



SUL Week 2 Cheat Sheet

Research sites:

In person support:

British Library: <https://www.bl.uk/research/>

City Business Library: <https://www.cityoflondon.gov.uk/supporting-businesses/economic-research/small-business-research-enterprise-centre>

<https://www.mintel.com/> - check which site your uni has memberships to via the library

<https://www.statista.com/>

<https://www.ons.gov.uk/census> - UK population insights and stats

<https://www.trendhunter.com/>

<https://trends.google.com/trends/>

<https://answerthepublic.com/>

Product market fit:

<https://www.heap.io/topics/what-is-product-market-fit-creating-a-data-driven-pmf-framework>

[Typeform survey template](#)

How to choose a revenue model for a software product:

https://www.youtube.com/watch?v=MPK4zY9q1oY&ab_channel=YCombinator

Product Pricing / Revenue:

[Recurring Revenue models](#)

<https://www.etsy.com/seller-handbook/>

[Product Pricing tips](#)

Digital Marketing:

[Digital Marketing guides and training](#)

<https://sproutsocial.com/insights/>

<https://www.digitalmarketer.com/digital-marketing/>

<https://blog.hubspot.com/marketing/what-is-digital-marketing>

<https://www.sagefrog.com/blog/7-social-media-marketing-tips-for-beginners/>