Please **email** your form to [disclosuretesting@fca.org.uk](mailto:disclosuretesting@fca.org.uk) once completed.

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| **Project Innovate – Test ideas for communicating with consumers** | |
| **About you** | |
| *Name* |  |
| *Firm/Organisation Name* |  |
| *Firm Reference Number (FRN) – if applicable* |  |
| *Email address* |  |
| **About your idea** | |
| What new idea for customer communications do you aim to test? | |
| What do you want to find out through this test? (Please include how your new idea will benefit customers.) | |
| How will you test it? (Please explain how many customers will be involved, what will happen in the treatment and control groups, timings of your test etc.) | |
| How will you measure whether your idea has worked? | |
| How have you chosen the customer sample and ensured it has been selected at random? | |
| What risks are there to customers through your testing? How will you mitigate these risks? | |
| Who else will be involved (if anyone) and what role will they play? | |
| Would you like to work with us to design your test, with the possibility of publication of your findings by the FCA? **Yes / No** | |
| Any other comments? | |