

Annex B : Target client profiles

Key aspects –company growth personas

Persona 1: Seed Stage



Typical needs

- Grant Funding readiness- IUK/H2020 (assessment of right funding calls and how to navigate through the process)
- Seed finance (understanding of key financial terms, pitch training, investment deck especially for SEIS schemes)
- Access to skills and collaboration opportunities
- Market opportunity assessment
- Value propositions- early intervention

Key aspects –company growth personas

Persona 2: Early Stage



Typical needs

- Grant Funding readiness- IUK/H2020 (assessment of right funding calls and how to navigate through the process)
- Seed finance (pitch training, investment deck especially for SEIS/EIS schemes)
- IP assessment - costings/timeline/process
- Business Modelling/ Value Proposition (polished), support around Pilot testing, MVP
- Collaboration agreements/Regulatory frameworks
- Support around manufacturing/supply chain readiness

Key aspects –company growth personas

Persona 2: Growth Stage



Typical needs

- Investment readiness for loans/ VC finance or other financial vehicles
- IP assessment
- Market Research (partner search, competition, rules re having physical presence abroad)
- International collaboration opportunities, modes of engagement
- International Pitching Competitions/Conference/Exhibitions