



PARTNERSHIP PROPOSAL

**FINDING + PROMOTING
RAIL'S NEXT SUPPLIERS**

WHAT IS START UP RAIL?

Start Up Rail is our programme to discover new start up & small suppliers across the UK.

A rolling programme of grassroots engagement events to provide insight & advice to draw new companies into the rail supply chain.

Start Up Rail events provide a welcome into the sector & a point of contact to support their early establishment as new suppliers to rail.

Delivered in partnership with rail sector organisations to:

- Bring new ideas, talent & diversity.
- Source new solutions to meet current & future challenges.
- Demonstrate rail's commitment to building sustainable, resilient local supply chains.
- Support local economies.

What's different about our approach?

Start Up Rail isn't about finding the usual suspects - it's about companies that haven't even thought about rail.

- We reach out to new communities.
- We learn about tech developments.
- We build a local network.
- We facilitate engagement.

We're able to find new companies that wouldn't have considered rail before.



We seek out promising start ups from across GB

OUR EVENTS

Start Up Rail events are hosted away from traditional corporate environments to appeal to a fresh generation of companies.

Events are promoted through networks such as local tech communities, enterprise organisations & direct targeting of start ups through social channels & word-of-mouth.

Who comes to the events?

Start up & small companies are joined by attendees including:

- Train operators
- Infrastructure companies.
- Manufacturers.
- Large suppliers & consultancies.
- Tech cluster agencies.
- City region & public sector stakeholders.

GOTHAM, 1st APRIL 2020

TECHSPACE, SOUTHSIDE, GOT H3M

Join us for Start Up Rail – Gotham!

Rail is set to receive over **£100bn** for projects such as new lines & initiatives linked digitalisation & decarbonisation. The Rail Innovation Group, has partnered with *THE RAIL COMPANY* to host this **FREE** event to bring new suppliers from the tech sector into rail:

Meeting new suppliers / Building relationships
Meeting potential buyers / Breaking down barriers
Product demos / Bringing new ideas into rail
Hear how other companies have succeeded

*Can your tech help to power zero-carbon trains?
Can your company bring new ideas to the local rail cluster?*

15:00	- Arrival + Refreshments
15:30	- Welcome from the Group & *the Rail Company*
15:45	- Success Stories, hear from those who've made it
16:15	- Interactive town hall Q&A session.
17:00	- Tech Show & Share – Demos.
18:00	- Networking Drinks



FINDING + PROMOTING
RAIL'S NEXT SUPPLIERS

@RAILINNOVATE

GET YOUR PRODUCT IN FRONT OF A MAJOR RAIL BUYER – FOR FREE – NO CATCH!

TO ATTEND CONTACT: INFO@RAILINNOVATIONGROUP.COM

Sample invitation: Attendance varies according to the size of the local tech community, optimum of 20-30 people.

POLICY ALIGNMENT

“The Rail Innovation Group’s Start Up Rail programme will help to unleash the potential of UK tech communities to meet national challenges and promote global opportunities for even the newest UK businesses.”

**Nadhim Zahawi MP,
Minister of Business and Industry**



Nadhim Zahawi MP, with The Rail Innovation Group's Deb Carson, Johannah Randall & Liam Henderson

Our 2020 programme was launched by Nadhim Zahawi MP, Minister of Business and Industry.

What policy supports the programme?

Start Up Rail is aligned commitments in the **Rail Sector Deal** to deliver improvements in:

The passenger experience:

Facilitating the development of new tools to improve information systems, personalised travel & operations.

The economy:

Recognising the role of tech in making it easier for people to travel.

The supply chain:

Recognising the need to grow & bring diversity to the rail sector by actively seeking out new suppliers.

Start Up Rail will help the rail industry meet the Government's target to get **33% of public spending to SMEs by 2022** by nurturing a sustainable pipeline of new start up & SME entrants.

It's reinforces rail's environmental advantage & aligns with Government policy to actively encourage research, develop & deploy **low-carbon tech** in order to reach the UK's commitment to reach net-zero carbon by 2050.

Start Up Rail's community approach helps to reach out to & **entice new companies into the rail ecosystem**, rather than to more high-profile, accessible verticals.

PARTNERSHIP OPPORTUNITIES

We are actively seeking partners to support the regional events. Each event is produced exclusively “in partnership with” one named supporter. However, your support will support the long term aims of the scheme.

Partners are recognised through:

- Promotion & website listing.
- Social media engagement.
- A speaking slot at the event.
- Access to the attendee list.
- Facilitated initial engagement with any selected suppliers.
- Corporate Membership of the Group.
- Employee access to our monthly Meet Ups.

Promotion may be themed to appeal to the partner's particular challenges or local ambitions.

What's the return on investment?

- Get first access to new suppliers.
- Secure new suppliers before potential competitors.
- Save time & resources needed to create your own regional supply chain programme.
- Strengthens future bids.
- Realise the creativity of start ups.
- Demonstrate your company's commitment to local economies.
- Exposes your staff to new creative business cultures.
- Meet procurement targets.
- Use our network to seek out suppliers in novel new locations.
- Take part in a high-profile industry wide collaboration.
- Build resilient digital supply chains.

OUR PROPOSED MODEL

We offer a proposal to include:

- organise 3 regional, themed events
- Research local start up companies in relevant fields
- - shortlist up to 5 companies to introduce
- - Support handover of start up relationships

Cost: Upon Discovery

Partners may be particularly keen to support events in locations where they have commitments to support regional growth & supply chain development or may wish to support additional events in key areas of interest beyond the publicised tour.

FURTHER INFORMATION

Will I be the only partner? Partnership secures the delivery of a regional Start Up Rail event exclusively "in partnership with" the funding partner. In addition, all partners receive Corporate Membership of The Rail Innovation Group.

Will I be the exclusive partner? Yes, each event partner will be listed on our website. If partners are unable to provide full support for an event, The Rail Innovation Group may consider a joint partnership event, subject to discussion with interested partners.

Can we as partners invite stakeholders? Partners are welcome to invite their own stakeholders to events.



How many people will attend? What is the mixture of attendees? What guarantees are there on attendance? Optimum attendance is c.30-40 attendees (influenced by the size of the local tech community). Through our network we promote each event targeting local companies, public sector stakeholders & larger organisations. Previous events have been well attended with a diverse audience. The Rail Innovation Group will make best efforts to ensure a well attended, diverse event; however, attendance may be impacted by external factors on the day.

Which geographic locations are suitable for additional events? Can you produce international events? Locations are subject to discussion to support the partner's local ambitions; events in city centre locations, with good public transport access, attract the most interest. International events may be possible but would require additional time & resources to prepare.

Who finds the venue? The Rail Innovation Group locates suitable venues in each city centre location & undertakes all liaison with the venue. The Group will arrange for refreshments during the event.



What type of venues do you use? Can we host the event at our offices? We locate suitable venues with good access to public transport. Previous venues have included co-working spaces, galleries, business cooperatives & a dance studio. The Start Up Rail programme is designed to reach out & appeal to diverse suppliers - hosting events in corporate locations may not result in the optimum mix of attendees.

How do you discover new companies? That's our secret!

Contact: info@railinnovationgroup.com

Visit: railinnovationgroup.com

SOCIAL ENGAGEMENT



Nadhim Zahawi @nadhimzahawi · Jan 28

I was delighted to speak at the @railinnovate Start Up Rail launch last night. There are a huge number of exciting opportunities across the sector as we look ahead to @InnoTrans 2020



Tim Goodwin · 1st

Innovation Manager at Arriva Rail North (Northern)
2w · 🌐

Thanks for having me [Liam Henderson](#) - A very open and honest conversation and some great innovations on show from companies who traditionally wouldn't get a foot in the 'Railway door' ... More of this through 2020 please!



CACI Digital Solutions Group

303 followers
1mo · Edited · 🌐

We had a great evening last night hosting [The Rail Innovation Group](#) monthly meeting at The Ned. Thank you to everyone who came along, we hope you enjoyed it as much as we did!

[#RADAR](#) [#digitalsolutions](#) [#railway](#) [#innovation](#)



TCW
@TCW_01

Fantastic day [#networking](#), discussing [#innovation](#) & showcasing our [#TCW](#) [#technology](#) @railinnovate It's great to be surrounded by people who want to [#domore](#) [#havepassion](#) - perfect for a [#TechTuesday](#) [#railinnovate](#) sponsored by [#Hitachi](#)



Opinsta @OpinstaUK · Oct 16, 2019

We really enjoyed @railinnovate event! It was a great way to meet like-minded people in the rail industry and get those hard hitting questions answered.

Three weeks in and Tom's already doing a public solo pitch. 🙌

[#InnovateBristol](#) [#networking](#) [#railindustry](#) [#innovate](#)



Movement Strategies @movementstrat · Sep 10, 2019

Great discussions held at this evenings @railinnovate event. Thank you to everyone who attended.



DLMD

152 followers
3w · 🌐

We've been exploring how sound can have a powerful impact on the future of travel - thanks to [The Rail Innovation Group](#) for pushing the conversation forward 🙌



Julianna Moats · 1st

Railway Systems Engineer and Transport Planner at WSP in the UK
3w · 🌐

Get involved with Start Up Rail, either as a participant or a supporter, if you would like to help diversify the thought and innovation in the rail industry. Here's the next meet-up...

🔄 You Retweeted



LornaD @LornaMcHitachi · Nov 5, 2019

So excited to be able to share with you all what I've been working on behind the scenes! @HitachiRailEU @railinnovate
This is set to be a fantastic event, Andrew and his team have pulled out all the stops to make this such a relevant conference for the Rail Industry!

"We made excellent contacts from the Start Up Rail event in Bristol, resulting in a live trial for AIVR with a train operator."

**Emily Kent, Co-Founder,
One Big Circle**



Craig Sapio · 1st

Company Secretary & Deployment Workstream Lead at The Energy Innovation...
2w · 🌐

It was a pleasure to represent [EIC](#) at the [The Rail Innovation Group](#)'s "Start Up Rail" event in Liverpool yesterday.

It was great to learn more about [#innovation](#) in the [#rail](#) industry and to meet some brilliant innovators who were presenting fantastic solutions.

[#collaboratetoinnovate](#)



ORM @ORMdigital · Dec 3, 2019

Thank you to both @railinnovate and the guests who attended last nights meet up to make it special. We heard some great insights from a range of people from different companies and had great discussion. [#rail](#) [#innovation](#) [#digital](#)



CALVIUM @calvium · Nov 4, 2019

We're happy to join your @railinnovate community and are already having encouraging and productive conversations as a result. [#NavSta](#) [#station](#) [#wayfinding](#)

WHO ARE WE / WHAT ELSE DO WE DO?

The Rail Innovation Group was founded in 2016 to build the tech ecosystem in rail. We have 3 programmes:

1. **Meet Ups & Virtual Munch & Learns:** Providing a neutral space for cross industry collaboration, knowledge sharing & networking.
2. **Recognised Innovation Scheme:** Helping rail adapt & prepare for future mobility services.
3. **Start Up Rail:** Finding & promoting new types of suppliers.

Our activities are steered by our desire to:

- implement meaningful changes to encourage innovation.
- inspire diversity & culture change.
- build sustainable digital supply chains.

"The Rail Innovation Group offers a fun, friendly network of like-minded companies & professionals. Since joining as a Founding Member it's been amazing for our company, supporting us to expand and find new opportunities within & outside the railway."

Ben Craze, CEO & Co-Founder, Infinitive Group



Meet Ups are held monthly to facilitate relationship building & share knowledge between rail & tech.

Hosted at dynamic company spaces, Meet Ups discuss new tech & services, share experience of successful projects delivery & consider lessons learnt.



The **Recognised Innovation Scheme** is strengthening the industry's leadership & digital skills by benchmarking & endorsing suppliers & individuals who have:

- contributed to our mission of promoting modern, efficient rail system.
- demonstrated an ability to create a seamless journey experience.
- adopted a customer-centric approach & committed to sharing that approach with the wider industry.

