

Success Story

Goats Drinks Ltd.

SparkFund



Project overview:



Introduction to the business involved. Goat Drinks is a Thirsk based, female founder drinks company focused on the development of premium, non-alcoholic drinks.

With the adult "non-drinking" market growing, Goat Drinks have launched an innovative range that include active ingredients with claimable physiological benefits, are vegan, gluten free and zero alcohol.

Why did they engage with SparkFund? To benefit from EU funding, from expert advice and support and to be able to increase the value from the limited funding they had of their own.

Which grant and why? Goat Drinks secured a £20.6k non-repayable R&D grant to contribute towards their product development and scale up, plus capital expenditure to support the project.

The challenge:



What were the challenges?

- Finding the right suppliers in the marketplace that could do the work
- Understanding what was possible in the timeframes we had to get the products to market
- Managing the process in the middle of Brexit and Covid

The solution:



Activity undertaken with SparkFund.

- Create a successful grant application for the SparkFund Awards Approval Panel.
- Develop proof of concept.
- Investigate innovative packaging and labelling.
- Identify commercial manufacturing partner.
- Trials and testing.

The results:



Impact of SparkFund support.

Without Sparkfund we simply wouldn't have been able to develop three new products concurrently and engage with multiple suppliers for different services in a co-ordinated way. The support we received (thank you Helen!) when putting together the funding application and procurement has proved invaluable in terms of clarifying our vision, go to market strategy and wider business plan.

We now have three amazing new products launched in the UK, appearing in bars, restaurants, shops and hotels and with export plans on the horizon

Do you have any advice for other businesses considering SparkFund support?

Well worth the time and admin effort.

The advice received during the process has been really invaluable.

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