**Case Study Template: For the SME**

Thank you for completing this form. Please ensure that you include images and your logo in the email as separate attachments when you send this form back to your programme coordinator or manager.

Some notes:

* Please ensure that you’re happy with the details you have put here being published online.
* If you include any statistics, they must be supported by researchable sources. We are unable to include claims that are unsourced.
* This form will go to the Marketing team, who have no prior knowledge of your product, business or market fit. This means that we may have to contact you to fill in the gaps, and may make assumptions based on existing research that we will then send to you to correct as necessary.
* When you receive the draft, please confirm the information is correct, or provide the appropriate corrections. Please do not comment on style of writing – the writing style is dictated by the format and our brand. We also ask that you are patient whilst waiting for your drafts – we’re a small team (that means we can spend more money on our members!).

Business name:

Founder name:

Product name and description:

***Part one: About your product***

1. Describe your innovation in a sentence:
2. How did you discover the issue that your innovation approaches?

*[200 words - stats must include sources unless they have come from your own independent and unpublished research]*

1. When did you start working with the LSBU Research, Enterprise and Innovation team?

*[1 sentence]*

1. What results have you achieved so far?

*[200 words]*

1. What has been a challenge / What obstacles have you encountered?

*[200 words]*

1. What are the benefits to working with ACE IT / LAFIC / SIMDH / Sustainable Innovation for you? OR please write a short comment about your experience working with ACE IT / LAFIC / SIMDH / Sustainable Innovation.

*[150 words]*

*Please turn over*

***Part two: About you***

**This content is for the monthly programme newsletters.**

Some tips for your answers:

• Keep them short

• Make it personable!

1. Tell us a little about yourself?
2. What does a ‘typical’ day look like for you?
3. What would be your specialist subject on Mastermind?
4. What were you doing before you founded your company?
5. How did this experience help you build your company/develop your product?
6. What is your top tip for a start-up or SME developing a new product?
7. What’s your favourite thing to do outside of work?

If you’d like connect with other programme members on Linkedin or Twitter, please include the links to your profile here.

Please send this template to the programme Project Manager or to Marketing at [heardj@lsbu.ac.uk](mailto:heardj@lsbu.ac.uk), along with a picture of yourself and a copy of your logo.

**Thank you for completing**