



# Create Growth Case Study

## King Bee

Breaking into Hertfordshire's Film & TV Sector  
Investment | Growth

Based in Hertfordshire, King Bee are an animations company and graduated the Create Growth Programme June 2024

### Objectives

- Gain investment
- Growth (development of a new brand)
- Get better creative industry connections

### Challenges

- Understand how develop a value proposition for funders and investors
- Getting traction with a new brand
- Standing out from the competition

### Results

- ✓ Established a collaboration who are well-connected to move the business forward
- ✓ Learned innovative thinking and design principles
- ✓ Have a framework to become investment-ready
- ✓ Connected with Innovate UK and applied for funding