

The Enterprise Team Newsletter

Issue No. 2

March 2020

From welcoming new members to the team, to catching up with one of our flourishing EPY businesses about their upcoming game, this issue has everything you need to know about what has been going on in the Enterprise Hub!



News From The Enterprise Team

New faces

We are delighted to welcome some new faces to the Enterprise Team! Sarah Agar-Brennan joined us in November as one of our new Business Advisors, followed by Leigh Morland in the new year as the Head of Student Enterprise Development. They have been a great addition to the team and we very much look forward to continue working with them in the future.

Enterprise on the move

The new year meant a new move. Only moving a short space away from our previous office, we've now relocated upstairs to BIC 2/19. It's provided the team with a brand new spacious office and an 'Enterprise Hub' for our EPY students and supported businesses. A more compact working space has situated them only a few steps away from our support and has really brought the hub to life!

Instagram

Our HudEnterprise Instagram page was brought to life in September and has since been managed by our placement student. We've recently surpassed 200 followers and it continues to grow. It's been another great way to showcase what we do.

A familiar face

The month of February meant that our placement student, Jake, hit the six month mark for his placement year. Joining us back in September, Jake has taken on the role of Marketing Assistant and has been responsible for the development of our marketing material. From leading lecture talks to creating our case studies, business cards, marketing posters, newsletters, and more, Jake has settled in well.

A trailblazer in science

Liz Town-Andrews, our Director of Research and Enterprise, was awarded an OBE at Buckingham Palace this month for services to Business Enterprise and Public and Private Sector collaboration. Conducted by The Prince of Wales, we want to say a huge congratulations to Liz and how very deserving it is.



An Unprecedented Night

The launch of Infinite Vibrations 2.0

Josh Murphy & Lewis Dagers-smith

The Parish Pub in Huddersfield definitely felt the vibrations on the 28th February, as one of our Enterprise Placement Year businesses; Infinite Vibrations held their launch event.

Empowering musicians through independence, Infinite Vibrations are an entrepreneur agency, teaching musicians the knowledge of how to forge their own independent and successful careers in this massively competitive industry. The launch event was an opportunity for Josh and Lewis to showcase what they have been doing during EPY, to network in their industry and announce all of their new services.

The power of marketing was able to skyrocket both of their expectations. Josh and Lewis spoke about putting a lot of effort into their marketing, by putting up posters for the free event around Manchester and Leeds, whilst also campaigning on their social media pages with a 4-part video series on how to be a successful musician.

Their focus on marketing the launch event brought in an audience of over 200, Josh and Lewis soon found themselves having to turn people away due to a full venue and a crowded room. Alongside being able to illustrate their business, Infinite also brought in three local bands to perform on the night; Orca Blue, Valar Creek and Dead Wax. A perfect way to end such a successful night for the duo.

Josh and Lewis stated how EPY let them understand market research more, and understand how to communicate with their audience in order to be relatable. Lewis went on to say; *“Without EPY, we wouldn’t be as successful.”* Josh described the support from the team to be *“invaluable”*.

We’re extremely proud of what this dynamic duo have accomplished during their time on EPY.

Instagram
Infinitevibrations_

Twitter
Vibrations0



Kick Start Your Future

Enterprise Workshops 2019/2020

Our Kick Start Your Future workshop series kicked off back in October last year. Occurring every Wednesday until February, students and staff from all over the University had the opportunity to come to any of the workshops in order to gain enterprise knowledge and employability skills. We understood that not everyone wanted to start their own business, but we still wanted to provide a space for students for

them to be pushed out of their comfort zone, organise and plan their thoughts effectively and enhance their CV. The best part? Each workshop was different and often led by not only our business advisors, but external alumni that provided expert advice in their industry. This meant that missing workshops was not an issue, and each workshop was offering something fresh, practical and insightful.

The turnout for our workshops has been great. With some of our workshops like 'Kick start your future' and 'Talking the talk' retaining up to 40 people. We want to thank everyone who came along, as well as those who helped to get our workshops out there across the University!

Follow us on social media

Instagram

HudEnterprise

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HudEnterprise



Kierhardy Ansell / Skate It Yourself

Enactus Huddersfield Needs You!

Enactus is the world's largest experiential learning platform dedicated to inspiring students to build a better, more sustainable world through entrepreneurial action while developing the next generation of socially responsible leaders and social innovators. The Enactus network connects students, academics and business leaders to create community development projects and social enterprises unified by its vision.

Since launching in 2017, Enactus Huddersfield's first project, Glasshouses, provided affordable, 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. 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.



enactusTM

University of Huddersfield

Students - Be part of the team

Do you want to improve the world around you and gain real world work experience? If yes, then join the Enactus Huddersfield team! We are recruiting students who want to develop their business experience, communication and teamworking skills whilst supporting communities societies and enabling progress towards the UN Global Goals. For more information, contact enactushuddersfield@outlook.com

Staff - Become a University Advisor

Enactus Huddersfield are also looking for academic and support staff to become Enactus University Advisors. Being a UA involves encouraging, coaching and guiding our Enactus team and helping them develop and implement quality projects. Please email Nicola Walker n.j.walker@hud.ac.uk if you would like to know more.

You can find out more about Enactus at www.enactusuk.org

Enterprise Placement Year

Meet our EPY businesses

Lokum Handmade

Helena Tavaci

Lokum is Turkish for Turkish delight, a sweet little thing. Lokum Handmade offers individually handmade, hand painted, unique and colourful jewellery, with the earrings being made from polymer clay. The business is authentic and personal to Helena and projects her love for her practice into the jewellery by decorating each product. The idea flourished in Helena's mind not long before EPY, she found a community on Instagram of people who made hand crafted items.

Helena soon realised that she needed the support from business advisors to figure out how to put this idea into practice and express her creativity. Just over half way through the year, Helena has really enjoyed Enterprise Placement Year; *"It's been amazing to go and see the team whenever I want. On my course, I didn't get much business knowledge, like how to set up a business"*. Helena will be returning for her final year in Contemporary Art and Illustration in September.

So far, Helena has managed to have three stalls on campus to showcase her products, receive customer feedback and even sell some of her products. Helena's main priority for the future of Lokum Handmade is to see it grow. She wishes to do more market events as a result of the success around her stalls at University.

Helena has been doing brilliantly on Enterprise Placement Year and we will continue to be on hand to provide the support that she needs, both as a student and a business owner.

Instagram

LokumHandmade



Enterprise Placement Year

Meet our EPY businesses

Upcycily

Virag Erdelyi

Upcycily is an eco-conscious enterprise with a mission to approach sustainability and slow fashion through creative stitching. Upcycily's vision is to work towards conscious consumerism and a world where we value and treat our textiles & clothes the way they deserve. Upcycily want to celebrate individuality, uniqueness and sustainability through creative craftsmanship skills.

Virag currently has three different workshops in Huddersfield and Leeds with the hope of extending them to more cities and towns across Northern England. One of these workshops, 'Jazz it Up', focuses on hand embroidery as a technique to get people to fall in love with their clothes again. Another one of her workshops called Keepsake Crafting is primarily aimed at mums, where they are able to upcycle their kids' unworn clothes and turn them into a piece of sentimental and timeless wall art piece. Finally, the "Mend it Up" workshop is focusing on visible mending, a creative repair technique to extend the lives of our clothes.

Discovering Enterprise Placement Year at an Open Day at the University, Virag jumped on board and has been able to research and grow her business with help from the Enterprise Team; *"EPY has been really valuable because it's real life experience in a really safe space. I would 100% recommend it to anyone wanting to start a business. You can't get this support anywhere else."* She's learnt to not be afraid to make changes if they are necessary, no matter how scary it can be.

By the end of EPY, Virag wants to figure out what kind of business she can run whilst making a living out of it.. This is essential to Virag's time during EPY, as she wants to make sure she graduates with a clear vision on what she wants to do.



Instagram

Upcycily

Twitter

Upcycily

Enterprise Placement Year

Meet our EPY businesses

Indie-Shark Games

Nat Waterworth, Ross Smith, Adam Fautley, Dean Holland

Indie-Shark Games was founded by four students; Nat Waterworth, Adam Fautley, Ross Smith and Dean Holland. With Adam and Ross coming from a Games Design degree, and Dean and Nat bringing in their Games Programming knowledge, both parties consolidate their expertise together to establish themselves as the brilliant minds behind this indie Games Development Team.

The inspiration behind Indie-Shark Games seems to follow a theme that like-minded gamers might relate to. Ross spoke about watching his older brother play video games like Super Mario at an early age and beating challenging levels. This inspiration has manifested into a life-long passion, staying true to Indie-Shark's authentic gaming persona.

Joining us for EPY in September, the team used the first two months to focus on planning, to ensure they get the most out of their placement year. This time allowed for them to bring Project Outbreak into the works, a top-down perspective shooter with the aim of escaping from a lab to prevent your DNA being tested on by a mad scientist. Indie-Shark are working hard to make sure that the demo is ready by the end of EPY, with plans for a full release in 2021.

The team also took part in Jamfuser at the end of February. A 72-hour game jam where you focus on creating a game to be uploaded for others to play. With no real prizes involved except for the joyous experience, Indie-Shark created Dodge n' Leap, where you take control of a robot trying to escape a spaceship that is plummeting to its doom.

Instagram

IndieSharkGames

Twitter

IndieSharkGames



Meet Our Supported Businesses

Barnsley Barbell Ltd

Peter Shaw

Barnsley Barbell Ltd was built from a shared passion to help people achieve weight loss, strength and confidence-building goals, by keen weightlifter Peter Shaw and his business partner Ashley Beaumont.

Based in Barnsley Town Centre, the private training facility has gone from strength to strength since it launched in February 2016. Financial backing from various funding resources has enabled them to invest in equipment and move to bigger premises. The business has seen over 100 beginners and fitness enthusiasts alike through its doors, 80% of which are women.

Specialising in private personal training, Olympic weightlifting coaching and bootcamps, future plans for the innovative gym are to become bigger and better.

Barnsley Barbell is embracing the increasing popularity of powerlifting and Olympic weightlifting sports with the training they provide. A second gym may also be on the cards as the business continues to grow over the years.



Instagram

BarnsleyBarbell

Twitter

BarnsleyBarbell