

CASE STUDY

Platelet Solutions access support for rebranding and taking on new staff



Platelet Solutions Ltd, a spin-out company of the University of Nottingham, was formed in 2009. The company is the outcome of many years of research and experience in the Thrombosis and Haemostasis Group and focuses on the provision of products and services for platelet function testing.

Platelet Solutions were looking for any funding to help them rebrand their company and update their website. Paul Edwards from the D2N2 Growth Hub advised them to look into the Grant for Enterprise offered by NBV Enterprise Solutions to assist with this. The company were successful with their application for the grant, which financed 25% of their costs.

The company were also keen to know about funding to employ an individual who would be responsible for marketing. Paul pointed them in the direction of the Talent for Innovation scheme ran by Nottingham Trent University that funds up to 20% of the salary of a graduate for up to 12 months as part of the Enabling Innovation Programme. Platelet Solutions spoke with the University and were able to access funding to allow them to employ the new member of staff.

"We are very grateful to Paul Edwards and D2N2 for pointing out to us the funding opportunities that matched our needs and helped achieve our goals at the time.

- Dr. Natalia Dovlatova, Business Development and Operations Director, Platelet Solutions Ltd.

KEY POINTS

- Platelet Solutions accessed the Grant for Enterprise and also funding via the Talent for Innovation programme.
- The support accessed enabled the company to rebrand, updated their website and employ a new member of staff.

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