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John Mason MSP  
Deputy Convener  
Economy, Energy and  
Fair Work Committee

### **Economy, Energy and Fair Work Committee Visit to Elevator**

I very much appreciated you and Gordon McDonald MSP taking the time to visit Elevator's Centre of Entrepreneurship in Aberdeen earlier this month. I hope it was helpful and informative to share our experience and highlight the potential for our unique business model to be extended to achieve the Scottish Government objective of delivering an entrepreneurial and innovation driven economy.

During the visit you asked if the Elevator model could or should be rolled out across Scotland. We firmly believe it could be and stand ready to partner with the Scottish Government to extend our unique approach across the country.

Elevator currently delivers Business Gateway services across two Scottish regions – Aberdeen City and Shire and Tayside – providing support to over 20% of Scotland's Business Gateway start-up companies. We believe the model we have created demonstrates both guardianship and a unique approach to delivery.

Since our Aberdeen facility opened in 2014, Elevator has become an exemplar in the delivery of Business Gateway services and a major player in supporting entrepreneurs across North East Scotland. Our regional ambition has been focussed on building a complete support structure with Business Gateway as the heartbeat. The results have been impressive.

Between November 2014 and November 2018, Elevator supported more than 5,300 business start-ups across the Aberdeen and Aberdeenshire area – a 43% increase in start-up business activity. While just 8% of Scotland's population live in the Aberdeen and Aberdeenshire area, with support from Elevator, this region now delivers around 13% of the National Business Gateway target.

Elevator's entrepreneurial culture and Enterprise Trust status is central to our success. Built on the effective delivery of Business Gateway services, we have created a social enterprise model that has enabled us to re-invest almost £600,000 into the Scottish Economy, generating £6.6 million of value.

We have ambitious plans to build on this success across Scotland, with an immediate focus to replicate this positive impact across Tayside, with our Centre of Entrepreneurship at the University of Dundee, which opened in Autumn 2017.

In addition to Business Gateway services, we deliver a range of commercial initiatives, reinvesting profits to benefit local authorities.

**Elevator** - A social enterprise that supports the entrepreneurs, business leaders and employees of today and tomorrow by providing expert business advice, teaching entrepreneurship and enterprising behaviour.

**Elevator** - Celebrating the achievements of those making a difference, providing business acceleration programmes and flexible workspaces.

Elevator is a trading name of Enterprise North East Trust Ltd, registered in Scotland No. SC223601 VAT No. 808 6385 06 / Registered office Amicable House, 252 Union Street, Aberdeen

Our Aberdeen Centre of Entrepreneurship was the first of its kind and our aim is to replicate and connect regional centres, using a hub and spoke approach across Scotland; starting with the launch of Studio Dundee in 2020, which will receive £3 million from the Scottish Government through the Tay Cities Deal.

We are continually looking for opportunities to drive regional economic growth. For example, recognising the high volume of redundancies in the oil and gas industry in recent years, we established our Grey Matters Programme, which has created 11 new high growth ventures since it was launched in 2017.

Elevator has recently also partnered with the Oil & Gas Technology Centre to create TechX Plus. It provides 12 months' incubator space and tailored business support for companies graduating from the Technology Centre's successful technology accelerator programme, TechX Pioneers.

Elevator is now at the heart of a vibrant ecosystem for start-ups in the North East of Scotland and Tayside. We're seeing an increasing demand for business support and are very pleased that Elevator is being recognised for its positive impact.

We look forward to reading the conclusions and recommendations of the Economy, Energy and Fair Work Committee's Business Support Inquiry early in the new year and working with the Scottish Government to enhance Scotland's position as a world-class destination for entrepreneurs.

Kind regards



**Professor Gary McEwan**  
Chief Executive  
Elevator

**cc:** Gordon Lindhurst MSP, Gordon MacDonald MSP, Jackie Ballie MSP, Colin Beattie MSP, Angela Constance MSP, Jamie Halcro Johnston MSP, Dean Lockhart MSP, Andy Wightman MSP, Willie Coffey MSP, Tom Mason MSP, Pauline McNeill MSP, Mark Ruskell MSP.