

## Introduction to The Shield Programme

The Shield Programme is a workshop based pre-pre start programme, which proactively targets those communities that would not normally approach existing business support organizations. These include disadvantaged communities, including BME groups and people **without** a business idea.

The programme includes the following modules:

- Individual skill and experience audit
- Market needs identification
- Idea generation
- Idea assessment
- Commercial investigation

Shield produces real new business launches – each programme has the objective of producing 10 launched innovative new enterprises within 6 months of the programme ending.

So how is Shield different to existing business support measures as provided by Enterprise Agencies etc? Shield has the following unique features:

1. The programme is proactive –it approaches local communities to sell them the idea of self employment, rather than waiting for individuals to approach us with a good idea
2. Shield delegates don't need a good idea to join the programme –we help them generate ideas using tried and tested creativity techniques
3. These ideas will be novel concepts, not “me-too” ideas that will lead to the creation of innovative enterprises with higher than average growth prospects.
4. Delegates generate several innovative ideas –so they have the luxury of choice
5. We operate with a modified psychology i.e. we give ideas a chance to blossom by suspending judgment on initial ideas rather than judging them prematurely. We also impart a positive “can-do” psychology.

However, the best thing about Shield is that it works! We list below testimonials from satisfied local authorities and Business Links

Sunderland City Council: [www.excaliburuk.co.uk/sunderland.pdf](http://www.excaliburuk.co.uk/sunderland.pdf)

North Tyneside Council: [www.excaliburuk.co.uk/northtyneside.pdf](http://www.excaliburuk.co.uk/northtyneside.pdf)

Barnsley Development Authority [www.excaliburuk.co.uk/barnsley.pdf](http://www.excaliburuk.co.uk/barnsley.pdf)

Business Link Oxfordshire, Buckinghamshire and Milton Keynes;  
[www.excaliburuk.co.uk/shield2.pdf](http://www.excaliburuk.co.uk/shield2.pdf)

We hope you enjoy reading these.

Please contact us if you require a discussion on how Shield can meet your new business start needs.

### Shield Success Story



### Simpli-financial

Former Shield delegate Chris Downham (left), pictured here with twin brother Rob, receiving the prestigious Bentley International Property Award, for their innovative new property development in Bulgaria. Chris is a very enthusiastic Shield advocate and states that:

“The real beauty of the course is that it was primarily focused on the development of unique business ideas.....I can’t recommend the course more highly”.