

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

unaware

aware

interest

research

convert / retain

What do I want to do?

Looking for:

- Ideas
- Inspiration
- Career Opportunities

Content Needs:

- Cool tech & science stories
- Fun science applied
- Inspirational people / stories
- Hot trends / future predictions
- Event previews
- Future predictions

How do I go about it?

Looking for:

- Advice
- Mentors
- Startup

Content Needs:

- How to & starter guides
- Tips & latest trends
- Contest participation
- Mentor / influencer interviews
- Live event / contests
- Top resources

How can Innovate UK help?

Looking for:

- Funds
- Partners
- Networks

Content Needs:

- How to choose a program
- Funding options explained
- Events updates
- Catapult, Connect, KTN
- Latest competitions
- Collaboration examples

Is Innovate UK right for me?

Looking for:

- Credentials
- Decision Support

Content Needs:

- Quick explainers
- Roundup of current activities
- Sector, & Industry reports
- Case Studies
- Success Stories
- Demos

Where do I sign?

Looking for:

- Support

Content Needs:

- FAQs
- Guides
- Application process

Persona – Operating Entrepreneur



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?
Looking for: <ul style="list-style-type: none"> • Information 	Looking for: <ul style="list-style-type: none"> • Insights • Networks 	Looking for: <ul style="list-style-type: none"> • Funds • Partners 	Looking for: <ul style="list-style-type: none"> • Credentials • Decision Support 	Looking for: <ul style="list-style-type: none"> • Support
Content Needs: <ul style="list-style-type: none"> • Innovations, technology & science news • Upcoming events 	Content Needs: <ul style="list-style-type: none"> • Events highlights & updates • Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> • New competitions 	Content Needs: <ul style="list-style-type: none"> • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos 	Content Needs: <ul style="list-style-type: none"> • FAQs • Guides • Application process • Post funding support

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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