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Local Enterprise Partnership

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# CWLEP Support Innovation Programme Case Study

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Case Study Title: Route Thirty Six Ltd

## Summary

- Support Received: Financial
- Grant awarded: £42,870
- Private Match: £42,870
- Outputs Achieved: 1 new product to the firm/market, 3 new jobs created.

## Short Narrative:

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Route Thirty Six Ltd is a retail marketing technology business based in Wootton Waven in Warwickshire. They design, build and provide SAAS (software as a service) solutions to customers in the retail and marketing industries.

The ERDF Innovation grant which is part funded by European Regional Development Fund (ERDF) has enabled the Route Thirty Six to construct a ground-breaking product which is new to the firm and the market. The new product – Rule – is an in-store marketing application that automates the briefing and distribution of retail marketing materials to an estate of locations. It has become the core product of the company and is now used by major retailers both in the UK and internationally. It is used by many well-known brands in the supermarket, homeware, discounter, convenience, fashion and postal service sectors.

The new product Rule is innovative in its automation and simplification of store data, meaning that it provides retailers with the ability to centralise, maintain, gain insights from and easily merge multiple data sources. Retailers can use this data to activate campaigns faster and allocate point of sale marketing material to stores in a targeted manner. This method enables them to consolidate marketing deliveries to stores and reduces waste/over production, in turn saving on the number of parcels and amount of packaging required. Customers are reporting a 40% time saving in processing in store marketing campaigns, alongside more accurate results and fewer errors than ever before.

The financial support from the Coventry & Warwickshire Innovation programme delivered by Coventry City Council, Warwickshire County Council and Coventry University Services has allowed the company to create and market the new product in a much shorter space of time than if it had been entirely self-funded. Already, Rule is used by retailers in Europe and Route Thirty Six are in early stage discussions with customers in Canada, USA, Australia and Ireland.



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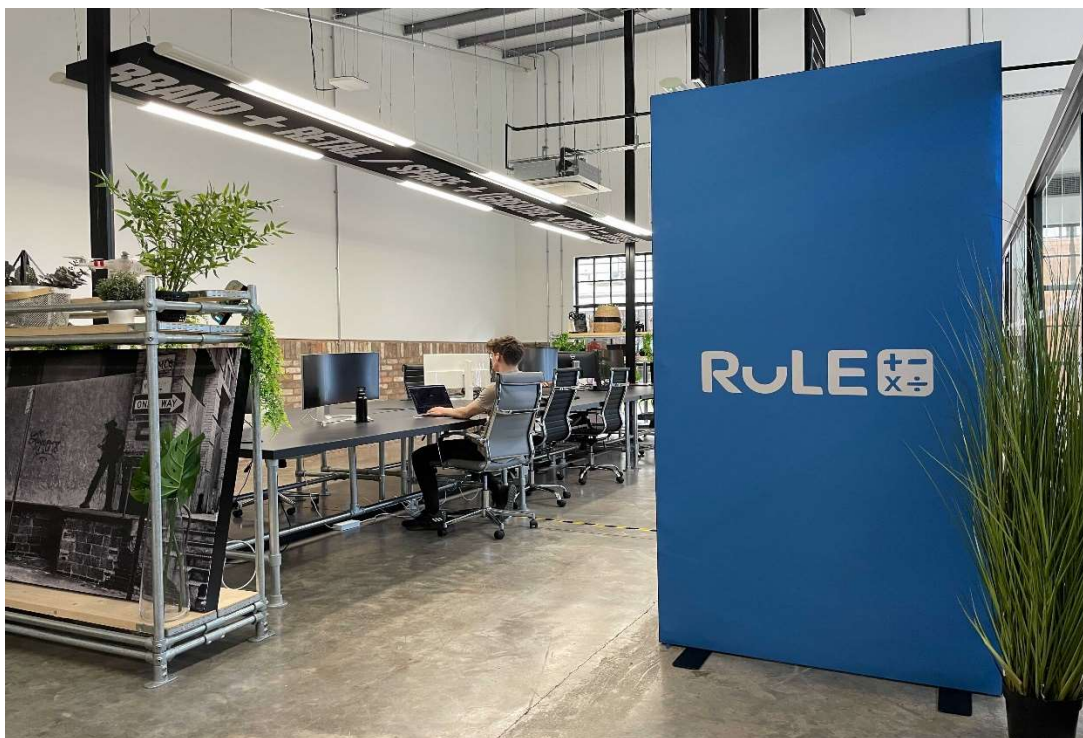
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Director of Route Thirty Six, Jack Rossiter, encourages other SMEs to apply for the ERDF Innovation grant. He said: *'the team at Coventry City Council & Warwickshire County Council were extremely helpful throughout the process. For any businesses looking to invest in an innovative new product, the ERDF grant provides the option to achieve that goal.'*

Route Thirty Six were supported with raising finance for their project by Steph Winter, a Business Advisor at Warwickshire County Council.

For more information on Route Thirty Six and their product Rule, visit their website [www.rule.tech](http://www.rule.tech) and find them on social media - Route Thirty Six Ltd on LinkedIn, and @routethirtysix / @rule\_tech on Instagram.





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Rule

LOGIN BOOK A DEMO enquiries@rule.tech

Transform the briefing and distribution of in-store marketing campaigns with Rule.

LEARN MORE BOOK A DEMO

POST OFFICE "Rule has transformed the way we build in-store marketing campaigns at Post Office. The technology has reduced the time it takes from three days, to a matter of hours"

Mike Harrad  
In-Store POS Marketing Manager  
Post Office

Case study

## About the programmes:

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The Coventry and Warwickshire Innovation Programme is part financed by the European Regional Development Fund and is delivered by Coventry City Council, Warwickshire County Council and Coventry University Enterprises Ltd.

It provides a range of assistance to SMEs to develop innovative and new to the market, products, services or technologies.

We offer:

- Support for developing and testing new products or services including prototyping
- Support for acquiring and protecting intellectual property
- Access to finance with grants of up to £25k
- Networking opportunities with other innovative businesses and supply chains
- Referrals to other specialist innovation support programmes
- Workshops and 1:1 support



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If you are aiming to grow your company and launch your innovation, we want to hear from you. To find out more about how we can help your business please contact us by email at [innovation@coventry.gov.uk](mailto:innovation@coventry.gov.uk) and one of our Business Advisors will be in touch.

Warwickshire County Council's "CW Business: Start, Grow and Scale" project is part financed by the European Regional Development and it is delivered by Warwickshire County Council, University of Warwick Science Park and Coventry & Warwickshire Chamber of Commerce. It provides a range of services and assistance including support with access to finance. For more information, visit: [CW Business: Start, Grow and Scale](#).

For information about the wide range of other support available, visit [CWLEP Growth Hub](#).