

**Creative Spark**

**Higher Education Enterprise Programme**

Createathon Project Brief Template

A picture containing text

Description automatically generated ![Graphical user interface

Description automatically generated with low confidence]() ![A colorful logo on a black background

Description automatically generated with medium confidence]()

**Contact details**

|  |  |  |
| --- | --- | --- |
| **Company** |  |  |
| **Central Contact Details** |  | |

**The enterprise**

|  |  |
| --- | --- |
| **Background to company** |  |

|  |  |
| --- | --- |
| **Goals/targets** |  |

|  |  |
| --- | --- |
| **Legal Structure:** | ☐ Private ☐Public ☐Social Enterprise Other \_\_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| **Turnover Band:**  [adjust currency and bands to your own country] | ☐ 0 – 100K ☐100 – 200K ☐200K – 400K ☐500K+ |

|  |  |
| --- | --- |
| **Description of Core Business Activities:** |  |

|  |  |
| --- | --- |
| **Description of target customers:** |  |

|  |  |
| --- | --- |
| **Any specific business development issues or challenges that need to be addressed?** |  |