

# ENTREPRENEURSHIP DEVELOPMENT PROGRAMME



## CASE STUDY

### CAMPBELL GRANT

#### Sitekit

Founder and Managing Director, MIT EDP 2010 Alumnus

#### THE COMPANY

Sitekit is a market leading software company operating in the field of Digital Health. Their products are designed to put patients in charge of their own health records. Delivered through web portals for hospitals and digital health apps they help the NHS and patients achieve a more effective balance to ensure the ongoing wellbeing of those patients.

The company is based in Portree on Skye, with offices in Edinburgh, Oxford and Cambridge.

#### WHY EDP

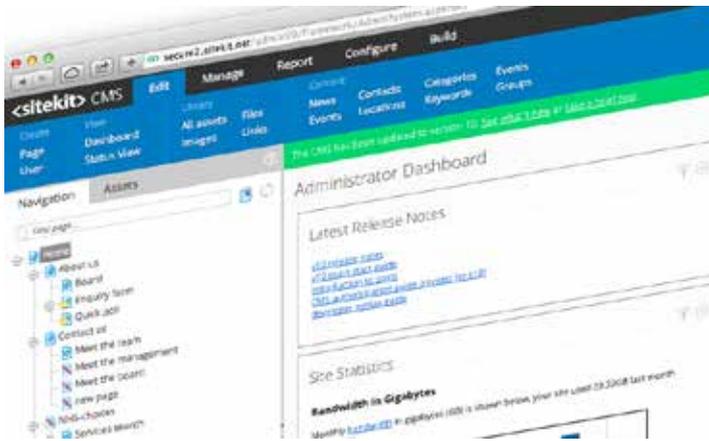
For Campbell taking part in the MIT Entrepreneurship Development Programme was all **about raising ambition and growing his business**. As the whole ethos of EDP is about ambition and leadership, it matched Sitekit's requirements at a point where the business was looking to move to another level.

EDP appealed to Campbell being different from other management training, partly because of its focus, but also because it is run by entrepreneurs who have built, run and sold businesses.

In his own words being able to "hear from people who have been there and done it and have got the scars" really enhances the value of the programme.

The fact that participants have to compete to get on the programme also made it more appealing, it wasn't just a case of writing a cheque and getting a place on the course.

"We might have got there without EDP, but it would have been a lot more slowly and it certainly wouldn't have been as much fun."



## THE PROGRAMME

One of the obvious stand out elements of the programme which has had a huge impact on Campbell's future approach to business, is EDP's theme of **making business a game**. On the face of it this could be taken as a trivialisation of a serious subject, but dig just a little deeper and it's clear that what this is really about is a **entrepreneurial mindset**. "To be successful in any game you have to combine a desire to win, with the ability to be able to dust yourself down when you lose and keep on going."

Speak to Campbell for just a very short time and it will become abundantly clear that four years on from attending EDP, this mindset remains firmly embedded in his approach to business.

Another element of the programme which makes it successful in Campbell's view is that it's all about **solving practical business problems**. "EDP isn't about lectures and being talked at, instead it puts participants together and makes them use their own experience and knowledge to solve problems." But the secret here seems to be the fact that it does this in a way which challenges their thinking.

To emphasise this Campbell pointed out that "as an engineer coming to terms with the fact that there is more than one way to achieve something was a culture shock, which I had to come to terms with".

## THE BENEFITS

Before EDP Sitekit had contracts with 3 NHS trusts. Four years on they now have contracts with over 80 trusts and **dominate their market niche**.

EDP methodologies helped Campbell and his team to identify the health sector as a potential growth market. From there a **clear ambition** of aiming for global domination of this niche became the core of the company's strategy. While the

tools which he brought back from Boston gave Sitekit the ability to "get where they wanted to be".

**Becoming an international player** and not simply a local business, also appears to be at least in part down to EDP's focus on ensuring that **sales is put at the heart of what you do**. Without this focus Campbell is convinced that they would not have come close to the levels of success which they have enjoyed. "Going back to the game analogy, if the sales team are the goal scorers an increase from 3 to over 80 is a pretty impressive scoring record in anyone's language."

## SHOULD I DO IT?

For anyone wondering if EDP is for them Campbell's advice is very clear.

"If you want to grow your business, EDP is for you, but you need to be prepared to take risks."

## FOR FURTHER INFORMATION CONTACT:

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