**CUE Case Study Questionnaire**

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| **Questions** | **Responses** |
| **Background Information**  *Company name*  *When/Why was it set up*  *Core objectives*  *The Team*  *Brief overview of what company does/products/services* | **QUANT-CX LTD September 2018**  **UNIT 1a Sole End Business Park Astley Lane Nuneaton CV12 0NE**  Wearable technology has become commonplace in elite professional sports teams The use of wearable tech devices to manage and optimise athlete Performance across both training and gameplay conditions. These have become a minimum requirement in Elite sports management as these systems produce vast amounts of data that can be used to both monitor and analyse an athlete’s individual performance stats. Thus knowing precisely what athletes have done, how it has impacted on performance and what to do to improve their performance. With costs reducing and technology ever improving more teams are able to access. However, there is still an estimated 97.5% of participants that are unable to afford and/or understand it.  After 20 years working with and developing this technology our founder and CEO Pete Tierney embarked on a journey Bringing together experts he has worked with over the years, in Software, Hardware, firmware & Physical activity. Pete has built a team that are now in a position to make this data and ultimately knowledge available to athlete’s coaches and teams at all levels  **These are simple our objectives are**  **1).** Answer the 4 key questions that all players ask regardless of level. These being the Am I’s   * Am I training hard enough * Am I doing what I need to do) * Am I at risk of injury * Am I where I need to be   **2). To have a simple affordable and accessible system that is scalable**  **Pete Tierney founder and CEO**  In addition these people are either on board as suppliers or coming on board as he company matures  Nigel Marris Hardware, Founded Assembled Electronics solution Ltd 25 years  Jeremy Moore, Advisory Board, Business Management, strategy & planning  Mahim Bhardwaj - Software front end solutions  ASA Trading garments ( vest manufacturer)  Neil Clarke- academic scientific advisor  Antti Kohvakka Sales & Distribution  Matt Clarke- sport Education advisor  Michael Micili – Applied sport support  Sport technology,  Electronic tracking, Garments, Coaching, Consultants |
| **The problem/Issue**  *What did they need help with?*  *Why was it a problem/how did it arise?*  *Did they try anything else to resolve it before approaching CUE? If yes, what did they do?* | Business structure and governance, What is involved in business start up as new. Establishing local network of contacts for build  Tried to do on own previously but business failed- due to lack of knowledge, contacts, guidance. Employed outside help but company too small and startup so no one accessible either due to costs or lack of motivation from suppliers. |
| **The solution**  *What led them to approach CUE for support?*  *What specific support did they receive?* | Previous student I saw advertisement via alumni news  Support received  Business start up ( all aspects) |
| **The Impact/Benefits**  *What difference has CUEs support made?*  *What impact has it had on the SMEs products/services/processes*  *Is the SME going to do anything differently moving forward? If so, can they give examples*  *Have there been any wider benefits to the SME as a result of CUEs support (e.g., new partnerships/collaborations; access to additional support, raised profile, etc.)* | **Enabled the company to display a professionalism expected in business. Clear vision and strategy**  Expanding into production but using local suppliers, manufacturing R&D from Startford upon avon company, all built in Coventry and Warwickshire area.  Accountant services direct from CUE intro |
| **Quote**  *Focus on impact/benefit of support received and what would have happened if the SME hadn’t received CUE support* | **Business to progress**  **Without – business would of failed** |
| **Call to Action**  *Pointing businesses towards where to access information on the specific CUE programme for which the case study has been produced*  *How did they find the process for applying for support/applying for grant funding?*  *Why would they recommend the programme to other SMEs?* | **I did not see easily advertised, there again I was not actively looking as didn’t know the help was there.**  **Very helpful, no grant funding awarded as yet but the process was clear and fairly easy to follow** |
| **Contact Details**  *Contact Name*  *Logo*  *Website/telephone/Email/Social Media Links* | **Pete tierney** |
| **Photo**  *A photograph with representatives at a suitable location – state where would be appropriate, (e.g., business premises or knowledge base location)*  *Representatives which must be included in the photo are – state names and organisations of who should be at the photoshoot (e.g., CCC or WCC, referral organisation, business, knowledge base, other collaborators)*  *A photograph (if possible) of the product being developed, process to develop the product or something similar which could provide a good indication of what is to come.*  *Obtain written consent for images to be used* | **Please would it be possible to have done at the premises of AES being the manufacturing partner**  **As this would also highlight how an existing business connected with CUE has helped a start up and is having the benefit of R&D and production work**  **Pete Tierney at Ricoh Arena** |