → Financial modelling, grants, fund raising, debt finance, R&D tax credits etc.

A time-based, goal-oriented plan

A blue circular logo with a white border containing the text "Clean Heat Accelerator" in white.

What is the target outcome and by when?

E.g. Increase number of customers by 15% within 12m.

What are your progress milestones to track if you are on target?

E.g.

Month 3: target list of customers in place; outreach started.

Month 6: 5% new customers attained.

What actions do you need to undertake? When/how will you review the plan?

What risks and contingencies plans do you foresee?