

What we do #1 - Finding Funding

Although Sunderland Software City doesn't directly offer grants, loans or investment capital, we know where to find the right funding to take your business forward and how to get you in front of the right people.

The first thing we do is set you up with a software specialist, who will work with you one on one to identify the right sources of finance to meet the unique needs of your company.



Your advisor will also work with you to develop your ability to present your ideas to potential funders:

- Helping secure funding to support your business needs, such as Proof of Concept, Co-Investment, Research and Development Grants, loans, Venture Capital and Private Equity
- Helping you develop detailed business and financial plans and presentations to potential funders
- Introducing you to regional and national funding organisations

One company Sunderland Software City has helped find funding is [Lamasatech](#), who develop software for interactive computing surfaces. Sunderland Software City was able to help the company secure a grant which it used to establish itself as a business, including recruiting its first staff.

"Being able to secure GBI funding with the help of Sunderland Software City has been integral to Lamasatech's rapid growth," said Managing Director Mahmoud Elsaid (pictured above, right)

"As a young company, having access to that sort of support and those sort of connections was invaluable."

Sunderland Software City also worked with [The Test Factory](#), a Houghton-le-Spring based company who create bespoke online tests for companies including Vodafone, the BBC and Microsoft, to secure the company investment.

"To be honest, we set up in Sunderland because of Sunderland Software City," said Managing Director Kevin Beales

"They've not only given us their expertise but introductions to the right people, sources of funding and networks which has helped us become the company we are today."

To discuss how Sunderland Software City can help your company find the funding it needs to grow, give us a call on 0845 872 8575 or email info@sunderlandsoftwarecity.com