



# Create Growth Case Study

## King Bee

An animations company looking to expand their business and strengthen relationships within Hertfordshire's Film & TV Sector

The Create Growth Programme offers support for Hertfordshire-based businesses, providing world-class teaching and growth opportunities

### Objectives

- To attract investment
- To develop a new product brand
- Strengthen creative industry connections

### Challenges

- Understand how develop a value proposition for funders and investors
- Getting traction with a new product brand
- Standing out from the competition

### Results

- ✓ Established a collaboration who are well-connected to move the business forward
- ✓ Developed a framework to become investment-ready
- ✓ Learned innovative thinking and design principles
- ✓ Connected with Innovate UK and applied for funding