#### NOTE: The standardised questions below are to help produce marketing materials to promote your University of Edinburgh facility or service. It should be acknowledged that some flexibility is required as facilities or services will have different roles in the supply chain or overall system and the expertise of the target audience can vary.

## SUMMARY INFORMATION

|  |  |
| --- | --- |
| Title of service: |  |
| Technical contact: |  |
| School: |  |
| Telephone: |  |
| Email: |  |

## A SUMMARY OF THE SERVICE BEING OFFERED

##### One paragraph (2-3 sentences) describing what the facility or service is and does for potential customers, why a company should come and use your facility, and what benefits it offers that are relevant to the company.

## SUMMARY OF KEY SELLING FEATURES OR BENEFITS

##### What advantages does this facility or service offer (perhaps compared to competing facility or service) that will encourage an end-user to use this facility or service? (5 bullet points maximum)

## FACILITY OR SERVICE

##### Describe in 2-3 short paragraphs what the facility or service does

## TYPE OF EQUIPMENT USED AND ITS ADVANTAGES

##### One paragraph summarising what type of equipment is used by the facility or service and the key advantages of this equipment (ie. not available from other existing facilities or services)

## COMMERCIAL SERVICES AVAILABLE

##### Provide up to five bullet points highlighting the key commercial services that the facility or service has to offer, PLUS any additional comment(s) that will encourage the end-user to choose this facility or service rather than other existing facilities or services.

## OTHER CONSULTANCY SERVICES

##### ‘Yes’ or ‘No’ question… Is a full consultancy service also available to clients using this facility or service, for example, access to the University of Edinburgh’s academic expertise?

## IMAGE & CAPTION

##### Please provide a suitable image relating the image to the facility or service available to be published in the marketing sheet that conveys the advantages of the technology AND insert a relevant caption below.

## INDUSTRY SECTOR(S)

##### Please indicate which industry sector this facility or service is aimed at. Simply delete the sectors that don’t apply. If more than one sector applies, highlight the main one in bold.

Aerospace, Aviation & Transport

Chemical

Construction & Built Environment

Creative Industries

Electronics, Sensors & Photonics

Energy & Renewables

Engineering & Manufacturing

Environment & Sustainability

Financial Services

Food & Drink

Healthcare & Pharmaceuticals

Information & Communications Technologies

Life Sciences

Materials

Nanotechnology

Textiles

Tourism

## PREVIOUS CLIENTS

##### Has this facility or service been used by external clients before? If so, if would help to know who they are and a short description of what work was carried out for them. NB. If you can, please obtain permission from them to use their name in promotional activities

## WEBSITE

##### If your facility or service has a dedicated website, please provide the URL/website address:

FOR INFO ONLY

Boxes with yellow background are the areas to be completed