**Case Study Template: For the Academic**

Business name:

Academic name:

***Part one: About the project***

1. When did you start working on the project?
2. What support were you able to give?

*[200 words]*

1. What was your experience of working with the business like?

*[1 sentence]*

1. What results have you achieved?

*[200 words]*

1. How has working on this project benefitted you/your school?

*[200 words]*

1. What was your favourite part of the project?

*[150 words]*

1. Is there anything you would do differently?

*[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. If you weren’t an academic/consultant, what would you be?
5. What experience are you bringing to the programmes?
6. Why do you feel it is important for academic institutions and commercial organisations to work together?
7. What is your top tip for a start-up or SME developing a new product?
8. What’s your favourite thing to do outside of work?

If you’d like programme members to add you on Linkedin, ResearchGate or Twitter, please include the links here.

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

**Thank you for completing**