



Case Study

Bluefrog Design

FINANCE



GROW A BUSINESS



ABOUT THE COMPANY

Bluefrog was established in 2000 and employs 5 staff, one of whom is based in Berlin. They work with high value product manufacturers in the UK, Netherlands and Germany.

They focus on the design of high value products such as virtual reality headsets and medical products. Bluefrog also support high tech company spinouts from universities that include environmental products and white light scanning. Bluefrog adds the practical side of innovation and design with a pragmatic approach.

HOW THE BUSINESS GATEWAY HELPED

A Business Gateway Advisor completed a business diagnostic. The advisor was able to talk through some of the issues the business was facing and make suggestions, some of which the business had not considered. Having a single place to access business support has proved time efficient and helped the business to quickly find the solutions they needed such as:

- Reviewed exporting opportunities and seeking new contracts in Germany
- Identified the need for additional resources to bring forward plans
- Supported to access a grant for marketing purposes
- Accessing an MBA Student to work on SEO, market research and UK competitor analysis

“

Great to have someone come in and listen to challenges, not be judgemental, and offer some new suggestions to develop the business that had not been considered before.

”

Chris Samwell, Managing Director