

# Resilient Web

## Business Case Study

Helping small and medium sized companies to become more innovative and sustainable in a continuously changing environment

# ResilientWeb

## Background

ResilientWEB was part of an Interreg project with other EU Partners. Its purpose was to work with small and medium sized companies to help them become more innovative and sustainable in a continuously changing environment.

➔ [www.resilientweb.eu/en/](http://www.resilientweb.eu/en/)

## Approach

Nicky Curtis, a Business Adviser, was commissioned to work with 10 businesses in the Hampshire region for the main contractor on this project WSX Enterprise Ltd. Mix Consulting, an approved provider, used the Business Model Canvas as the strategic tool to work with her clients.

The businesses that signed up for this programme were those looking for growth or business diversification. We worked with businesses on an individual basis but typically with a mix of management and operational employees. This methodology maximised potential ideas and lead to interesting and sometimes heated discussions concerning potential business opportunities.

These consultations were carried out in two phases; an initial 'where are we now' with a follow up session on 'where do we want to be'. At a final session we would then consider two or three areas for on-going development and consultation. Mix Consulting either supported the client or referred onto more specialist support if appropriate.

## Example of clients

Although we are unable to name the clients we have included a list of the business categories we worked with to show the diversity of sector. These businesses were at the micro end of the SME (small and medium sized enterprise) market.

- Electrical Contractor
- Lighting Wholesaler
- Agronomists
- Marine Sector
- Civil Engineers
- Community Based Charities
- Natural Burial Grounds

“Using the Business Model Canvas we would challenge each aspect of the business seeking out areas for growth. Typically this would generate a list of potential areas for development. The client would be encouraged to pick a short and medium term action that they could develop for business growth.”

➔ [www.strategyzer.com](http://www.strategyzer.com)



**ResilientWEB**  
Innovate for a sustainable business.



# Business Model Canvas

## Electrical Services Company

