

## Appendix 2

### MedCity Business Plan 2018/19 – Future Funding

From work done in testing demand and exploring options within the strategy, as well as taking into account discussions with the Management Board and with members of the Advisory Board, the core, non-discretionary funding necessary for team operations, including funding salaries, could come from a new bid to the Catalyst fund from HEFCE if this opportunity exists. This will enable MedCity to continue to extend its support and deliver impact to the Greater South East Region.

With respect to discretionary funding, used to support events and international activity, in 2016/17, the team have increasingly leveraged funding through establishing sponsorships for events and programmes (£51.2k). We will continue to develop and work with new partners. Another source of potential funding may be through delivery of programmes such as C2N for new partners and finally, as stated previously, developing a staged model for our Front Door Service could be an additional activity.

Our overall gap in funding for 2018/19 will be **£193k and will increase in 2019/20 unless we can successfully implement the following plan:**

**Our plan to bridge the gap is as follows:**

1. Limit non-essential operational expenses.
2. Continue to lever sponsorship for events and missions.
3. Pilot an offer for premium services and consultancy that generates commercial income, note that this will be opportunistic (From Q1 2018/19), see operational plan for detail.
4. Explore replicating the C2N programme with new partners bringing external funding. (From Q2 2017/18). See operational plan for detail.
5. Continue to seek opportunities to apply for further catalyst funding via HEFCE (Ongoing)
6. Continue to seek funding from LEAP/LEP and Universities with support from MedCity management board and GLA. (Ongoing)