



A FEW THINGS TO KNOW ABOUT THE IDEAS ENGINE

What is it?

The ideas that comes to you in the middle of the night, over a morning coffee or nice bottle of wine with friends on a Friday. So many of these great ideas for brands, products or services lie languishing on fridge doors or buried at the back of your mind, waiting for 'that day' when you can find the time and help to turn that spark into a business.

The Ideas Engine has been created just for those moments, to help you take that idea and make it a reality, make it a business, give you a future.

We work with you, hand in hand, to understand your idea and see if it's got legs. We explore if people will want to buy or use it, scope out the market. We've a network of colleagues and advisors who can establish whether your idea has been done before and importantly if it's financially worth it. Nitty gritty out of the way, we'll then take your rough n ready idea and run it through **The Ideas Engine**.

We'll put it under the microscope, pull it apart, chunk down the problems, distil it into a refined idea, temper and test it, finally sprinkle with some of Westbrook's imagination and bring it to life.

At the end of **The Ideas Engine** process you'll have a fully fledged 'Idea' ready to take to the creative, marketing and business planning stage. You will be ready to turn your idea into a brand, service or product and you'll have a clearer plan as to what you'll need to do to bring it to market.

Who is this for?

The Ideas Engine is for everyone. Whether you are just starting out with a natty product or you are an established business wanting to launch a new brand, **The Ideas Engine** is designed to help you get to the root of your ideas. It prepares you for the next steps when approaching a Creative Agency, Bank or other partner, giving you the confidence that you've nailed the idea and them the confidence to believe in you.

How does it work?

We begin with the basics, in a one hour session to learn all about your idea. At this stage we can quickly establish whether we can put you through **The Ideas Engine**.

If we think your idea sticks, we will take you through **The Ideas Engine** process over a series of face to face sessions, the number of which will depend upon the complexity and scale of your idea.

At the end of the process, we will work with you to 'present' your finished idea, all wrapped up in a smart narrative, ready to turn into a business and marketing plan. **All conversations are confidential.**



What does it cost?

Our initial, hour long, session is completely FREE. No obligation to go further.

The Ideas Engine process starts from £550+VAT for a one day session.

Guidelines

We are a broad minded and fair bunch however we've a few basic expectations and considerations.

We can't guarantee that we can wave a wand and turn every idea you have into gold, some ideas are just lemons, we'll be honest, don't be offended.

We don't have a direct line to Peter Jones on Dragons Den, sorry, but we hope to see you on there.

Be realistic about your financial and personal commitments to the whole process, it's unlikely your idea will prosper if you can't invest in it. However our role is to stretch that personal and financial investment as far as possible, we know its tough to begin with and you've many challenges ahead.

We are not here to run your new business for you, that's on you, but we'll help in any way we can.

The more open minded you can be with us, the better the results will be.

Take a bold step, tear that idea of the fridge door and show it to us. You never know, it might not be a lemon.

www.theideasengine.com

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