

# *The Enterprise Team* *Newsletter*

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Welcome to the third issue of our Newsletter!  
In this issue, read about our current and future EPY students, and how the team has continued to give support to our thriving supported businesses during these challenging times.

Issue No. 3

July 2020



# News from the Enterprise Team

## #WorkingFromHome

Since March, the team have worked from home in response to Covid-19 and the Government guidelines. Everyone has adapted well; still providing business start-up support and working with the EPY students to ensure they continue to get the most out of their placement year. The team are definitely missing the Enterprise Hub and hope to return soon!

## Santander Competition

We are happy and proud to have received the news that one of our EPY businesses; Infinite Vibrations, have been chosen to represent the University of Huddersfield in the Santander Universities Emerging Entrepreneurs Programme, the biggest pitching competition in the UK for start-up businesses! We wish them all of the best and we are sure that they will do a great job.

## Boot Camp

We were hoping to run a 2-day business Boot Camp in June, but Covid-19 has scuppered our plans, so we have postponed it until the 2020/21 academic year. Boot Camp will be open to students and graduates who have an idea for a new venture but need help getting it into shape.

Boot Camp will provide the expert advice you need to get started and is an opportunity to escape from 'normal life' (if that ever returns) and focus entirely on your business. During Boot Camp, you will learn the practical aspects of starting a business such as finance, marketing, business planning, networking and sales. Sessions will be led by business experts and professional advisors.

The Boot Camp programme will take you through 99% of what you need to know to make your business a success. We can't give you your business idea – but we hope you already have that.

## Seeking new faces

We recently held interviews and a recruitment day for Enterprise Placement Year 2020/21. It was quite different to the usual process having to run the "Is It Right For Me?" Assessment Day virtually via Zoom, but it worked better than we expected and all applicants engaged well with the session. We have offered places to 17 individuals across 13 businesses. There are some great business ideas, ranging from photography and board games to baby clothing and music production services. We're excited to start working with them all in September.

# All good things come to an end

The beginning of June meant the completion of Enterprise Placement Year 2019/20 for our EPY students. We knew that we would find ourselves praising each and every one of them for such an incredible year, but nobody could say it better than our Head of Enterprise and Entrepreneurship; Philip Clegg:

*“EPY is a challenging option for any student; moving from being quite strictly timetabled and directed during their academic coursework, to suddenly being responsible for their own direction and motivation. Whilst we try to do everything we can as a team to be supportive, and to provide a firm foundation and structure, the success or otherwise of an EPY, lies very much in the hands of the student.*

*Little did we know when we started working with this particular group back in September 2019, that this year would bring us all the biggest additional challenge yet; Covid-19.*

*This group of 18 resilient and enterprising students have inspired me to write this post, and I have the greatest admiration and respect for everyone in the cohort, and the way in which they have all handled and responded to this huge additional challenge.*

*Many have had to adapt and pivot their business ideas to reflect the unexpected situation. Most had to unexpectedly return home and be possibly faced with less than ideal study conditions, as families competed for space and Wi-Fi! Many have had little or no previous business start-up experience, and yet, they all remained committed to their EPY and to their businesses; engaging with the team via new online support mechanisms. As a team, we firmly believe that they should all be extremely proud of the tenacity and determination they have demonstrated.*

*These students will now return to their final year of study; some continuing their enterprise activity, many incorporating that experience into their final major projects, and all of them leaving the programme with an abundance of newly honed key graduate attributes for their future career paths.*

*Well done again on a long and unexpected journey; it has been a pleasure working with you all, and I look forward to the time when we can all get together again in person for a proper celebration.”*

You can find Phil's post [here](#)

# Pitch Club

## A Safe Space To Master Your Pitching

Run by our Head of Student Enterprise Development; Leigh Morland, and one of our fantastic Business Advisors; Sarah Agar-Brennan, Pitch Club is a unique and rewarding experience for students to come together and hone their pitching skills in the Enterprise Hub. What began in February as a simple learning experience, Pitch Club has been able to allow both our EPY students and other students of the University to truly master their pitching skills with fresh and renewed confidence.

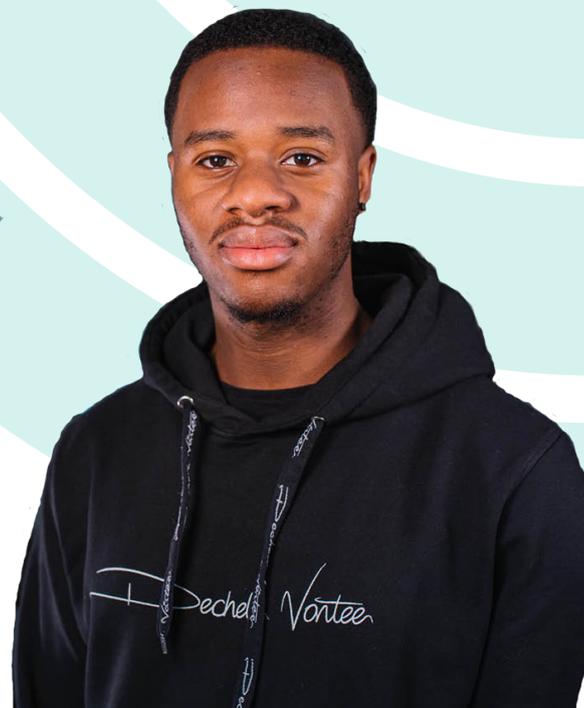
When Covid-19 moved everyone to home working, Sarah and Leigh did not want to let Pitch Club be remembered as a short-lived opportunity for students, so it all transitioned to online with great success. When it comes to Pitch Club, there is no one more suited to praise the programme and its participants, other than those who run it; Sarah and Leigh have been kind enough to talk about their feelings about the whole experience:

*“The EPY students have progressed really well over the last month, they are all perfecting their 60 second elevator pitch. A few are moving onto refining other aspects of their business pitches such as routes to market and offerings. On the whole it has been a great success, I feel a special mention should be given to the way in which everyone has embraced being on Zoom for the session. Each week they support one another and ask questions, it’s a real community spirit, very heart warming indeed”.*

- Sarah Agar-Brennan, Business Advisor

*“Pitch Club online has been a good space for experimentation and feedback. The development of visuals and product demonstrations were honed, over time, to great effect. The collaborative approach to giving feedback through sharing observations and posing questions has helped us develop as both listeners and presenters. A very rich and enjoyable learning experience.”*

- Leigh Morland, Head of Student Enterprise Development



# Tranzfuser 2020

Established by UK Games Talent, Tranzfuser is both a unique and rewarding programme set out to create and inspire team leaders of the future by supplying a pipeline and employment recognition for upcoming UK games graduates, transitioning teams through concepts, prototyping, and eventually, publishing.

Being a UK-wide talent programme means that teams have been able to benefit from grants from a prototype fund by UK Games Fund, allowing graduates to receive that extra support through the heightened programme.

The University of Huddersfield has once again been chosen to be one of the Local Hubs to support a team that is taking part in the competition. One of our Enterprise Placement Year businesses, Indie-Shark Games, who concluded their placement journey in June, have been hard at work as they are officially a part of the 2020 team line-up, making up 28 graduate teams in total.

Indie-Shark have been able to hone their team skills through-out EPY and create a thrilling shooter that will hopefully pave their way to the future success of these brilliant students. Project Outbreak is their game, and it's a top-down shooter where the player takes control of a test subject and finds themselves escaping from the Amodus science lab from a crazed scientist. Each time you play, you'll take control of a new test subject trying to escape; but this time, you'll be on a new floor and the lab will not look the same, providing a fresh and exciting challenge.

*"Each of us have a passion for playing and making games. Tranzfuser will provide us with the funding and support to elevate our game to the next level. The funding will be essential to aid the team in further the project so that we can focus more time into its development."*

The Enterprise Team wish all of the boys the best of luck. You can find out more about Tranzfuser [here](#).



# Enactus Huddersfield Needs You!



**enactus**<sup>TM</sup>

University of Huddersfield

Enactus is dedicated to inspiring students to build a better, more sustainable world through entrepreneurial action and community development projects, while developing the next generation of responsible leaders and social innovators.

Since launching in 2017, Enactus Huddersfield's first project, Glasshouses, provided sustainably grown fresh produce for the community and positively impacted the lives of those at risk in the Kirklees area by partnering with local social enterprises Clem's Garden and The Basement Project.

Enactus has a competition element, and Glasshouses led Enactus Huddersfield to be crowned Rookie League Champions at the 2018 Enactus National Expo competition.

By using the United Nations Global Goals for Sustainable Development as a framework for progress, the work of Enactus members transforms both the lives of the people they serve, and the lives of our students as they develop into more effective, values-driven leaders.

You can find out more about Enactus at [www.enactusuk.org](http://www.enactusuk.org)

## Students - Be part of the team

Joining Enactus Huddersfield gives you the opportunity to improve your employability skills whilst having a positive impact on the world. We are recruiting students who want to develop their leadership abilities and gain practical business experience whilst supporting communities and working towards the UN Global Goals. Contact [enactushuddersfield@outlook.com](mailto:enactushuddersfield@outlook.com) for further information.

## Staff - Become a University Advisor

Enactus Huddersfield are also looking for academic and support staff to become Enactus University Advisors. Your role as a UA involves encouraging, advising and guiding our Enactus team and helping them develop and implement quality projects. Please email Nicola Walker [n.j.walker@hud.ac.uk](mailto:n.j.walker@hud.ac.uk) if you would like to know more.

# Enterprise Placement Year

## Meet our EPY businesses

### Uncommon Alchemy

Anna Watkins

Uncommon Alchemy was formed by Fashion Brand Marketing student; Anna Watkins. A sustainable materials design and innovation studio, Anna's business is brought to life through experimentation of different natural, discarded or everyday materials to try and find ways that they can be repurposed, to be redefined through fashion or home accessories. Anna has already worked with industrial textile waste from the local Huddersfield area, recycling it into a leather alternative and using seaweed extract to produce a high-shine bioplastic. How awesome is that?

Anna was challenged by her indecisiveness during the start of her EPY journey. She knew that she didn't want to do fashion design, but she didn't know what to do instead. It was a unique opportunity for her to explore the things that interested her, discover new things and generate room for creativity. *"Having the support of the Enterprise Team was brilliant when I was feeling lost"*.

Anna identified three ways in which EPY has been able to kick start her business venture; It has let her understand what she doesn't want for her career, what she does want, and ultimately, where to go from there with her business.

Currently, Anna is focusing on product development. She's improving prototypes and conducting market research in preparation for her business launch, to ensure that her business and her products will be the best that they can be.

For the future, Anna said she wants to be a part of the bigger sustainable movement, helping consumers to see that sustainable solutions are all around us. Brilliant work, Anna!



# Enterprise Placement Year

## Meet our EPY businesses

### Sharks Circle

#### Braddan Everett

BA Popular Music Product student; Braddan Everett, is the mastermind behind this unique brand. Sharks Circle sells branded clothing; from screen printed to embroidered products for a variety of different clothing accessories like t-shirts, hoodies, joggers, caps, beanies, and bags. Sometimes Braddan collaborates with a brand or music festival to produce an exclusive garment that is only available through his website.

Braddan expressed that EPY abled him to spend productive time with his business, allowing him to focus on improving the quality of future releases and dedicate hours researching different styles, artists, and working on honing his own graphic design skills. As a result of this, Braddan has released two drops of clothing which happened to be his most successful release, enabling him to bring his brand to new audiences.

Like many of us, the impact of Covid-19 has been the biggest challenge for Braddan and his business to tackle during his Enterprise Placement Year.

Braddan says; “it has affected the business in many ways, the main being ease of posting things at the post office. With the lack of clarity from the government on if I was even allowed to travel to the post office to post clothes”.

Despite facing this unpredictable change, Braddan has still been able to create an awarding placement year for himself and his business, by shipping his stylish garments to countries like Australia, Germany, and the United States of America.

The future for Sharks Circle looks bright; Braddan plans to continue releasing new products to gradually build his brand, and a devoted and loyal community that supports his business at every turn. The team are very proud and wish him all of the best!

**Instagram**  
sharkscircle



# ***The Enterprise Team:***

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Philip Clegg

## **Head of Student Enterprise Development**

Leigh Morland

## **Enterprise Coordinator**

Nicola Walker

## **Business Advisor**

Paul Greetham

## **Business Advisor**

Sarah Agar-Brennan

## **Business Advisor**

Sarah Agar-Brennan

## **Enterprise Marketing Assistant**

Jacob Mawhinney

## **Director of Research & Enterprise**

Liz Towns-Andrews



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