



GO TO GROW

MAYOR OF LONDON'S INTERNATIONAL BUSINESS PROGRAMME



IMPACT FOR SCALEUPS


JOB CREATION
438


£12m
IN NEW DEALS BY
FIRST 100 COMPANIES


ACCESS TO NEW MARKETS
San Francisco, San Diego,
Chicago, NY, Beijing, Shanghai,
Helsinki, Cologne, London


FINANCE
£51m

DELIVERING INTERNATIONAL SUCCESS

Launched in 2016, the Mayor of London's International Business Programme Go to Grow aims to help 800 London-based scaleups to expand internationally over a three-year period. Participant companies come from the technology, life sciences, and urban sectors.

PLANNING, MENTORING AND PARTNERING

Scaleups join the programme for 12 months and receive access to mentors in London and in overseas markets, corporates, workshops and trade missions. After the first year, CEOs remain on the programme as mentors to other entrepreneurs at an earlier stage of their own scaleup journey.

Participation on trade missions with genuine credibility is critical for scaleups, helping them to open the right doors and secure high-level access to potential customers. International trade missions play a central part in the programme's activities. In 2016, eight trade missions were organised to San Diego, San Francisco, Chicago, New York, Cologne, Barcelona, Helsinki and China. Those to Chicago and New York were led by the Mayor of London, Sadiq Khan, and the Deputy Mayor for Business, Rajesh Agrawal. In 2016, the programme also supported more than 60 cohort companies on business visits to China and India.

At home, guidance is provided through mentoring sessions and workshops. 'Linking

up' is a strong feature of the programme: scaleup leaders are connected to VCs, corporates, mentors and other scaleup CEOs. Monthly "Meet the Mentor" roundtables provide expert advice and guidance, while "Meet the Corporates" sessions offer bespoke workshops to help cohort companies increase their customer base. The mutual support and peer-to-peer learning for Go to Grow participants provides significant value.

The programme measures success by tracking the number of companies helped to expand internationally, the number and size of the deals done, new investment secured, and jobs created for Londoners by scaleups. The results have been going from strength to strength and the programme will be expanded in 2018.

FOR FURTHER INFORMATION

For further information about the programme: <http://www.scaleupinstitute.org.uk/scale-up-programmes/>

"A technology business scaling in the UK often finds it difficult to meet the costs of international networking. The Mayor's International Business Programme has dramatically shortened the distance between our company and our customers abroad."

DIMITRIOS SIDERIS
Genetic Microdevices

"For a company that needs to make connections and interact with many different players, this kind of institutional support really opens doors. We got valuable first-hand advice about how we should adapt our products to suit local market requirements."

MILO MILISAVLJEVIC
Strawberry Energy

CALL TO ACTION

All City and Metro mayors and localities should develop tailored scaleup-only trade missions which can also, when relevant, cluster around target sectors and locations.

We have identified a number of important ingredients for running a successful trade mission (see 'Scaleup Insights' page 19). These insights and learnings should be adopted and embedded by the public and private sectors.