



The London Development Agency is the Mayor's agency responsible for driving London's sustainable economic growth – it's our job to ensure that London remains a global success story. To help us deliver this we work with partners from industry, public and voluntary sectors. One of our key priorities is to focus on encouraging business growth and providing assistance to entrepreneurs looking to establish a new business.



Ashok Lakhani - Kolak Snack Foods



Simon Brydon - Cycling TV

Addressing the challenges faced by London businesses

The LDA is committed to assisting businesses across the capital with their financial requirements. We understand and appreciate the issues many London-based businesses face when looking to raise finance, and utilise both private sector expert skills and public finance to counter such problems.

In principle, there is no shortage of finance available; London is the world-leading centre for finance. However, many SMEs have difficulties in developing a fit-for-purpose proposal that results in the business raising the necessary finance.

In addition, there are gaps in the provision of finance, and entrepreneurs

with no track record or collateral struggle to raise finance to develop their business idea. There is an acknowledged gap in the market where investors are reluctant to invest in a business that is looking for growth capital, preferring the lower risk of an established business and the economies of scale of larger investments.

The LDA aims to address the challenges that prevent London-based businesses developing through the following schemes:

Access to Finance aims to provide expert business advice and support, working with business owners to

develop their business and get them to the stage where they are ready to approach a funder for finance.

G2i actively supports and encourages early stage London-based technology businesses, introducing them to Venture Capitalists and Business Angels as an attractive investment.

Similar to the Access to Finance programme, **Creative Accelerator** assists businesses looking for external investment of less than £2 million.

The **LDA Loan Fund** is for business owners who have been unable to raise finance through traditional means or have been refused finance. These loans can be from £5,000 to £250,000 and funds are available to business owners from areas of London where the occurrence of disadvantage is highest.

Our Equity funds assist those businesses in the technology and creative industry sectors that are looking for equity investment of up to £2 million.

Larger loans, between £50,000 and £250,000, to Social Enterprises are also available.

The **Grant for Research and Development** helps businesses looking to develop an innovative product or process when the risks involved have made them unattractive to investors.

Selective Finance for Investment in England provides grants towards the capital investment cost of a project that will lead to improvements in productivity, skills and employment.



Barbara Peacock and David Brooks - Cartridge World

Through **Connect Plus**, support is available to London businesses to help them embrace innovation and connect with higher education institutes or research and development organisations and undertake projects.

In addition to the LDA Loan Fund, the LDA supports Community Development Finance Institutions (CDFI) with their loan funds across London.

The LDA also contributes towards the Adventure Capital Fund, the aim of which is to strengthen local communities by investing in Social Enterprises that work in and for those communities. The LDA provides small grants of up to £15,000 to six or seven

Enterprises in cases where it appears to the ACF investment panel that the organisation is not quite ready for investment.

Finance/ Investment Readiness	Loans	Equity	Grants
Access to Finance	LDA Loan Fund	London Technology Fund	Grant for Research and Development
G2i (Gateway 2 investment)		Creative Capital Fund	Selective Finance for Investment in England
Creative Business Accelerator			Connect Plus