



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

**IN PARTNERSHIP  
WITH INDUSTRY**

# 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 across the UK.

## 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.



## Upcoming events:

- Sheffield: 24<sup>th</sup> March\*
- Glasgow: 2<sup>nd</sup> April\*
- Manchester: 23<sup>rd</sup> April
- Birmingham: 11<sup>th</sup> May\*
- Brighton: 3<sup>rd</sup> June
- Belfast: July

\*financial support agreed or under discussion.

# 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, 1<sup>st</sup> 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](mailto: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

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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.

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We're seeking partners for our calendar of events throughout 2020.

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.