

# FUND 2020/2021

## Alpha/Beta

### OBJECTIVES

#### We need to Know

- 1 what companies need from us
- 2 what problems companies have
- 3 what experience companies have in applying for funding
- 4 where else companies look for funding
- 5 where else companies look for information about funding
- 6 comfort levels in on line accounts

#### We need to Have

- 1 The prototypes of proposed solutions
- 2 Copy of the proposes process (ruth/ Alastair)
- 3 Documentation of the research done on prototypes i.e. playback
- 4 Customer perceptions around evidence types
- 5 Stats , web analytics
- 6 How we are measuring success. SLA's etc...
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