# **STORY BRIEF**

**Institution:**

**Date submitted:**

**Submitted by:**

**Internal Comms contact:**

**Researchers and/or organizations involved:**

**Researchers contact:**

**Story needed by a specific date (internal communications plan)?**

## Quick info

|  |  |
| --- | --- |
| **Primary industry**  Select between:  Advance Manufacturing, Agri-food, Aquaculture & Seafood, Big Data, Biotech, Cannabis, Cyber Security, Energy, Clean Tech, Forestry & Mining, Health & Med Tech, Ocean Tech, Oil & Gas, or Other |  |
| Secondary industry(ies) |  |
| **Story Type** (Licensing, spin-out, industry project, collaboration between SB member institutions, etc.) |  |
| Can the story be shared with ACOA? **(Y/N)**  If yes, when? |  |
| Can this story be made public? **(Y/N)**  If yes, when? |  |
| How far along is this project? |  |

## Must haves

|  |  |
| --- | --- |
| **Summary** How would you summarize this success in plain English in a sentence or two? What happened? |  |
| **Challenge** What problem is being solved? What was overcome to make this a success? What challenge(s) has the researcher, company, institution, etc. overcome that will make this a compelling story?  *(i.e. funding hurtles, seemingly impossible milestones, challenging new market penetration, sourcing right talent, technical problem solving, etc.)* |  |
| **Springboard** What Springboard programs, services or support were utilized to help make them successful? |  |
| **Other programs:** Were other funding programs utilized? |  |

## Nice to haves

|  |  |
| --- | --- |
| **Quote**  Please provide a quote from the company, researcher, etc. about the project, or key contact information for someone we’re able to gather a quote from |  |
| **Coms Contact**  Who can we contact about helping to push finished content out via your institution’s communications channels? Researchers contact? |  |
| **Social Media**  Applicable social media handles (@), hashtags (#), links (www.), etc.  *(i.e. Company handles, researcher handles, related articles links, industry-related hashtags, institution-related handles and hashtags, etc.)* |  |
| **Photos**  Do you have any photos that may be useful for this article? If so, please attach and provide photo credit details  *(who owns the photo/where it was sourced?)* |  |
| **Source** How did the company, researcher, etc. come to connect with you?  *(Referral from within SB, Networking event, referral from researcher, etc.)* |  |

## Any additional information you’d like to provide: