

# Susie is an innovation manager at an SME, that recently expanded into the Leeds City Region, whose team works remotely

Susie walks past the WRIH from the new White Rose train station as she has a meeting on the White Rose Park with a potential client. She sees an interactive board calling for local businesses to respond to real world challenges set by a recent community crowd sourcing drive. It looks interesting.

Susie works virtually at her organisation (a software start up), she wants to bring partners together to brainstorm a new app that is responding to a Smart City funding call. She plans the workshop - there is no space available when she looks, she remembers the vibrant White Rose Park and looks at available space at the WRIH.

Susie's company are new to Leeds, but established in Manchester. She is trying to reach diverse and a wider group of people, future customers and testers to innovate with, which is integral to their organisations mission. She uses MyWRIH app alongside booking a few spaces on the WRIH digital storytelling boards.

Susie books a space for the workshop through MyWRIH app. She realises she can now also access previous community challenges and pitch an engagement campaign to ensure development is rooted in actual local challenges.

Funding availability becomes an issue as the Smart City funding comes to an end. Susie speaks to the WRIH Manager to see what is happening within the hub and wider ecosystem. She has missed the most recent Invest session but it turns out there is an event at Nexus she can go too – so helpful to be able to get support not just for WRIH activity in one place.

Moving into trials, Susie looks at the IP challenges, working with Legal Advisors through the hub. They now have 10 desks at WRIH and she is happy. She learns about the data portal that WRIH has, this is connected to wider Leeds data programmes and IoT sensor mesh.

Susie joins the WRIH Planning Committee to ensure access, availability, and shared data for future businesses across Morley and Leeds (the WRIH data portal). There is also a new junior ethics board set up which her son joins through his local school.

Her company is recognised as a first adopter of WRIH and its ecosystem management, she spreads the word on social media hoping it can help support future businesses. They are showcased at a local 'Digital Skills Festival' for their collaboration with the local school through skills sharing and internships, facilitated by WRIH and it's tenancy contracts.

After successful trials and securing additional local funding to continue the Smart City project, Susie negotiates implementation and roll out with other organisations within the Park and in Leeds. She has continued to leverage the WRIH Manager and is proactively engaged in innovation across Leeds and Manchester.

A few years later ....

After an exciting day, Susie is very curious to pop-by the White Rose Metaverse Playpark, She is in awe of the hybrid virtual hackathon happening with people from all over the country.

