

# Customer Case Study: Evolve

Evolve is a large, well-established business support and incubation centre at the heart of the Derbyshire economy. They run 4 major incubation units across the city and help hundreds more startups and growing businesses each year.



Evolve pride themselves on quality and ease of accessing their expertise, always looking for new ways to improve the quality of service they provide their clients – and so their impact the region. Tools like Finanscapes and Skype allow them to expand their reach, enhance the client experience and reduce the cost of delivering their services.

## Focus on: The ERDF-funded “Let’s Do Business” Programme

**£241k from ERDF**  
**192 businesses**  
**146 pre-starts**

In 2013 Evolve were awarded £241k of ERDF funding towards delivery of a new project to:

- encourage and assist more startups in Derbyshire,
  - help small and medium sized business to grow and employ new staff,
  - boost the Derby University graduate enterprise rate
- and provide a smooth, clear end-to-end business development route right through from idea to incubation to expansion

The bid was a long time in the making, and Evolve built the provision of innovative tools that address genuine client needs into its delivery plan. As finances are a big turn-off for many clients an intuitive forecasting tool was a clear win.

The ERDF procurement requirements aligned with those of the University, requiring 3 quotes for any significant purchase. The Evolve team conducted detailed research to identify tools to simplify the forecasting process, finally short-listing three options. The final decision was made on two counts:

- The product which best-met the needs of their users,
- While offering value for money.

The outcome of the selection process was clear:

“Quite honestly, Finanscapes gave us exactly what we were looking for in terms of content, quality and ease of use. We had to have a solution that would suit all of our clients – some of whom are very technical and some not.”

*Project Development Manager*

## Let's Do Business Programme Structure

1. The [Finanscapes forecasting tool](#) features in both the online and print marketing material, **helping to attract clients by transparently addressing a concern for many potential entrepreneurs: the numbers.**
2. Evolve run monthly half-day onboarding and orientation sessions for new joiners to introduce them to the programme and help them begin structuring and planning their business for success
3. They then receive access to a [custom-branded version of Finanscapes](#) and a business plan template to start pulling their thoughts together in a controlled, structure environment. **Early provision of standardised tools reinforcing the Evolve brand engages clients immediately and sets the tone for the programme.**
4. Attendees have their first 121 mentoring session, bringing with them their thinking and part-built plans thereby **ensuring expensive 121 time delivers the most possible value.**
5. The entrepreneur builds their business and skills by attending appropriate workshops and using the online resources provided by Evolve. **Continued development of the financials in Finanscapes alongside the workshops helps to drive out questions, choose workshops and identify further support required.**
6. Each business receives a minimum of 12 hours of support from Evolve, and time spent using the innovative Finanscapes tool to get to grips with their numbers counts towards that total. **With a full year's access to Finanscapes costing less than a single hour of mentor time the tool provides a level of remarkable payback.**

“This pre-work has changed first mentor meetings from an abstract chat into focussed, structured, valuable time.”

*Incubation & Let's Do Business Manager*

## Additional Value from Finanscapes

Evolve also bundle the white-labelled version of Finanscapes in their [membership packages](#), combining our tool with other services they provide to produce a package worth £25 a month. They link to a free trial of our tool from their marketing pages, and even though the Finanscapes license represents less than 10% of the chargeable cost of the package, it provides a very visible differentiator compared to run-of-the-mill support providers.

Having seen the value of the tool they now use it on other programmes too including “Enterprise Inc” - a 10 month support package supporting wide mix of new businesses from creatives to manufacturing to high tech:

“Just finished going through this with my client. She got to grips with it really easily so she was very impressed... she’s confident that she can easily find her way around the system on her own.”

*Evolve Mentor*

## About Finanscapes

Designed specifically to meet the needs of entrepreneurs and the organisations that support them, Finanscapes is an intuitive and robust financial forecasting tool developed with reference to user psychology and mentor feedback. Equipped with an administration console it allows organisations to manage users and staff centrally and securely, with at-a-glance login and completion metrics and full remote access to user forecasts.

Better-informed decision-making means stronger businesses, so each license allows the entrepreneur to create an unlimited number of forecasts and scenarios, with no fear of broken formulae or errors alienating them. The software is provided securely, “in the cloud” meaning you can be using it with your clients in minutes, with no operational overheads or maintenance.

And it’s priced per user so it pays-back within the first week in adviser cost savings alone. Once your clients truly “own” the numbers you’ll never go back.

Email us at [enterprise@finanscapes.com](mailto:enterprise@finanscapes.com) for a no-pressure chat about what Finanscapes would do for your clients.