

## SimDH – April 2018

### [Workshops]

“Generally pretty useful. Some were really useful, especially one where we developed some marketing materials.”

“The one on pitching was really, really useful.”

### [Impact]

“It made a difference to us from thinking that it’s not going to work out to thinking now we’re on the right track and in 3 or 4 months we will have a product.”

“[The support] gives us a very clear and exciting gateway... Very powerful if we can now make traction.”

“Really impressed with how they got people together to do the evolution. We have learnt the skills for doing it ourselves another time.”

“We have a plan of exactly how to move forward now and are hopeful for investment in the next few months.”

“The feedback echoed our thinking and taught us a lot.”

“[The PM] is impressive, really good, quick answers and really supportive.”

“The opportunity is fabulous and I am very satisfied ....”

“The degree of professionalism, resources and organisation support is impressive.”

“Proactive approach [of the PM] is really good.”

“I was introduced to an investor and am now in conversation - that was massive.”

“Meeting other start-up founders, swapping ideas and notes and contacts [has been an unexpected benefit]”

“Very positive exposure as can talk about being selected for this prestigious programme.”

“Good to be associated with an entrepreneurial university.”

“Meeting [workshop presenter] has been very very good. He is now an ongoing good connection.”

Impact from Academics:

- Some mentioned they now have new business contacts who they will use in the future
- They believed it could have a direct impact on securing future funding
- “Three academics spoke with a sense of pride that projects like SimDH mean that the University is seen more positively in the community as one that is engaged with business.”
- Research paper published as a result of one of the projects: Dr Susie Sykes, Infertile Life (paper chased)