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| Design4Growth Application Form*Should you be successfully selected for the Design4Growth Programme, there is a fee of €250 per company.* *In addition to a series of workshops and ongoing mentoring support by a dedicated Design Strategist over the programme duration, a design voucher up to a maximum value of €2,500 will be available to support your project costs.**Please confirm that you agree to this programme fee.* € Yes € NoCompany InformationPlease complete the following form to help us gain an understanding about your company. Please outline any current business challenges or opportunities and whether you currently use design within your company. To start with, please tell us about your company:SECTION ONE: **COMPANY INFORMATION**

|  |  |
| --- | --- |
| **COMPANY INFORMATION** | **GUIDANCE NOTES** |
| **Company name** |  | Please include your company name. |
| **Type of organisation** |  | Partnership, Limited company, sole trader, etc. |
| **Founded** |  | When was your company started? |
| **Address** |  | Include your full business address. |
| **Website address** |  |  |
| **Contact details** | **Name** |   | Please include your contact details. |
| **Job title** |  |
| **E-mail** |  |
| **Telephone** |  |
| **Business sector**  |  | Please enter the sector(s) in which your business currently operates. |
| **No. of employees** |  | Please let us know how many employees are directly paid by your company. |
| **Turnover in the last financial year** |  | Enter your business turnover for the last financial year. |
| **Company background and principal activities** |  | Provide a brief summary of your business activities, including what you do and sell, and who your main customers are. Max 100 words. |

SECTION TWO: **ABOUT YOUR BUSINESS CHALLENGE / OPPORTUNITY**

|  |  |
| --- | --- |
| **OUTLINE OF YOUR BUSINESS CHALLENGE / OPPORTUNITY** | **GUIDANCE NOTES** |
| **Business challenge / opportunity summary**  |  | Tell us about your business challenge / opportunity. **Please include any project milestones**. Max 200 words. |
| **Business challenge / opportunity inputs** |  | **What resources do you have available to address this business challenge / opportunity?** For example, time, people, equipment, motivation, company culture, etc. Max 200 words. |

SECTION THREE: **BUSINESS CHALLENGE / OPPORTUNITY** **OUTCOMES & IMPACTS**

|  |  |
| --- | --- |
| **BUSINESS CHALLENGE / OPPORTUNITY OUTCOMES & IMPACTS** | **GUIDANCE NOTES** |
| **Which of the following impacts/outcomes would you hope to realise through this process?** | Answer yes or no for each one. |
| **New product/service** |  |
| **Improved product** |  |
| **New markets entered** |  |
| **Additional profits** |  |
| **Increased competitiveness** |  |
| **Additional sales** |  |
| **Other – please specify** |  |
| Please provide details on the type of outputs/impacts you would hope to achieve through the Design4Growth programme and how they would add value for the company. |  | Provide any additional information you think may help us assess your application. |

SECTION FOUR: **DESIGN4GROWTH SCORECARD**

|  |  |  |  |
| --- | --- | --- | --- |
| **Q1a: Innovation in your company***Within your company, in the past 3 years to what extent have you -*  | Not undertaken at all |  | Best in class |
| Introduced a new or improved product or service | 1 | 3 | 5 |
| Introduced a new or improved process | 1 | 3 | 5 |
| Introduced a new business model | 1 | 3 | 5 |
| Introduced a new organisation structure or new collaboration | 1 | 3 | 5 |
| Introduced a new or improved marketing activity  | 1 | 3 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Q1b: Design in your company***For any of the above activities undertaken, did design play an important role in the development process?*  | Design not considered at all |  | Best in class design |
| Introduced a new or improved product or service | 1 | 3 | 5 |
| Introduced a new or improved process | 1 | 3 | 5 |
| Introduced a new business model | 1 | 3 | 5 |
| Introduced a new organisation structure or new collaboration | 1 | 3 | 5 |
| Introduced a new or improved marketing activity  | 1 | 3 | 5 |

| **Q2: Design Activities*****What design activities has your company undertaken over the past 3 years?*** | **Not undertaken at all** |  | **Undertaken consistently** |
| --- | --- | --- | --- |
| **Product design** – including new product ideas, concepts or the development of a new product or packaging design | 1 | 3 | 5 |
| **Service design –** including the creation of new or improved service offerings, service delivery or customer experience  | 1 | 3 | 5 |
| **Digital design –** including developing websites, social media, apps, etc. | 1 | 3 | 5 |
| **Branding and graphic design** – including the design of logos, corporate identities, labelling, photography, illustrations, etc. | 1 | 3 | 5 |
| **Printed marketing materials –** including the design of brochures, trade show stands, packaging, business cards, stationary, etc. | 1 | 3 | 5 |

| **Q3: Current Company Operations*****Rate the following statements as it applies to your company.*** | **Not at all** |  | **Strongly agree** |
| --- | --- | --- | --- |
| Operational processes are efficient and cost effective | 1 | 3 | 5 |
| Products and services meet the needs of our customers | 1 | 3 | 5 |
| Our marketing strategy successfully allows us to target the ‘right’ customers | 1 | 3 | 5 |
| We have a pipeline of new and improved products and services to meet the future needs of our customers | 1 | 3 | 5 |
| We are aware of and react to market trends that are relevant to our sector | 1 | 3 | 5 |
| Our customers are happy with the service they receive and the overall customer experience | 1 | 3 | 5 |
| Our customers can easily find the information they need on our business / product / service | 1 | 3 | 5 |
| We are satisfied with the profit margin that we are making on our products and services | 1 | 3 | 5 |
| Our company and products / services are easy to recognise (branding) | 1 | 3 | 5 |
| There is a clear differentiation between our offering and that of our competitors | 1 | 3 | 5 |

**User Centred Design definition:** User Centred Design is an approach that puts your users or customers at the centre of the design process, so that your products and services are designed to meet user needs and wants.

| **Q4: User Centered Design*****We listen, gather & use feedback as follows -***  | **Not undertaken at all** |  | **Strongly agree** |
| --- | --- | --- | --- |
| We use feedback from our customers / customer research to make improvements to existing products or services, or to develop new products or services | 1 | 3 | 5 |
| We use feedback from our customers / customer research to improve customer experience | 1 | 3 | 5 |
| Our website was designed with our customers to ensure it was easy to navigate and relevant information was easy to find | 1 | 3 | 5 |
| Our products or services have been designed and developed to meet the needs of our customers – from usability of the product and product instructions, to packaging and sales channels | 1 | 3 | 5 |
| We collaborate with our customers, suppliers or higher education institutes to identify or develop new ideas. | 1 | 3 | 5 |

| **Q5: Design Process*****In your company do you -***  | **Not undertaken at all** |  | **Strongly agree** |
| --- | --- | --- | --- |
| Use a structured approach to generate and select new business ideas? | 1 | 3 | 5 |
| Have a structured process to develop new product, service or processes? | 1 | 3 | 5 |

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