

# Innovate UK

## Innovate UK personas

### Aspiring entrepreneur (new & primary)

- Likely 16-30 old, wannabe entrepreneurs - largely unaware of Innovate UK
- Interested in startups, business, data, science and technology
- Looking for inspiration, awesome content to share, business knowledge and examples of success
- **We want to introduce them to Innovate UK and allow them to experience our brand (content)**

### Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- **We want to gain / retain their attention and showcase their success to inspire new innovators**

### Influencer (existing)

- Not just on single persona – a very diverse group of people
  - **Government / Stakeholders**, because they fund & support us
  - **Media**, because they write & comment on our actual / perceived success
  - **Bloggers**, because they share our stories
  - **Investors**, because they make us visible in the very competitive ‘investment’ sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- **We want to amaze them with our success stories, insights and achievements**

# Persona – Aspiring Entrepreneur



## Profile

Name: Vivian  
 Age: 24  
 Company: Sparrho  
 Industry: Software  
 Job title: Business Dev Manger  
 Location: Swindon  
 Company Size: 5  
 Twitter: @vivianchan\_s  
 LinkedIn: vchan

## About

- PhD at University of Cambridge in Biochemistry
- One year working in a venture fund in Australia.
- Joined the Cambridge University Technology Enterprise Club (CUTEC)
- CUTEC President and Chairman.
- Took part in the inaugural cohort of Entrepreneur First
- Just starting Sparrho as co-founder

## Challenge & pain point

- Relies on her own network
- Validating business ideas
- Business proposition / pricing
- Start-up funding
- Recruitment

## Attitude

- Strong advocate for women in STEM
- Taught herself coding
- Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

## Appealing Messages / Topics

- Audience-led storytelling
- Audience involvement / contests
- Up and coming superstars
- Women in tech
- Science explainers
- What's hot in tech

## Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

## Format Preference

- Forums
- Video
- Blog Posts
- Articles
- Infographics
- Gifs
- Webinars / Hangouts

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What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Ideas</li> <li>• Inspiration</li> <li>• Career Opportunities</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Advice</li> <li>• Mentors</li> <li>• Startup</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Funds</li> <li>• Partners</li> <li>• Networks</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Credentials</li> <li>• Decision Support</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Support</li> </ul>
<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• Cool tech &amp; science stories</li> <li>• Fun science applied</li> <li>• Inspirational people / stories</li> <li>• Hot trends / future predictions</li> <li>• Event previews</li> <li>• Future predictions</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• How to &amp; starter guides</li> <li>• Tips &amp; latest trends</li> <li>• Contest participation</li> <li>• Mentor / influencer interviews</li> <li>• Live event / contests</li> <li>• Top resources</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• How to choose a program</li> <li>• Funding options explained</li> <li>• Events updates</li> <li>• Catapult, Connect, KTN</li> <li>• Latest competitions</li> <li>• Collaboration examples</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• Quick explainers</li> <li>• Roundup of current activities</li> <li>• Sector, &amp; Industry reports</li> <li>• Case Studies</li> <li>• Success Stories</li> <li>• Demos</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• FAQs</li> <li>• Guides</li> <li>• Application process</li> </ul>



## Profile

**Name:** Richard  
**Age:** 45  
**Company:** PolyPhotonix  
**Industry:** OLED Lighting Industry  
**Job title:** CEO  
**Location:** Cambridge  
**Company Size:** 20  
**Twitter:** @ppxrichardkirk  
**LinkedIn:** richardkirkpolyphotonix

## About

- 15 years experience in medical research and printed electronics
- Pioneer in material science and its applications
- Founded Polyphotonix in 2008
- Developed light treatment for retinal disease
- Credited for many world's first' applications using inorganic and organic light emitting materials
- Won many international awards for innovation, research and business
- Won 'National Emerging Entrepreneur'

## Challenge & Pain Points

- Staff / Talent
- Funding
- Partners
- Growth

## Attitude

- Likes communication direct, clear & personal
- Hates bureaucracy, lengthy application, paperwork
- Loves turning scientific research into life saving products and services

## Appealing Messages / Topics

- Science and technology excellence
- Advanced research
- Sector leadership
- Collaboration
- Research
- Success

## Channel Preference

- Google Search
- Email subscription
- Online Publishers
- Innovate UK sites
- Social
  - LinkedIn
  - Twitter
  - YouTube

## Format Preference

- Case Studies
- Newsletters
- Whitepapers
- Reports / Surveys
- Webinars
- Demos

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What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Information</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Insights</li> <li>• Networks</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Funds</li> <li>• Partners</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Credentials</li> <li>• Decision Support</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Support</li> </ul>
<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• Innovations, technology &amp; science news</li> <li>• Upcoming events</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• Events highlights &amp; updates</li> <li>• Interviews with leaders &amp; influencers</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• New competitions</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• Sector, &amp; Industry reports</li> <li>• Market insights</li> <li>• Case Studies</li> <li>• Success Stories</li> <li>• Demos</li> </ul>	<b>Content Needs:</b> <ul style="list-style-type: none"> <li>• FAQs</li> <li>• Guides</li> <li>• Application process</li> <li>• Post funding support</li> </ul>

# Persona – Influencer (example MP)



**Profile**

Name: Elizabeth  
 Age: 40  
 Industry: Government  
 Job title: Member of Parliament  
 Location: Norfolk  
 Twitter: @trussliz  
 LinkedIn: elizabeth-truss

**About**

- Studied Philosophy, Politics & Economics at the University of Oxford
- Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
- Became Deputy Director of Reform in 2008
- Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
- Became Junior minister in the Department of Education
- Is currently Environment Secretary

**Challenge & pain point**

- Offering support to constituents
- Helping SMEs in her constituency to succeed in business
- Explain how Innovate UK and government grants works her local businesses
- Regional / local funding
- Generating well paid jobs locally
- Regional investments

**Attitude**

- Extremely hard-working & driven
- Wants to make a difference and help her constituents
- Advocates more rigorous academic standards in schools
- Determined to ensure young people get a good education
- Passionate about protecting local villages e.g. shops, GP surgeries, pubs

**Appealing Messages / Topics**

- Local success stories
- Community programmes
- Economic Insights
- New job creation
- Collaboration
- Research

**Channel Preference**

- Google Search
- Social
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
- Forums
- Online Publishers
- Innovate UK sites

**Format Preference**

- Articles
- Newsletters
- Policy Papers
- Reports / Surveys
- Data Visualisation
- Research Reports
- Videos



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<b>What is my problem?</b>	<b>How do I fix it?</b>	<b>How can Innovate UK help?</b>	<b>Is Innovate UK right for me?</b>	<b>Where do I sign?</b>
<b>Looking for:</b> • Information	<b>Looking for:</b> • Insights • Networks	<b>Looking for:</b> • Funds • Partners	<b>Looking for:</b> • Credentials • Decision Support	<b>Looking for:</b> • Support
<b>Content Needs:</b> • Innovations, technology & science news • Upcoming events	<b>Content Needs:</b> • Events highlights & updates • Interviews with leaders & influencers	<b>Content Needs:</b> • Competitions • Networking events • Events highlights & updates	<b>Content Needs:</b> • Sector & Industry reports • Market insights • Case Studies • Success Stories	<b>Content Needs:</b> • FAQs • Guides • Application process • Post funding support