



Specialist B2B Marketing Consultancy

## CASE STUDY

### Exeter City Futures: Building a brighter tomorrow

#### **The Challenge:**

Exeter is the fastest growing city in the UK. The brainchild of Oxygen House, Exeter City Futures is a Community Investment Company with a bold vision: to make Exeter congestion free and energy independent by 2025.



### Campaign:

We helped the company design, structure and launch its innovative Accelerator Programme – Exeter Velocities – which is a key component of the change. We brought in a specialist sustainability consultant, and together we created a two-tier programme for start-ups and developing businesses to showcase their ideas for a bold new future. We even provided guidance to the in-house design-team who created the marketing collateral internally.

Exeter Velocities is already attracting entrepreneurs and investors keen to change the future of transport and energy for the better.





## Introducing Exeter Velocities

**Global City Futures**  
An Oxygen House company working with authorities and start-ups to address urban challenges and deliver more sustainable cities.

**Exeter City Futures**  
A partnership between Global City Futures and Exeter City Council. Working to deliver local solutions for a more sustainable city, reducing congestion and lowering our dependence on fossil fuels.

**Exeter Velocities**  
Programmes of support for new and developing businesses with ideas and solutions to meet the vision of Exeter City Futures.

Each year, Exeter Velocities aims to support up to 35 entrepreneurs to develop solutions to improve mobility in our city and reduce our dependence on fossil fuels.

By supporting these businesses with development advice, mentoring and funding, we aim to generate positive social impact for Exeter and its surrounding areas.

The kinds of businesses we support will have the ability to change the way we travel and power our lives for the better. And not just in Exeter, but also in cities around the globe.

From hands-on guidance, to Series A investment, Exeter Velocities provides an array of invaluable advice and assistance to help start-ups succeed and grow.

If you're a start-up or developing business with solutions for urban transport, mobility or energy, we want to hear from you.

**Exeter Velocities**



## Exeter Velocities Explained

There are two distinct elements to Exeter Velocities: Nurture and Advance.

**Nurture** is an intensive three-month programme of support and grant funding\* for start-ups and early stage ventures. Nurture offers access to mentors, training and a community to shape concepts and ideas into a realistic business proposition.

**Advance** is a dynamic programme of investment and support, with a four-month renewal window, for developing businesses with the potential for significant growth. Advance offers access to angel investors and co-investment as well as consultant-led support to prepare for future Series A fund-raising.

If either of these sounds like you and your business, read on to find out more.

\*Grant funding is subject to eligibility criteria set out in the application process. See [www.exeter-velocities.com](http://www.exeter-velocities.com) for details.



**We all recognise the appeal of city living.** From the economic benefits and amenities to the buzz and excitement of urban life, the city is a magnet for mobile citizens.

But with many modern cities come age-old problems. Dense populations create challenges of their own, especially around transportation, mobility and energy. Reliance on cars and fossil fuels has led to congestion and pollution, with devastating consequences. A Lancet Report\* estimates that poor air quality causes more than nine million premature deaths annually around the globe.

As well as the shattering human toll, the health, wellbeing and economic costs of congestion and pollution are a scourge on city living. The same is true in our beautiful city, Exeter, and its surrounding areas.

So how are we going to solve these challenges? That's where you come in...

\*The Lancet Report on Pollution and Health, October 2017