

**WORLD-LEADING IDEAS AND INNOVATION, FOUNDED  
ON ENGAGED SCHOLARSHIP, FROM RESEARCH TO APPLICATION**

# Aidem Digital

## Business Background

Aidem Digital is a CIC with a social mission to equip individuals with enhanced digital skills, especially in the areas of media and journalism. Offering film and video, web design, development and social media expertise the business has a wide client base.

The business owner, Indi Deol, has been shortlisted in Ernst & Young's Midlands Entrepreneur Of The Year Awards 2015, with the Company having previously been recognised as a leading social enterprise in this year's RBS SE100 annual snapshot of 2014.

The business, established in 2010, is based in St Philips Place, Birmingham along with a bank of freelancers and volunteers, providing the services.

## Introduction to Transformation for Growth

The business was made aware of the services offered by the project via LinkedIn. Having had previous good experience with Aston support, this project looked like a logical progression.

## Activity within the scheme

The owner met the Business Engagement Manager on a regular basis with the main points discussed focussing on developing the businesses client base potentially via collaborative working.

## Impacts

- The owner has realised that he needs to be more strategic in the way the business progresses and understand the need to have a more developed offer prior to approaching sponsors

## Summing up the impact

'Transformation for Growth has allowed me to strategically think about forming partnerships, as well as business growth.'

## Find out more

Aidem Digital  
Unit 12 George Street, Birmingham, B12 9RG  
[www.desiblitiz.com](http://www.desiblitiz.com)  
[www.aidemdigital.org.uk](http://www.aidemdigital.org.uk)

**Visit: [www.thetransformationproject.co.uk](http://www.thetransformationproject.co.uk)**

**Contact: Dr Michael Butler**

Supported by:



+44 (0) 7919 926362

[info@thetransformationproject.co.uk](mailto:info@thetransformationproject.co.uk)

Discuss co-applying for grants and ideas for impact