The team’s principle focus for many years has been in the area of business start-up support; enabling those we support to utilise their skills and knowledge in creating value for themselves and others via venture creation. In other words, entrepreneurship education. In more recent years, we have increased the scale and scope of our services, to include enterprise education; the development of key skills and attributes for future employability.

Whether such enterprise education opportunities are delivered directly to students and graduates through our Enterprise Workshops, or through the curriculum and the Global Professional Award (GPA), via teaching interventions or the support of our academic colleagues to embed enterprise within their specific discipline, we are contributing towards enabling our graduates to become the enterprising global professionals of the future.

This report takes a look back over the academic year 2020/21, and the diverse range of activities the Enterprise Team has delivered under the broad headings of either Enterprise, or Entrepreneurship education. Whilst there has perhaps never been a more challenging year in business and education, it is still impressive and inspiring to see how our students and graduates have adapted to those challenges, and the wide range of opportunities they have had access to.

With the emerging Knowledge Exchange Framework, Government Policy calling for more innovative businesses, and demands from employers for enterprising and employable graduates, the enterprise and entrepreneurship agenda has never been more relevant.

As a team, we hope that this report will inspire you and your students to contact us for more information, or to refer your students directly to our services. We look forward to another enterprising year ahead.

We start with a review of services under the auspices of enterprise education, looking at the reach of this work both on and off curriculum.

Our section on entrepreneurship education provides more in-depth case study material in order to convey how entrepreneurship is learned and practised by those students and graduates who choose this path. Our students and graduates feature throughout this report…

Welcome to this first Enterprise Team Impact Report covering the academic year 2020/21. From its early days as the Business Mine, sitting within the University’s Business School, through its move to the Directorate of Research and Enterprise, and rebranding to the Enterprise Team, we have adapted and responded to the ever-changing demands of supporting our current student and recent graduate client market.
Enterprise Education
Corresponding with the definition of Enterprise Education from the QAA, we deliver a range of interventions and support to enhance students’ capacity to generate ideas, and the behaviours and attributes, to make them happen (QAA 2018).

Enterprise is also one of our Graduate Attributes and closely linked to the ability to engage with and solve problems. Consequently, our agenda with enterprise education is to increase the reach of our support to as many students as possible and to provide experiential, real world interventions to enhance practice. We offer both on and off curriculum interventions and as part of the GPA, we enable each new student to undertake a team enterprise challenge in response to the Sustainable Development Goals. We have also worked with cohorts of recent graduates through the Kickstart Scheme to enhance their skills and CVs.
GPA (Global Professional Award)
The Global Professional Award (GPA) is an innovative programme designed to meet the personal and professional development needs of all University of Huddersfield undergraduates.

Successful completion of the programme results in the award of CMI Level 5 in Management. During the three years of this programme, students develop key skills and knowledge in: careers and employability, wellbeing and enterprise.

We have a dedicated learning intervention in Year 1 of the GPA, where we ask interdisciplinary student teams to come up with creative responses to Sustainable Development Goals (SDG) related challenges. This means that every first year understands the relevance of enterprise skills and how they might access our services to explore their development.
Enterprise Workshops

We provide a series of friendly, welcoming and interactive workshops, offering a range of opportunities for all students and recent graduates to kick-start their futures, regardless of whether they anticipate being employed, self-employed or a combination of both.
In 2020/21, we delivered 9 workshops to around 250 attendees from across the university. With a focus on being as interactive as possible, and giving everyone the opportunity to connect with others from across the wider university and outside of their own discipline, the feedback from attendees was positive and encouraging for the 2021/22 series.

With an emphasis on taking action and reflection within each session, our attendees developed skills in networking, communication and group innovation practices.

“I think that having new conversations with new people will be a tremendous asset to my knowledge.”

“I found it interesting to identify my network within the University, because it’s something I’ve not thought about before.”

“I became more self-motivated, and I’ve developed my communication skills by talking to people I don’t know, and I now feel more confident about talking in larger groups.”

“I learned how to think in depth about a problem and I now feel like I can actually solve problems.”
9 online workshops

Get started with us
Opportunities and action
Inspire me to... take an EPY
Opportunities from someone else’s point of view
Inspire me to... join a society
Creative everyday?
Inspire me to... apply for an EPY
Inspire me to... start something
Everyone’s got a story

Where do our 243 students come from?

Applied Sciences 1 student
Art, Design and Architecture 153 students
Business School 14 students
Computing and Engineering 43 students
Education and Professional Development 4 students
Graduate 5 students
Human and Health Sciences 4 students
Music, Humanities and Media 4 students

The Enterprise Team – Impact Report 2020 – 2021
ICE+ Project

Following a successful £256,000 bid to the Office for Students and Research England, we launched the Innovation Creative Exchange Plus (ICE+) programme in September 2020, an interdisciplinary enterprise and employability initiative, which provides opportunities for students (undergraduate and postgraduate) to engage in real-world challenges, posed by external businesses.

The two-year project will enable interdisciplinary student teams to be supported in the development of potentially innovative solutions and concepts, and then to pitch their proposals back to the external organisation. Teams with the best proposals are offered short, paid placements with the external organisation, to further develop or implement those ideas, and to gain industry-based experience.

Six ICE+ challenges have taken place to date, including an initial challenge with Gekco, developing their corporate social responsibility policy, followed by one with Rugby League Cares linked to the plans for a Rugby League Museum at the George Hotel. Others have supported One-Community, and then a postgraduate specific event working with Sticky. Please check our ICE+ web page for more details.

Progress to date and links to website/animations

The Enterprise Team delivered 3 ICE+ Challenges during 2020/21, and have a number of external organisations in the pipeline for challenges in the current academic year. Open to any student at any level within the University of Huddersfield, ICE+ Challenges are being run both within, and outside of the curriculum.

The following short animations help to convey the benefits of ICE+ to three different stakeholder groups:

- University Students
- University Staff
- External Organisations
**Teaching and In-Curriculum Delivery**
The Enterprise Team have worked with academic colleagues to embed enterprise and entrepreneurship content on a range of courses across the University’s academic schools. The piechart below shows the number of teaching hours delivered by the Enterprise Team, the specific academic schools involved, and the themes of the content delivered.

- **School of Education and Professional Development**
  Business planning, vision, mission and strategy for start-up, finance and intellectual property, pitching and presenting skills (see case study for further detail).

- **Human and Health Sciences**
  Exploring the language and nature of enterprise and entrepreneurship, opportunity spotting and problem solving.

- **Art, Design and Architecture**
  Business planning, developing vision and mission, story-telling and pitching/presenting skills.

- **Music, Humanities and Media**
  Business planning, business model development and website design, opportunity spotting and ideas for venture creation and freelancing.

- **Business School**
  Group problem solving and innovation techniques, business challenges, pitching skills.
On a module on language development, where students were preparing to make a story sack, a lecture prompted students to consider how enterprise may support or hinder inclusion, and what might go in a careers/enterprise related story sack.

On an enterprise in education module, a number of workshop sessions were provided. These included practical activities to explore opportunities, strategy and presentation skills, as well as business planning, Intellectual Property and university start-up support information. Students also explored enterprise education, (re) considering the typical Dragon’s Den activities often reproduced in school settings. In a three-year BA Primary course, progressive experiences were integrated into the curriculum.

In Y1, students were introduced to enterprise, considering ‘enterprise through the curriculum’ in primary schools and undertaking activities which developed students’ enterprise skills and knowledge. In Year 2 students contrasted enterprise education with social innovation, exploring underlying philosophies of different approaches and learning a range of practices connected to both.

Finally, in Year 3, students have the option for extra support from the Enterprise Team should they wish to focus their final year project on a topic related to the provision. This progressive three-year pathway involves students reflecting on their ideas about and stereo typical conceptions of enterprise education, creating space for them to develop their own responses to the policy agenda.

Staff from SEPD and the Enterprise Team co-authored a conference paper exploring the experience of developing the primary provision, leading to a nomination for best early career research at the Institute of Small Business and Entrepreneurship. The paper was developed and recently published in the Journal of Small Business Management1 and the work was presented at BERA 2021, and you can access the paper here.
Entrepreneurship Education
Corresponding with the definition of Entrepreneurship Education from the QAA, we provide a range of interventions and support to apply their enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value, which includes creating new businesses, social enterprises or working in a self-employed or freelance capacity.

Consequently, our agenda with entrepreneurship education is to enable our students and graduates to recognise and develop opportunities, understand risk and uncertainty, and to develop business competencies which enable the journey towards start-up and new business development.
Boot Camp
Enterprising students and graduates from the University of Huddersfield gathered virtually to plan and develop their business ideas, in a major event sponsored by Santander Universities, and organised by the University’s Enterprise Team.

Over 20 delegates attended a four day Business Boot Camp from 1 to 4 June 2021 which included specialist workshops led by experts in pitching, finance, marketing, branding and intellectual property. A big thank you goes out to our Friends of the Enterprise Team for delivering inspiring, engaging workshops and ‘Ask the Expert’ sessions throughout the week:

- Enterprise Evolution
- The Bigger Boat
- KC Communications
- Sheards Accountants
- Eaton Smith Solicitors
- Justo Associates
- Scriba PR
- Startling Ideas
- RIUT Bags

Reflecting on Boot Camp, one attendee said “I loved the fast-paced nature of the days - they kept me engaged and I felt like my days had been fulfilled. I have learnt a huge amount of skills and knowledge to take forward”.

Another delegate advised students considering starting their own businesses “I highly recommend that you attend, no matter what stage you are at within your business, we should always be willing to learn”.

The week concluded with a pitching competition. Delegates presented 3-minute pitches to our judging panel Damien Mullany, Santander Universities Relationship Manager, Kirstie Wilson from public relations consultancy Scriba PR, and Sarah Giblin, Founder of RIUT Bags. The Boot Camp ran again in November 2021, with plans for a third iteration in June 2022.
Entrepreneurship Education

Enterprise Placement Year

Our Enterprise Placement Year programme has been running at the university since 2004, and offers an alternative to the traditional industry placement for third year, undergraduate students.

Students are supported by the Enterprise Team to research, plan and launch a new enterprise opportunity over an intensive 10-month programme. Importantly, they are assessed via a portfolio of entrepreneurial activity including reflection, business planning, commercial awareness and pitching, rather than on the scale and success of the venture itself. Each year, the team reflects on the content and engages with the experiences of the cohort, to refine and improve the programme for future years.

During 2020/21 we for the first time ever, recruited for the programme and delivered the entire EPY experience online due to the COVID pandemic. The challenges of delivering this highly interactive programme of experiential learning totally online, enabled us to rethink how we work with EPY students, whilst maintaining high levels of engagement and interaction.

We typically take a maximum of 20 students each year on this programme and in 2020/21, we had 19 students from just two of our academic Schools; Art, Design and Architecture and the School of Computing and Engineering.

With ideas being explored from computer games design, and graphic design services, through to subscription boxes to stimulate creativity in children and made-to-measure swimwear and lingerie, the cohort was as diverse and fascinating as always.

All of the EPY students from the 2020/21 cohort passed their placement year and we look forward to continuing to work with them, and seeing their ideas develop further in the future.

15 Art, Design and Architecture students

4 Computer and Engineering students
Friends of the Enterprise Team

In addition to the core staff members of the Enterprise Team, we have been fortunate over the years to develop a constantly growing and evolving Friends of the Enterprise Team (FOTET) network. These external individuals and businesses fall into two broad categories.

Some of our FOTET are alumni of the university who have previously accessed help and support from the Enterprise Team with their start-up ventures, and enjoy the opportunity to give back and support the currently emerging entrepreneurial students and graduates.

The second category of FOTET are external businesses and organisations who are supportive of the work of the Enterprise Team, and pledge time, expertise, advice and support via one or more of our support programmes, to increase the diverse range of expertise which our students and graduates can access.

The Enterprise Team is extremely grateful for the continuing support of the existing FOTET network, and is always happy to discuss such opportunities to support our work with interested parties.

59 Friends of the Enterprise Team, of which, 16 are our own previously supported start-ups.
Santander Universities Funding

As a Santander University, each year the University of Huddersfield receives a funding allocation to support our students in three broad categories; enterprise, employability and education. The Enterprise Team makes the enterprise funding allocation available to actively engaged pre-start and early stage start-up students and graduates via its Enterprise Grant scheme, to enable the testing, proof of concept, or business development activity required. The Enterprise Team works with applicants to understand if, when and how, the funding may be appropriate to their particular start-up journey, and the application process is designed to enable them to develop the skills to apply for financial support in the future.

During the year 2020/21, £20,000 was allocated to the Enterprise Grant fund, and a further £5,000 utilised to run a COVID-delayed Business Boot Camp in June 2021.
Santander Universities Funding

The allocation of the funds, and number of beneficiaries was as follows: £20,000 supported pre-start, early stage start-up students / graduates over 2020 / 2021. £5,000 to deliver a Business Boot Camp, delayed from 2019/20 due to COVID.

£20,000 total funding for individuals

40 individual funding recipients (39 businesses)

£5,000 total funding for groups

27 group funding recipients
Business Start-Up Support Meetings
Part of the Enterprise Team’s core offer of business start-up support, is the opportunity for 1:1 business advice sessions with the in-house business advisors, offered to those students and graduates with the ability to begin trading. The following statistics give an indication of the scale and output of this activity.

Catherine Brentnall
Business Advisor

Paul Greetham
Business Advisor

Sarah Agar-Brennan
Business Advisor

110 new student / graduate client enquiries

31 new trading businesses / social enterprises / self-employed (With 88 previous business starts reported as still being active after 3 years)

561 1:1 start-up business meetings with new and existing clients (Highest number for 5 years)
Meet our Supported Businesses
Shyam Patel, Merakee 7
Art, Design and Architecture*

Tell us about your business?
I am a creative entrepreneur, running a multidisciplinary design business that focuses on photography, film, 3D design/motion, animation, architecture, interior design, as well as the music industry.

What year did you start your business?
I originally had the idea for my business in 2017, but elected to take an Enterprise Placement Year to have the time and space to fully explore the opportunity. The start of EPY 2020/21 caused confusion for me, since I was a novice in the business world and initially felt overwhelmed with the learning process. However, through perseverance and support from the Enterprise Team, I made a lot of progress and now feel very comfortable with where I’m at, but want to continue to grow as I face new challenges.

Where did the inspiration to start your business come from?
The inspiration started from having a job in the industry that didn’t fully satisfy my creative needs or wants, and so the vision to work for myself is where this all began. I always wanted to make a positive impact through my skill set in design and art. For a long time, I searched for what I could do in my medium to achieve that vision and EPY was the vehicle that made this vision tangible.

What are the main challenges of running your own business? How have you overcome these?
I think the main challenges of running my business are to try and tend to everything a business needs. Social media, for example, is very time consuming but by having a team of freelancers around me who I consider the associates of my business, generating/creating content is infinitely easier.

Tell us about a rewarding moment / highlight for your business
Despite an overwhelming start, the biggest benefit I saw during EPY was that the skills I learnt are transferable. I know that I can use my knowledge to help other start-ups and how I can take this experience into the design world. I believe that a lot of designers from the University would benefit greatly from EPY as it gives them the practical experience that they need.

What are your future plans for your business?
Many know that I am the founder of Merakee7, the business I have been developing over the past 3 years, but something new that’s come to light is that Merakee7 is no longer the vision that EPY helped me realise, and as a result, I am starting fresh with branding, company structure and applying all the skills, and knowledge I have absorbed from EPY towards this new business. Currently I am not sure what it is going to be called, but what I do know is that by 2025, I hope to have a physical studio space/co-working space.

How have the Enterprise Team supported you with your business?
The support from the Enterprise Team has been amazing. The advisors have a drop-in session every day of the week which is thoughtful and amazing. If we ever have a problem, we have someone to talk to that day. Also, I was surprised how much Pitch Club enhanced my public speaking skills. Through this, I have been able to better understand my business and improve my overall confidence. In the academic year 2021/2022, I hope to achieve new customer segments and create a new website that reflects effectively on what I was able to learn during EPY.

Where and how can we find your business?
Instagram: @theshyamo
Twitter: @theshyamo
TikTok: @theshyamo

* denotes an EPY Student
Meet our Supported Businesses

Jude Million, Olé Spanish Tuition
Music, Humanities and Media

Tell us about your business?  
My business is called Olé Spanish Tuition and I provide 1:1 tuition, couples and small group tuition, small language classes and language focused events. My students range from 8 to 80 and I offer language learning online (to as far away as Sweden currently!) and face to face in locations in the HD8 area. In my first full academic year of operation, I provided beginners, elementary, intermediate and advanced language learning to 50 students a week. My goal is to make language learning fun and accessible to all ages, so I have developed services such as Tapas & Fun Nights, where people meet in social venues (for example, a Tapas Bar), giving inspiration for everything Spanish, whilst they eat, drink and have fun.

What are the main challenges of running your own business? How have you overcome these?  
Working for yourself, there are never enough hours in the day. The “to do” list is always long and always being added to! It will never end – there is always something else you could be doing to develop the business or improve in some way. Working on this by yourself can feel lonely, but I’ve never been alone as there has always been fantastic support from the University when I’ve needed it and that has really helped me to keep going towards my goal. I also now have an equally passionate-about-all-things-Spanish university student helping me with Social Media and offering ‘A’ Level and under-graduate students support through Olé Spanish Tuition. Olé!

Tell us about a rewarding moment / highlight for your business  
I have rewarding moments every single day teaching students. For example, I recently took on a 9 year old who is a natural linguist and it’s such a pleasure to see her grow and develop her language skills. Or working with a 76 year old who has gained so much from the social aspect of language learning. I love seeing my students do well and improve and also seeing them enjoying their lessons so much. There really is nothing like it for me. I also think that it has been a very difficult year with Covid and lockdown, but my students have said just how much my lessons have supported them through this time; given structure, purpose, interaction and joy! I felt that it was so important to support and be there for them during these difficult months. Seeing what people get out of learning with me is so fulfilling. I feel that running and developing this business is definitely my personal destiny.

What are your future plans for your business?  
As well as meeting the needs of my current students, I’m always thinking about how to build connections with new students. Recently I’ve started to work with a final year university student to plan how we can support “A” Level and under-graduate students with learning and social opportunities. I am hoping to run a series of language taster sessions as part of the enrichment program at Further Education Colleges, which will be social and fun. Now that bars are reopening I’m planning the restart of my Tapas & Fun Nights. My website is in process of being created, it’s very nearly done – which is very exciting. I would also love to take small groups to Spanish cities and give them an Olé experience to remember. It would be amazing to think that my teenage dream of becoming a travel rep will finally come true, but I’m doing it for myself!

How have the Enterprise Team supported you with your business?  
Starting up can be a rollercoaster and at times a bumpy ride. I really feel that I couldn’t have done it without all the support that I have had. I have had guidance on business development ideas and real inspiration that I have put into practice in some way to create services and increase my customers as well as specific issues such as marketing ideas and increasing the profile of my business. The moral support and absolute positivity means that I don’t feel alone; it has meant that even when times have been really tough that I’ve found a way through and am really achieving what I set out to do, step by step. My dream come true (well, heading that way, anyway!)

Where/how can we find your business?  
Facebook: @olesspanishtuition  
Instagram: @olespanishtuition  
Email: olespanishtuition@gmail.com
Laura Pusey, DIPism
Human and Health Sciences

Tell us about your business?
D.I.Pism is the name of my business; DIP is the acronym for Death in Practice. I am an End-of-life Guide, a Funeral Celebrant and a Grief & Bereavement Mentor. I have combined my skills and qualifications to create a service that helps people from the moment of diagnosis to the completion of their grief.

What year did you start your business?
I started my business in October 2020 following the completion of my Sociology degree. However I have been working on the creation of this company since 2015.

Where did the inspiration to start your business come from?
I have been surrounded by incidents of death from a young child. The catalyst for D.I.Pism came to me following the illness and death of my aunt. I swung into the role of caring for her whilst she was actually in hospital. I sat with her one night and the experience, although heart rending, was positive in the sense that I knew instinctively that this was what I was supposed to be doing. Following the funeral, I knew that I had to be able to conduct my own after establishing a relationship with the departed and their family members.

What are the main challenges of running your own business? How have you overcome these?
The main challenge is that I am not a businesswoman. My mind generates ideas and I am hands on with practical skills. I am completely baffled by accounting and business structures. My brain can not compute.

Tell us about a rewarding moment / highlight for your business
I have written a book that is being received well; it is for people who are approaching the end of their lives. The book is for the client and their families for generations to come. The moment I received my book in the post was very special.

What are your future plans for your business?
D.I.Pism is a business that requires many operatives. I can’t be everywhere at once, so the book is my attempt to help as many people as possible. I am in the process of writing more books.

How have the Enterprise Team supported you with your business?
The support I have received from Catherine and the team has been very helpful. I have been constantly encouraged and motivated. At times I have been low and desperate. I have been patiently guided with understanding, empathy and strength. I am truly grateful.

Where/how can we find your business?
Facebook: death in practice
Instagram: @dipism
Website: www.dipism.com
Tell us about your business?
I am the mastermind behind Crab Studios, a board game development company based in the UK.

Where did the inspiration to start your business come from?
My ambitions stemmed from my time as a game design undergraduate at university, where one of my assignments was to create a board game. I was passionate about taking my creative ideas forward and creating board games that are easy to get into but do not alienate experienced board game players. I applied this to my board game, Food Time Battle in Space, which has a lot of depth but only contains one A4 page as a rule book.

What are the main challenges of running your own business? How have you overcome these?
While running my own business during Enterprise Placement Year 2020/21, I found that the advantages of being your own boss are that you can make all the decisions yourself, set your own hours and have more freedom. However, I recognised the challenges that come with this, as I learnt that in business, you either succeed or you learn and that you can’t blame your boss if something goes wrong because you are your own boss.

What are your future plans for your business?
After receiving great help primarily from Sarah Agar-Brennan, one of the Enterprise Team’s Business Advisors, which involved support with the overall direction of Crab Studios, I am looking to break into the crowdfunding market in a way that hasn’t been done before by providing rapid fulfilment. I can make games in the UK that do not heavily emphasise on profit, which means I can make good games and get them to people within two or three months instead of a year.

Where can we find your business?
Instagram: @crabstudios
Twitter: @StudiosCrab

Niall Crabtree, Crab Studios
Computing and Engineering*
Tell us about your business?
Give...A Few Words is a Social Enterprise (Community Interest Company) which aims to reduce isolation and build connections. It currently runs a letter writing project sending positive personalised letters to others, a monthly Cross Sector/Industry Network Meeting and Positive Events.

What year did you start your business?
I originally set up what was a community group in July 2020 but the business was formally set up in March 2021.

Where did the inspiration to start your business come from?
I had worked nearly 18 years for a local charity in Huddersfield and during early lockdown when I was contacted by a local care home, who explained that their residents were feeling isolated and could we do anything to help, I felt compelled to help.

What started as a seed of an idea writing letters to others with one care home, quickly grew, sprouted, and became a flower in its own right. Gaining funding from Locala for 10 hours a week for 12 months, I left my job in February 2021 to set up Give...A Few Words formally in March 2021.

We now write to many care homes across Kirklees and Calderdale and work with charities and community organisations. We have over 170 volunteers registered and have written over 1000 letters.

What are the main challenges of running your own business? How have you overcome these?
Probably the biggest one is time. There are so many things to do but never enough hours in a day.

I find that my optimum time for working is in the morning, early (about 5-6am) so I normally work at that time. I can probably get more work done up till 12pm than I can all day. It is the time when I am more alert and focused. I also find some aspects out of my comfort zone such as finances, certain policies etc hard and try and avoid them, but, when I spend quality time focusing, they are not as difficult as I thought.

Tell us about a rewarding moment / highlight for your business
Oh gosh, so many things... when you receive a phone call from someone who has been overwhelmed by their post, it has brought them to tears and they wanted to share this with you, has got to be a highlight. Also, when people send post that they have made or write the most beautiful words with nothing expected in return. Gaining funding from One Community and being able to work with 50 NCS students and volunteers on a Summer Giving positive event (giving out 150 general positive letters) for the whole community in Almondbury, Huddersfield was another highlight.

I am humbled by this every single day, by the kindness of people and seeing the best of humanity.

Appearing on the BBC News at 10pm (and having a film crew turn up in my front garden) in December and featuring in the national papers was also quite a surreal experience.

How have the Enterprise Team supported you with your business?
I don’t know where to start with how amazing the team have been. I have been blown away by their incredible support. They were with me right from the very beginning when I was at the idea formation stage. Different team members have such a variety of incredible skills and personalities. I have had support around governance, business planning, finances, IP, marketing, policy, strategic planning.... Their support has been invaluable to me.

You meet many people and organisations but for me the core values of trust, genuineness and transparency are really important. I felt that all the team members shared these values and helped me when I struggled at certain aspects and offered their support (they also asked questions, which is incredibly useful). They make quite a formidable team, and I am forever grateful to every single member of the team for all the conversations and support.

Where/how can we find your business?
We are on Facebook, Twitter and Instagram @giveafewwords Our website is www.thegive.co.uk and we are also on LinkedIn.
Meet our Supported Businesses

Bethan Aspland, Pretty In Paper By B

Tell us about your business?
I am Bethan, global craft social media influencer and founder of Pretty In Paper By B. As the world’s leading iris folding paper crafter, I aim to promote positive mental well-being by embracing playful mindfulness and creating unique, contemporary pieces of art that inspire and build a loving crafting community. I also manufacture and sell my own brand of craft products (Pretty In Paper By B) that specialise in iris folding, which include iris folding craft kits and PDF patterns.

When did you start your business?
May 2020

Where did the inspiration to start your business come from?
In March 2020 I was furloughed from my job as a manager at a gym in Huddersfield. As someone who hates not having a project, I started making iris folding cards for friends and family (a hobby I used to do when I was younger). After some persuasion, I started sharing my work on Instagram and grew a large following very quickly! I never went back to work at the gym and have been running Pretty In Paper By B fulltime ever since.

What are the main challenges of running your own business? How have you overcome these?
Balancing my work and home life has been difficult for me, particularly during the lockdowns. Now that my home is also my place of work, I’ve found it very hard to switch off and relax. To manage this, I schedule in time for things like the gym and horse riding which both give me time out of the house to do something that I love.

Tell us about a rewarding moment / highlight for your business
Hitting 30k followers on Instagram in less than a year! Whoop!

What are your future plans for your business?
I am currently writing a book proposal and putting together some online courses for iris folding. I would also like to develop my own brand of craft products further by producing paper packs and a wider variety of craft kits.

How have the Enterprise Team supported you with your business?
I have received both grant funding and mountains of support from the Enterprise Team. They are my business support bubble for pretty much everything, for example intellectual property advice, new marketing ideas, helping me find manufacturers and offering guidance on business structure and direction.

Where/how can we find your business?
Instagram: @ prettyinpaperbyb
Tell us about your business?
Lavatel is an innovative mobile and web communication platform providing a seamless and most efficient way for businesses to make international calls from the UK. Post idea stage and current have the MVP development ongoing. The UI/UX design for the MVP is already competed, however the backend development is still ongoing.

What year did you start your business?
December 2019

Where did the inspiration to start your business come from?
I have lived in the UK for a cumulative period of about to eight years, and I have always struggled with getting a reliable service for calling my family and friends abroad. Available services are either too expensive or mostly have very poor voice quality. This is not limited to personal use, businesses also have similar challenges.

Having worked in telecom for about a decade, I wanted to build a system that would address these challenges and close the service quality gap for international calls.

What are the main challenges of running your own business? How have you overcome these?
I started Lavatel just few months before the start of the Covid19 pandemic. This pandemic brought about a lot of uncertainties and lost of revenue of a lot of small businesses who are my main target audience. Additionally the MVP development also took more time that anticipated.

However, I have been able to moved pass those challenges now as the MVP development is now on track.

Tell us about a rewarding moment / highlight for your business
As an early stage & pre-launch business, rewarding moments are when I speak with potential customers who can validate the challenges and happy test the service as soon as the MVP is ready.

What are your future plans for your business?
The current roadmap is to have product launch by end of 2021. The following year will be for customer acquisition/growth, voice termination partnership and licensing (if and where required).

Subsequently, I intend to target expansion and further growth globally beyond the UK. It is my informed believe that in 5 years Lavatel would be a major primary carrier of international voice traffic from the UK to all major international destination countries.

How have the Enterprise Team supported you with your business?
At the early stage of any startup, it is not uncommon for the founder to be solely focused on creating innovative solutions that solving business problem. Often times, this leave no space for go-to-market strategy and planning.

I have benefited greatly from the Enterprise Team from the very start as they have been helpful in drawing out the bigger-picture and long-term view. The team has also help in planning the post launch marketing strategy.

Another very valuable benefit was from the Pitch Club. Pitching a startup idea in 60 seconds sounds easy until you have to do it. Pitch Club sessions gave me the opportunity to perfect my pitch and also learn from others.

The ongoing check-in meetings were also very helpful in reviewing progress and getting further support from the team.

Where/how can we find your business? Social media accounts, website etc
Lavatel is pre-launch, we are only available on website landing page - https://lavatel.io/
Thank you
We hope that you have enjoyed reading this report and we thank all of the students and graduates that have accessed our services, the Friends of the Enterprise Team network for your continuing support, and the huge range of colleagues across the University for your engagement and encouragement over the last challenging 12 months.

The Enterprise Team