



Jerry

Position: MD of a video technology company

Business age: 5 years old

Location: Glasgow

Business Size: SME

Business Working Capital: £2,000,000

About Jerry's business:

Jerry set up his video technology business three years ago to help other businesses make better use of their video data. He wants to set up an online portal that manages video, to sell his clients and take his business to the next level.

He used SE Dividend funding a year ago to complete a research project on opportunities in Europe for his technology.

After funding his business through SE before, he is looking to getting further funding from SE but wants to know that he is making the right choice, as his projects run very quickly.

What Jerry needs:

- To be clear about the options he at his disposal to take his business to the next level***
- To be closely supported with the funding process as time is precious***
- To be approved and funded quickly, as projects run at significant pace***
- To feel value from having a relationship with SE, beyond the funding***



Cameron

Position: *Founder of a mobility solutions company*

Business age: *Less than one year old*

Location: *Inverness*

Business Size: *Startup*

Business Working Capital: *£15,000*

About Cameron's business:

Cameron has just founded a mobility solutions company that will provide green transport to cities around Scotland.

He is currently at the stage of writing his business plan and registering his business with companies house but is also trying to work out the regulations around Scotland's cities and how his ideas could work in practice.

What Cameron needs:

- *I need answers to basic business questions*
- *I need the confidence and direction to make quick decisions for my business*
- *I need to feel confidence that my business can succeed*
- *I need to know the questions that other businesses like mine have experienced before*

CUSTOMER PROFILE



Laura

Position: MD of an electronics company

Business age: 10 years old

Location: Dundee

Business Size: Medium/Large

Business Working Capital: £6,000,000

About Laura's business:

Laura runs an electronics company that helps to bring sustainable energy to power grids.

She started the business seven years ago inspired to make a change to the environment. Now that sustainability is more socially relevant, she is finding that her business could grow significantly into Europe.

She wants to help the world and grow her business but doesn't have the expertise to move her product to the European market, given the regulations are different and may be more stringent after Brexit.

What Laura needs:

- **To feel more confident making big decisions about the future of her business**
- **To be given access to answers she may have quickly**
- **To feel she is getting more from SE beyond her initial small grant funding**
- **To meet like minded business owners**

CUSTOMER PROFILE



James

Position: *Financial services contractor*

Business age: *2 years old*

Location: *Nairn*

Business Size: *Solo contractor*

Business Working Capital: *£50,000*

About James' business:

James runs his own consultancy service for financial services clients in Aberdeen. He spends the occasional day working with clients in the city when required but often works 3-4 days from home each week.

He is looking for an affordable, local co-working office space in Nairn, so he can work day to day with and feel inspired by other business owners and contractors.

What James needs:

- ***I need a co-working space that helps my business to grow***
- ***I need a co-working space where I can learn from experts and feel inspired by other business owners***
- ***I need a co-working space that's local to me but commutable to business centres***
- ***I need a co-working space that is affordable for my business***

CUSTOMER PROFILE



Maya

Position: *Founder of AI technology company*

Business age: *Less than one year old*

Location: *Edinburgh*

Business Size: *Startup*

Business Working Capital: *£25,000*

About Laura's business:

Laura has just set up an AI technology business, which she has set up to help tourists to navigate around major cities in Scotland. It's less than a year old and she's working out the structure of what she will offer and how she'll develop her business.

She wants to make sure that her business is set up well and to ensure that her accounts and processes are organized but can't currently afford the tools that are needed to do this well.

What Laura needs:

- *To understand what tools are available to help her set up her business*
- *To get quick access to tools that could help her business so she can focus on her business plan*
- *To feel confident that she isn't getting ripped off by third party suppliers*
- *To see how other businesses have used tools to help them accelerate their setup and business growth*



Reena

Position: *Founder of an ethical drinks company*

Business age: *1 year*

Location: *St Andrews*

Business Size: *Startup*

Business Working Capital: *£15,000*

About Reena's business:

Reena has founded an ethical soft drinks company that is looking to use only sustainable and vegan friendly ingredients and appeal to those wanting to lead a healthy lifestyle.

She has funding to start her business for now but could make use of the universal offering that SE now provides.

What Reena needs:

- *Diagnosis of key issues and considerations to watch out for when starting her business*
- *Access to tools that can save her money when setting up her business and help her business to grow more quickly*
- *Access to basic business information and resources that can help her to solve difficult challenges when nobody else is there to help*