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Our ref
Your ref

JSH/sf

For the attention of John O'Connor, Innovation Services Manager

Dear John,

Just a short letter to show you our appreciation of the hard work that went into your Sword SME Course. To be honest, I was initially sceptical about the outcome and more than a little reticent at the amount of time we were committed to. However, although I must admit I found the first part of the structured lists a grind (!) I soon appreciated the opportunity to devote concentrated time within an extremely well devised framework on innovation, which I have always regarded as a vital element of any business wanting to move forward in today's market place.

As a side issue, I also felt it "legitimised" my own approaches to innovation and problem-solving in my colleagues eyes!

My feelings and sentiments on the course are one matter; however, what really counts is the "bottom line". So far we have taken one product to market - actually during the course; which resulted in 3 immediate sales bringing in about £35K. We are currently pursuing two other projects, both of which are showing tremendous potential. If they achieve even our conservative estimates, they will have a profound effect on our business.

Finally, a thank you to yourself and all your staff for your friendly, professional handling of the course, and to Business Link for the opportunity to attend. I would wholeheartedly recommend the course to anyone who wants to grow - just dont tell our competition!.

Yours sincerely,
Keller Manufacturing,

A handwritten signature in black ink, appearing to read "Jatin" followed by a stylized surname.

J. S. Humpheson,
Development Manager



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