

CONNECT

The fast track for technology business

CONNECT North East – an opportunity for partnership working

Bridge Club Ltd is delighted to be working with North East Finance on the pilot of CONNECT North East. Following Bridge Club Ltd's previous involvement with CONNECT North East through the delivery of a stakeholder engagement project and the North East's Investment Conference, we are excited about the challenge ahead and feel confident that with careful management, open communications and a genuine partnership approach, CONNECT North East has the potential to be a 'force for good' for the region.

The CONNECT North East pilot programme proposed by Bridge Club Ltd is modeled on San Diego's successful open network approach. It will stimulate the *demand* for investment among high growth, young technology companies by brigading existing regional and national expertise and delivery. Through collaborative working it avoids duplication of services and will present a calendar of activities that will prepare young technology businesses for investment and will bring the two communities of young technology and investment, closer together.

Fundamental to the pilot's success is its positioning as a 'network of networks' or a saucer supporting partners' commercialisation, business management, access to finance and business growth activities. CONNECT North East will harness the expertise of its Partners throughout the region to create an appropriate, effective and demand-led programme, which adds value to other regional initiatives. CONNECT North East will not duplicate existing provision, but add value to it.

The key purpose and objectives of CONNECT North East can be defined as:

Secretariat CONNECT North East will operate as a secretariat. Its function will be to co-ordinate regional activities that focus on business growth, access to finance and investor readiness. The aim of CONNECT North East as a secretariat is to help end users map the investment landscape, understand who and what fits where, and work out which provision can help them achieve their goals.

Signpost Events and services provided by Partners will be marketed by CONNECT North East in order to signpost CONNECT North East users to regional delivery.

Attract regional, national and international investors CONNECT North East will seek to develop a status, track record and reputation that acts as a magnet for investors from within and outside of the region. We will showcase the young technology business talent within the North East and encourage non-North East investors to source deal flow from within the region.



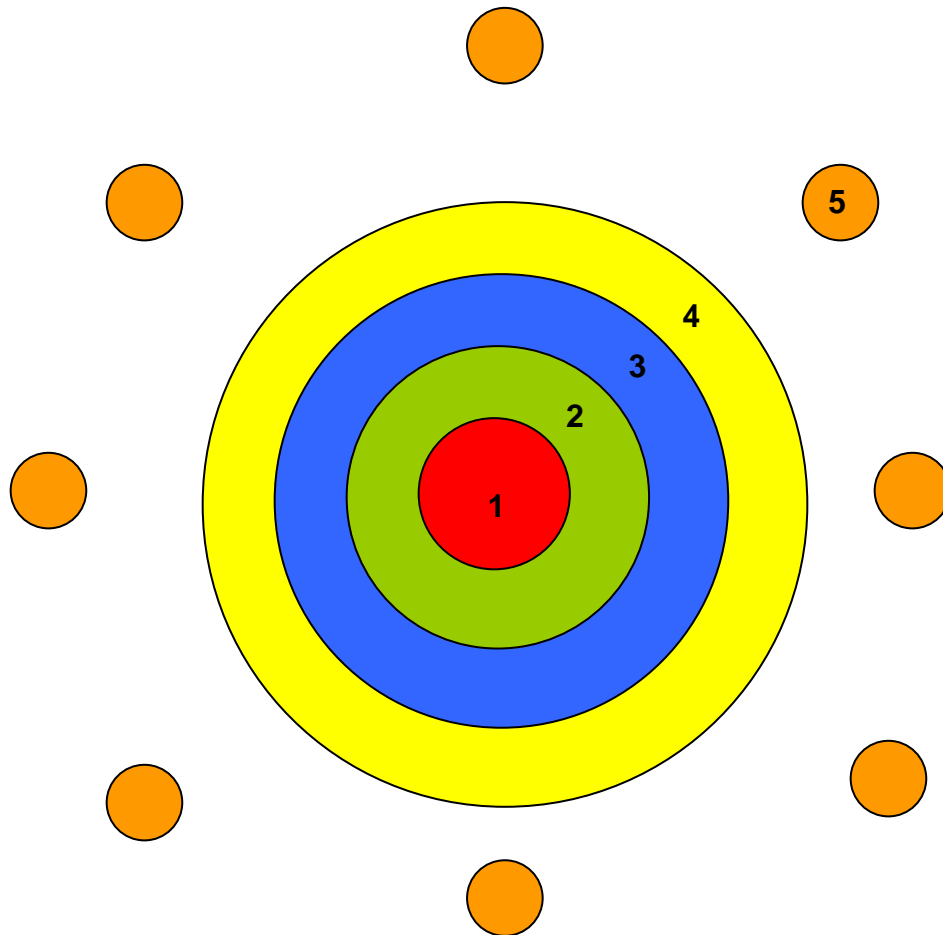
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Bridge Club Ltd is keen to initiate a genuine partnership approach to the development of CONNECT North East. Bridge Club Ltd has defined a number of different ways through which regional stakeholders can engage with CONNECT North East and its users. The choice of engagement is down to the individual Partner company and will be determined by the level of access Partners would like to the CONNECT North East young technology companies and entrepreneurs, and the financial commitment they are prepared to make.

The following diagram illustrates the CONNECT North East engagement model:



Key:

- 1 = Bridge Club Ltd as CONNECT North East secretariat.
- 2 = Founding Partners: an individual public or private sector organisation with a regionally-strategic role to help deliver on innovation, technology and regeneration targets.
- 3 = Strategic Partners: a public sector organisation representing the interests of a group of organisations with common features or operations.
- 4 = Professional Partners: professional service providers and investors who can expect to gain by meeting the end users of CONNECT North East.
- 5 = Young technology companies: the end users of CONNECT North East's services.



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The following information illustrates the benefits to Professional Partners of being involved in CONNECT North East and the investment required to be engaged. Bridge Club Ltd is keen to address the needs of all its partners and work together to ensure that CONNECT North East is a mutually beneficial opportunity for all involved. As a result, the suggested list of benefits below is flexible. Please feel free to suggest alternative/additional benefits that may be of interest to you and your organisation.

Professional Partner: a professional service provider or investor, who as an organisation or whose clients, will all benefit from the community built by, and the communications managed by CONNECT North East.

Key benefits:

- Access to the CONNECT North East user group via an event hosted by you and marketed by CONNECT North East.
- Company profile, logo, weblink and contact details on the CONNECT North East website.
- Pro-active referral of CONNECT North East users to your organisation's services by CONNECT North East project management team.
- First refusal for any sponsorship opportunities that may arise.
- Coverage in CONNECT North East-generated PR activity.
- Data relating to website traffic directed to your site as a result of CONNECT North East activity and/or website.

In-kind investment required:

- Active support of CONNECT North East activity through your website, mailing lists and newsletters (where available and appropriate).
- Organisation and hosting of one event to be marketed by CONNECT North East
- Weblink to CONNECT North East website from your company's website.
- Letter of support to endorse the principles and objectives of CONNECT North East.

Financial Investment required:

- £500 + VAT.



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Please complete and return the form below to confirm your status as a Professional Partner of CONNECT North East. This partnership is in place for the period between the date of signature and December 2009, inclusive. If you have any questions, or would like to discuss CONNECT North East, please contact Toni Allen on 0191 230 5742 or t.allen@bridgeclubnorth.com. Please return your completed and signed form to CONNECT North East, c/o Bridge Club Ltd, Black Swan Court, 69a Westgate Road, Newcastle upon Tyne, NE1 1SG or fax to 0191 230 5743.

We look forward to working with you and to making the CONNECT North East pilot a mutual success for all involved. Thank you for your support.

Name	
Position	
Organisation	
Telephone number	
Email address	
Address	
Postcode	
Organisation's website	
Name of key contact for contract admin purposes	
Telephone number of key contact	
Email address of key contact	
I confirm that the above organisation agrees to provide the in-kind and financial contribution as outlined above in return for Professional Partner status of the CONNECT North East pilot until 31st December 2009. The above organisation agrees to pay the £500 + VAT Professional Partner fee on receipt of an invoice from Bridge Club Ltd. I agree to inform Bridge Club Ltd if the key contact for this organisation changes.	
Signed	
Date	



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