

# INSIDER

**ye** start up  
programme

**UK Start Up win big for a third year running at the JA European Finals!**



The ultimate employability and entrepreneurship experience for HE and FE students





# Welcome

**Young Enterprise is a national charity. Our vision is that every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.**

Our Start Up Programme gives students aged 18+ the ultimate opportunity to develop their employability skills and prepare for the world of work. Start Up is a bespoke curriculum enrichment programme that supports a wide range of courses from Sports Science to Psychology, Fashion Studies to Business Management.

The programme also provides an excellent enrichment activity outside the curriculum and has been specifically designed for Higher Education (HE) and Further Education (FE) to enhance educational experience and deepen learning.

With access to our online platform housing extensive resources, videos and step-by-step guidance, teams make all the decisions about their business, from company creation to marketing, as well as selling to the public.

## The Start Up Team

# THE 8 STEPS OF START UP



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- 25 European success in Sicily for UK Start Up, 'Therma Tread Elite'

### 29 AWARD WINNERS 2024



Start Up Programme can be run flexibly from 12 weeks up to a full academic year. Over the course of the programme students complete eight key milestones...

1



#### STARTING UP

Decide to set up a commercial or social enterprise company.

5



#### LAUNCHING

Launch the products and services.

2



#### CREATING THE BOARD

Decide the structure of the company, allocate director roles and set up a bank account.

6



#### RUNNING THE ENTERPRISE

Start selling the products or services and have opportunities to participate in competitions.

3



#### GENERATING THE IDEA

Brainstorm and evaluate ideas for the product or service.

7



#### WINDING UP

Host an AGM and decide how to distribute the profits of the company.

4



#### BUSINESS PLANNING

Conduct market research, develop a business plan and start to raise capital.

8



#### LOOKING BACK & NEXT STEPS

Develop a personal action plan, update their CV with their skills and join the YE Alumni network and the Opportunities Hub.





YOUNG ENTERPRISE **START UP PROGRAMME**

# How can Start Up support my university or college?

**Start Up is a bespoke curriculum enrichment programme that supports a wide range of courses from Sports Science to Graphic Design, Fashion Studies to Business Management.**

The programme also provides an excellent enrichment activity outside the curriculum and has been specifically designed for Higher Education (HE) and Further Education (FE) to enhance educational experience and deepen learning.

## KEY FEATURES

### Students:

- Set up and run a company from start to end
- Are provided with access to our dedicated digital platform – Company Connect with resources and guidance
- Are provided with access to YE Trading Station, our e-commerce platform
- Can participate in competitions and celebration events locally, regionally, nationally and up to European level
- Have opportunities to participate in trade fairs
- Receive a personalised certificate evidencing progression of the employability skills

## ADD-ONS

- Mentoring support and advice from trained business mentors
- Bespoke business workshops tailored around your curriculum (e.g. on visual merchandising or digital marketing)

***"Start Up programme gives university students the opportunity to develop employability skills and prepare for the world of work."***

Teacher



To find out more, scan the QR code or email the Start Up team: [startup@y-e.org.uk](mailto:startup@y-e.org.uk)



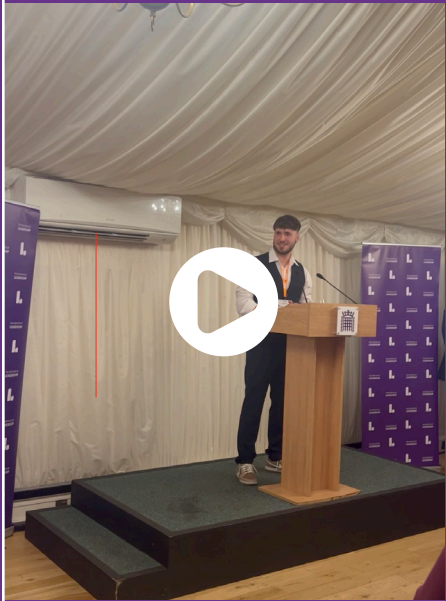


Therma Tread Elite team at the House of Commons event, with their tutor Iqbal Ullah, Start Up Lead Suzanne Lockwood and Director of Development Donna Wells.

YOUNG ENTERPRISE  
UK START UP OF THE YEAR  
THERMA TREAD ELITE



Click on the video below to see Thomas Doar, MD of Therma Tread Elite, Young Enterprise UK Start Up winners, speaking at the recent Institute of Leadership event at the House of Commons...



FUNDER INSIGHT

In conversation with...

Rebecca Martin

Director of Events & Engagement • Institute of Leadership

**What's your name, role, and who do you work for?**  
Hi, I'm Rebecca Martin, and I'm proud to work at The Institute of Leadership, where our mission is to help everyone unlock their leadership potential. My role involves working with individuals and organisations to foster growth and develop the leadership skills that can drive real change, whether on a personal level or across an organisation. What I love about my job is seeing how leadership development empowers people. It's incredibly fulfilling to watch individuals grow more confident and capable, ready to take on the challenges of leading in today's fast-moving world.

**Why does The Institute of Leadership choose to support Start Up?**  
At The Institute of Leadership, we believe in the power of entrepreneurship, and Start Up aligns perfectly with our values. We support Start Up because it goes beyond just teaching business theory; it's about helping people bring their ideas to life and offering them the resources and guidance they need to realise their vision. In today's world, starting a business isn't just about financial success—it's about innovation, problem-solving, and creating opportunities. Additionally, we can invest in the future by supporting young entrepreneurs through Start Up. These are the leaders of tomorrow, and giving them the tools and confidence to succeed is incredibly rewarding.

Whether they're launching a tech start-up, a community project, or an innovative new product, these young entrepreneurs are shaping the future, and we get to be part of that journey.

**What do you see are some of the key skills developed by Start Up that employers look for?**  
Start Up develops a wide range of essential skills that are highly valued in today's job market. One of the most important is problem-solving, as entrepreneurs frequently face challenges such as market competition and financial pressures, requiring them to think critically and come up with practical solutions. Employers across industries value individuals who can approach problems creatively, another key skill that Start Up cultivates. Whether it's developing new products, finding innovative ways to reach customers, or improving processes, thinking outside the box is crucial for standing out in a competitive market. Adaptability is another vital skill, as the ability to pivot and remain flexible in a constantly changing world is indispensable. Start-ups teach entrepreneurs how to handle uncertainty, build resilience and the capacity to adapt quickly—qualities that employers are always looking for. Lastly, Start Up enhances leadership and communication skills, which are critical for leading teams, pitching ideas, and effectively conveying a vision. These skills are indispensable, whether you're leading a company or contributing to one.



**What would you say to a business that was considering supporting Start Up?**  
I'd say go for it! Supporting Start Up is a fantastic opportunity for businesses. It's a chance to connect with young, ambitious talent and engage with fresh, innovative ideas that could potentially reshape industries. Not only are you giving back by helping young entrepreneurs find their footing, but you're also staying at the cutting edge of what's happening in the world of business.

Supporting Start Up also strengthens your brand by showing that you're invested in the community and future talent. It's a great way to build your reputation as a forward-thinking business that values innovation and supports the next generation of leaders.

**What's the best piece of business advice you've given or received?**  
The best business advice I've ever received is simple: "Don't be afraid to fail." In business, as in life, failure is an inevitable part of the journey. The key is to embrace it as a learning experience rather than something to avoid at all costs. Every time you take a risk and things don't go as planned, you're given the opportunity to learn, adapt, and improve. It's through these moments that we often grow the most.





# Nurturing the green shoots: Reflecting on a decade of running YE at Liverpool Hope Business School



'Sweet Sips' pitching their winning idea to the judges at the NW final in Blackburn in 2019.



**Tony Bradley** (Rev'd Dr)  
Senior Lecturer in Business  
Sustainability, Liverpool  
Hope Business School,  
Liverpool Hope University.

The General Election is, now, in the rear-view mirror. But some of the key priorities of the new UK Government are, swiftly, beginning to emerge, after Labour's landslide victory. Front and centre of these are the requirements for innovation, enterprise and targeted business investment, for 'growing the economy', to fund the many priorities that the incoming administration needs to address. Equally, it is evident that, the UK's main growth potential lies in businesses with a science, technology and innovation focus.

For example, the life sciences sector has seen continuous growth over the last decade<sup>(1)</sup>. The UK retains its status as a technology superpower, ranked third in the world<sup>(2)</sup>. And British industry has been at the leading edge of embracing AI technology, reflecting a 600% growth over the past decade (Binaryblue, 2024)<sup>(3)</sup>.

Together these trends and statistics indicate the vital role that YE plays in helping to foster an entrepreneurial culture in the University, HE and FE sectors. Our colleges and universities are the launchpads for UK tech, science and innovation. It has been my privilege to run the YE programme at Liverpool Hope Business School (LHBS) for more than a decade.

During that time we've seen more than 120 start-up businesses developed (and liquidated). 25 of these have represented Hope University at YE Regional Finals in the North West. 5 start-up teams made it to the National Finals and 1 (Sweet Sips, in 2019) were national runners-up, missing out on heading to the European Finals by a single judges point. Much the same would happen to the England football team, through penalties, one year later! But they did, at least, get to the Euros (I'm not bitter, much)!

Equally, I've observed several trends which mirror changes in the UK-wide development of business. There has been a continual increase in the sophistication of business ideas and presentations. It is now standard for multi-media to be part of the way in which YE start-ups position themselves, with signs of AI-generated content becoming increasingly evident. And it is vital that educators don't run away from this. One of our innovations, this year, at LHBS, was requiring students to use AI LLMs to generate business ideas and, then, to reflect upon these outputs.

From the YE centre there has been a significant growth in the resources back-up and support that YE offers. This has been of enormous assistance

to our teams. Occasionally it has felt like information overload. But, generally, our students and staff have welcomed the knowledge-rich, and always professional and cheerful approach of YE. I want to pay testament to both Andy Firr (now of another 'parish') and Suzanne Lockwood who've been unfailingly superb in their support of YE at LHBS.

But, perhaps, the most significant shift that I've seen over the past 5 years has been the growth in start-ups that embed a measure of 'sustainability', often in green and environmental terms, into their business ideas and innovation. We were instrumental in instituting a sustainability award in

**"YE offers the opportunity to learn how to nurture these green shoots, in the most realistic way possible. As such, it shows its relevance and vital importance as a key part of developing UK plc during the time of this new government, and for decades beyond."**

the NW Region. This year there was hardly a single team, at the Regional Finals, or within our own cohort, that didn't reflect some aspect of the need for business to decarbonize, circularise, or reduce its resource footprint, and impact on natural capital.

In other ways, YE has not changed, but has, rather, sought to be consistent in its high- quality offering. Its provision of mentors for our teams has been exemplary. It displays an unfailing attempt to offer a bespoke service, reflecting the way in which we've embedded YE into our second-year undergraduate business management curriculum. Furthermore, YE's can-do, responsive approach to its clients reflects its implicit demonstration of a top service function culture, which all start-ups should seek to emulate.

This reflects the way in which YE retains a position as a leading incubator for new business ideas, innovation, entrepreneurship and student creativity. It isn't perfect, nor is any business or university business school. But, it reflects the key metric of all industries where the green shoots become plants for the future: it is a learning organisation.

In our own small way, we seek to emulate this in the way we require all our business undergraduates to be part of a team, forming a start-up business. That comes with its own challenges, not least in terms of navigating the choppy waters of inter-personal relationships. One other constant: we advise our students every year that the two main things they will learn from being part of a YE start-up are: firstly, who they are; and, secondly, how they get on with other people.

Which, after all, are the primary green shoots which found all businesses. YE offers the opportunity to learn how to nurture these green shoots, in the most realistic way possible. As such, it shows its relevance and vital importance as a key part of developing UK plc during the time of this new government, and for decades beyond.

**Tony Bradley (Rev'd Dr) Senior Lecturer in Business Sustainability, Liverpool Hope Business School, Liverpool Hope University.**



(1) Bioscience and health technology sector statistics 2021 - GOV.UK (www.gov.uk)

(2) UK tech sector retains #1 spot in Europe and #3 in world as sector resilience brings continued growth - GOV.UK (www.gov.uk)

(3) 18 Top UK IT Industry Statistics [2024] | Binary Blue Tony Bradley (Rev'd Dr) Senior Lecturer in Business Sustainability, Liverpool Hope Business School, Liverpool Hope University.





In **conversation** with...

# Radhika Srinivasan

**Start Up Mentor** • Founder of EcoTextura

## What's your name and do you have a day job?

Hi, I'm Radhika Srinivasan, the founder of EcoTextura, a sustainable medical materials company. With a background in mechanical engineering and previous experience in finance, I embarked on the journey of redesigning personal protective equipment (PPE) during my hospital visits in 2015 to be more sustainable and inclusive. Today, EcoTextura specialises in providing proprietary, eco-friendly, and inclusive-design PPE and fabrics to the NHS and health organisations worldwide.

## Why did you decide to be a mentor with Start Up?

Becoming a mentor with Start Up felt like the perfect culmination of my varied experiences. From founding a business with no prior industry connections to navigating university support systems, pitch competitions, product development and grant funding, I've gained invaluable insights along the way. I'm passionate about guiding bright students in realising their entrepreneurial visions. Working with students is invigorating; their boundless creativity during brainstorming sessions often leads to incredibly innovative solutions. Additionally, the supportive environment provided by the Young Enterprise Start Up Organisers team makes it an enriching experience. Supporting young people in becoming proactive and self-sufficient aligns perfectly with my personal mission and it is just such a fulfilling thing to do.

## What's been your most memorable experience as a mentor?

Reflecting on our brainstorming sessions after finalising pitch decks and witnessing the growth of my teams from the concept stage is always inspiring. One particularly memorable moment was witnessing the transformation of my mentee, Saif. Despite living with anxiety and fear of public speaking, Saif delivered an impactful pitch, earning accolades

and advancing to the national finals. His app, aimed at reducing doom-scrolling and promoting well-being to aid his own challenges as well as helping others achieve their goals, struck a chord, showcasing the power of resilience and innovation.

## Have you had any challenges?

Certainly, one of the biggest challenges has been aligning team schedules and backgrounds to foster a cohesive Start Up team. Balancing university commitments alongside entrepreneurial endeavours can be demanding. However, emphasising the importance of teamwork, understanding, and accountability has been key. Over time, the teams I've worked with have grasped the significance of collaboration and organisation in pursuit of our Start Up vision.

## What would you say to someone considering being a Start Up mentor?

If you've experienced the highs and lows of business, management, or have a robust network, mentoring with Start Up presents a rewarding opportunity. Your experiences, advice, and resources can profoundly impact aspiring entrepreneurs, empowering them to navigate their entrepreneurial journeys. By contributing to their growth and success, you play a vital role in shaping future innovators and change-makers.



## FUNDER INSIGHT

In **conversation** with...

# Midhusa Mohan

**Social Impact Lead** • Cognizant

## What's your name, role and who do you work for?

I'm Midhusa Mohan and as part of our Environmental, Social Governance (ESG) team, I lead Cognizant's social impact programme in the UK called 'Outreach'.

## Why does Cognizant business choose to support Start Up?

Outreach is focused on enabling inclusion in tech through volunteering support & we have chosen to support Young Enterprise's Start Up programme because of its alignment to our focus on economic mobility through entrepreneurship, alongside developing young people's financial capability and employability skills.

## What do you see are some of the key skills developed by Start Up that employers look for?

The key skills that we see young people developing as a result of taking part in the Start Up programme include creativity, teamwork, communication, problem-solving and resilience. We also recognise young people's development of their organisation skills, their financial aptitude and confidence. As an employer, we value all these skills and consider them essential attributes for the world of work.

## What would you say to a business who was considering supporting Start Up?

To any business that is considering supporting YE's Start Up programme, I would say that it's a great way to invest in young people's futures across the UK. Through interacting with the student teams as part of their Start Up programme journey, we've had the opportunity to meet, advise and motivate young people who would not otherwise have been aware of Cognizant and the career pathways we offer, particularly careers in the digital space. As an employer, supporting Start Up programme gives us some valuable insights into the next generation of young people preparing to enter the workforce. This helps to shape how we deliver our other ESG-focused programmes, to ensure they align but don't duplicate coverage.

## What's the best piece of business advice you've given or received?

The best piece of business advice I've ever been given is to network. YE's Start Up programme is a great environment for networking as students get to meet, interact with & learn from peers at other universities. Networking not only opens doors to new opportunities but also gives you an insight into different perspectives which help to shape your own.

*"As an employer, supporting Start Up programme gives us some valuable insights into the next generation of young people preparing to enter the workforce."*



Tyler and Tom receiving their Start Up of the Year award at the UK final from Midhusa Mohan of Cognizant.





The Young Enterprise Student Journey Award presented by Karen Usmani, The Institute of Leadership to Farron Routledge, One Cup, Manchester Metropolitan University

## Farron Routledge, North West Student Journey Award winner, Young Enterprise Start Up Programme



In March 2024, Farron Routledge was awarded the Student Journey Award, at the North West Final of Young Enterprise's Start Up programme competition. He then went on to win the Outstanding Student of the Year Award at the UK Final in May.

A student at Manchester Metropolitan University, Farron took the role of Operations and Design Director for the Young Enterprise team One Cup in late 2023. Farron's journey led to the development of a groundbreaking product called One Cup. This case study explores Farron's role in the business, the evolution of the One Cup idea, challenges faced, and the impact of the Young Enterprise programme on Farron's personal and professional growth.

### Background

Paul Tucker, Lecturer at MMU, who nominated Farron for the Journey award explained: "Farron was a student who struggled to engage with his studies for the first two years due to significant personal issues. These issues meant he struggled to interact with others, and to demonstrate or articulate his obvious strengths as both a student and future graduate. At the end of this process, Farron is an inspiration. He has not only found it within himself to present with confidence but has also been able to work with and through others to achieve positive outcomes for the team. The ability to manage others has not come naturally to Farron, but to see him now, you wouldn't have thought this was ever an issue. Farron is exceptionally professional, diligent, considerate of others, and determined."

### Product development

Farron initially conceptualised a product addressing knife crime, but after critical feedback, the team pivoted to One Cup, a collapsible cup with RFID technology designed for the festival industry. The product aims to reduce plastic waste, minimise event costs, ease operations for bar operators, and gather valuable customer data for further product development.

### Challenges and Adaptation

The team faced challenges along their journey, including a shared loathing of public speaking and making presentations at the start of their experience. Despite not winning the North West final, the One Cup team did make the shortlist to progress to the National Final of the Start Up programme competition where they were awarded Runner Up and took home the Silver Award!

After the North West Final, Farron reflected on the need to improve the team's presentation by highlighting the product more than the business as a whole. The ability to adapt and learn from feedback showcases Farron's commitment to excel through continuous improvement.

*"Farron is exceptionally professional, diligent, considerate of others, and determined."*

Originally the Operations and Design Director, Farron transitioned to a dual role as the Managing Director due to his passion and commitment for the project. This shift allowed him to be more in control of his academic grade and to lead the business effectively, including inspiring the best from his teammates.

Farron admitted that his early university years were marked by procrastination and unexpected challenges, including family bereavement and the impact of COVID-19 on the traditional university experience. However, his decision to take a placement year in the e-commerce team of a leading retailer and then his participation in Start Up for his final year at university triggered a transformative shift in his mindset.

### Overcoming Learning Challenges

Farron disclosed that he was recently assessed for ADD (Attention Deficit Disorder), shedding light on his struggles since secondary school. He left school with only two GCSEs and worked as a site carpenter while retaking his English GCSE, in order to get into College to study Business. Once at College, Farron excelled with a triple distinction in his Business Studies and Extended Diploma. He discovered his passion for business and made the transition to university in Manchester, succeeding in starting the One Cup business in his final year. The diagnosis has provided clarity and confidence in understanding and managing his challenges, which he is clearly doing well, being on track to achieve a First Class Honours degree in his studies.



Farron with his team, One Cup, who came second at the UK Final





#### Networking and Job Search

Farron demonstrated the importance of leveraging LinkedIn for job searches and networking. His proactive approach in reaching out to interviewers, connecting with them, and expressing gratitude for the interview opportunity, showcases emotional intelligence and professionalism which is beyond expectations for someone so young in their career.

#### Personal Growth and Development

Farron highlighted his key takeaways from his Young Enterprise experience as self-reflection, accountability, responsibility, adaptability, and resilience. Taking part in the Start Up programme has not only improved his grades but also enhanced his practical skills, preparing him for the future world of work. Long-term, Farron is keen to pursue his entrepreneurial journey but on graduation, he is excited about taking up a role at Nestlé in York.

#### Impact of Young Enterprise

Farron speaks passionately about Young Enterprise's crucial role in his personal and professional development. The programme

***"We've been running the YE Start Up programme at MMU for many years, in which time over 2000 students have taken part. The programme has impacted positively on most of these students, but, on occasion, we see students taking an extraordinary leap in their education."***

provided practical experience, improved his grades, and exposed him to public speaking, networking, and the challenges of entrepreneurship.

He commented: "The greatest impact from Young Enterprise for me, is that it was practical. There was no theory, so it wasn't about how brilliantly I could write, but it meant I could showcase what I'm capable of and see where my strengths lie within a team."

Farron's journey with One Cup and the Young Enterprise Start Up programme is a testament to the transformative power of experiential learning.

Paul Tucker, MMU Lecturer who nominated Farron for the Journey Award concludes: "We've been running the YE Start Up programme at MMU for many years, in which

time over 2000 students have taken part. The programme has impacted positively on most of these students, but, on occasion, we see students taking an extraordinary leap in their education. For some young people, we observe a life-changing shift. Farron is one of the extraordinary, this programme has been life-changing for him and for those he's been able to positively impact."



## We spoke to Farron about his experience of Start Up..

#### Why did you decide to take part in Start Up?

I have previously been very entrepreneurial and wish to proceed with this path in the future, so when I was given the amazing opportunity to participate in a programme that exposed me to real-life business practice, with a range of support and learning, I made sure to grab it with both hands.

#### What's been the highlight of your experience?

The highlight has been further advancing my skills in emotional intelligence, as working within a team you gain a lot of experience in understanding how different people work and the different strengths and weaknesses you each have. This has helped me to learn how you can use this to your advantage and get the best out of the team you are working with. Of course, one of the most memorable things has been the recognition of the hard work and dedication that I have put into the programme, since starting in September I have been awarded two individual awards one in the regional competition and one in the nationals alongside the two company awards.

The greatest impact from Start Up for me, is that it was practical. There was no theory, so it wasn't about how brilliantly I could write, but it meant I could showcase what I'm capable of and see where my strengths lie within a team.

#### Have there been any challenges and how did you overcome them?

A lot of challenges have come from trying to operate a business whilst working 20 hours in a part-time role at Vodafone, alongside a group of students who are all just as busy as one another. One of the ways that I have overcome the challenge is by putting in time on a Sunday to plan my week ahead. Having more structure has ensured that I put in the same hours and effort into everything that I believe brings value and development, as well as minimising the impact of tasks that can be time-wasting or disrupt progression and development.

***"Start Up has set me up with life skills including time management, delegation, leadership, teamwork, working under pressure, learning finances, understanding small businesses and how to get them to grow, and also the value of networking."***

#### What do you think Start Up has provided you with for your life post-University?

Start Up has set me up with life skills including time management, delegation, leadership, teamwork, working under pressure, learning finances, understanding small businesses and how to get them to grow, and also the value of networking.

#### What would you say to a fellow student who was considering Start Up?

The Start Up programme shows the real positives of starting your own business and supports you throughout the whole process. There can be a lot of negatives about business start-ups in the real world, as a lot of people are unsure and wary of being thrown into it, but if you want to be an entrepreneur then give Start Up all your effort because the value that it adds to your life is priceless. I am sure you will then be more confident in continuing your Start Up business after the programme has concluded too.





In conversation with...

# Jane Forsyth

UKI Delivery Centre Tower Lead for Business Applications • Avanade

## What's your name, role and who do you work for?

Jane Forsyth, I am a Director at Avanade. My role is the UKI Delivery Centre Tower Lead for Business Applications.

## Why does Avanade choose to support Start Up?

Avanade are passionate about technology and how technology can be used to support the growth of young businesses to help them achieve great outcomes. I have been fortunate to engage with YE for the last two years and found each engagement to be inspirational. The passion and dedication of the young teams was, again, in abundance this year. Avanade are proud to engage with Young Enterprise to provide experience and guidance to help forge their inspirational Start Up ideas into real businesses.

## What do you see are some of the key skills developed by Start Up that employers look for?

Key valued skills that I saw in abundance across the Start Up teams were the ability to be agile and adaptable with their thoughts, often taking an idea which was formed from something very personal and creating a new business opportunity. Each team showed their creativity and ability to think outside the box and demonstrated great teamwork. They also exhibited strong problem-solving skills, including the ability to utilise tech to understand their idea and help shape their businesses. Each team also demonstrated a good grasp of the financial opportunities of their ventures.

## What would you say to a business who was considering supporting Start Up?

Get involved - the YE Team and young people involved in Start Up have so much passion and energy. Not only is it an opportunity to give back and share your knowledge, wisdom and experience, but also a chance to rejuvenate and rejuvenate yourself from the energy of these young people.

## What's the best piece of business advice you've given or received?

I am not sure you can class this as advice, but each and every one of the team built their business models on something personal to them, something they believed in passionately. Wanting to make a difference, whether to people or the environment (or both!). The teams then formed financial models to support the growth of their businesses.

It was a great reminder that by doing the right thing for people or the environment, you can build a profitable business - just doing it for financial gain is not enough.

*"Not only is it an opportunity to give back and share your knowledge, wisdom and experience, but also a chance to rejuvenate and rejuvenate yourself from the energy of these young people."*



# Emma Cossey

Accounting and Business Management • University Academy 92 (UA92)

## What's your name, which university do you go to and what do you study?

My name is Emma Cossey and I study Accounting and Business Management at University Academy 92 (UA92).

## Why did you decide to take part in Start Up?

The University offered me the opportunity to participate in the Young Enterprise Start Up programme as it would provide me with a great experience and the chance to bring a business to life with like-minded people.

## What's been the highlight of your experience?

The highlight of the whole experience for me was the skills and knowledge that I developed. The opportunity to be mentored by Tom Jones was especially integral; learning from his ability to communicate effectively allowed me to improve my presenting skills efficiently.

## Have there been any challenges and how did you overcome them?

The main challenge that I faced was having never presented in front of a large audience. Due to being from a smaller institution, the team and I were overwhelmed by the size of the lecture theatre at the North West Final. To overcome this, as a team, we had to acknowledge that this was out of our comfort zone and for us to present ourselves in the manner which we knew we could, we would have to trust one another even more than before. In overcoming this challenge as a team and as an individual, I have learnt that stepping out of your comfort zone is nothing to fear.

## What do you think Start Up has provided you with for your life post-University?

When we decided to enter Start Up, we were aware it would provide both personal and professional benefits. For me, the programme has provided me with knowledge, confidence and a new skill set that I can use in the future. During the competition, I was in an environment in which networking was necessary and we had to complete a presentation in front of over 100 people. It was a shock to the system, but an experience that I have no doubt learnt from and will never forget!

## What would you say to a fellow student who was considering Start Up?

I would 100% recommend the Young Enterprise Start Up programme to any student. It is not only an opportunity for future entrepreneurs, but also for any student who wants to gain industry experience which they wouldn't usually have access to. Any future participant who gives their all will come out of the programme a better individual in both their business and personal life.



*"For me, the programme has provided me with knowledge, confidence and a new skill set that I can use in the future."*





In conversation with...

# Nigel Coates & Tony Groom



**Nigel Coates** – Chair,  
The Marketing Trust



**Tony Groom** - Trustee,  
The Marketing Trust

**Start Up supporter, The Marketing Trust, spoke with double-award winners 'Full Stop Wear' from Loughborough College.**

## Can you tell us why The Marketing Trust supports the Start-Up Programme and Young Enterprise?

The objectives of the Marketing Trust can be described as: the advancement, for the benefit of the public, of education, practical training and research into the art and science of marketing.

Marketing includes the creation, promotion, sale and distribution of products/services. Hence our support for YE and the Start Up programme is addressing the 'education' through the experiential learning students undertake in their start-up businesses. A critical part of a successful business is one that has a product/service offering that customers/clients are wanting at a price that enables the business to be sustainable.

## What do you see are some of the key skills developed by Start Up that employers look for?

These are many and varied for example:

- An Entrepreneurial mindset; a way of thinking that enables people to create and seize opportunities, overcome challenges, and succeed in different settings.
- An understanding of strategic intent that shows clarity of purpose and a clear business model that shows it can be profitable to justify its existence and demonstrate its commercial viability.
- Marketing in terms of product/service innovation, target marketing and implementation of a market strategy.
- Financial including budgeting, financial forecasting, or the ability to interpret complex financial information.

- Project Management skills.
- Critical analysis - understanding how different ideas / evidence / perspectives relate to each other.
- Developing collaborative relationships and team-working.
- Communications including verbal, written and presentation skills.

## What are the most important marketing lessons that have stuck with you?

### OR What's the best piece of business marketing advice you've given or received?

An appreciation of the importance of ensuring there is sufficient profit margin in the products/services that you are providing to your target customers. Unless the business has sufficient headroom, it will not be able to grow and invest in the future.

## How can future Start-Up Programme student teams best create impactful marketing strategies that deliver results?

They need to answer a series of questions.... Who is your target market (taking into consideration size and competition)? What product/service are they wanting? Will you be addressing a gap in the market/ do you have a USP? What price will they pay and will that provide you with a sufficient profit margin after you have covered your costs (both fixed and variable)? How will you supply/ distribute your product/service? How will you communicate (considering both on and offline) with your market?

*"We've learned that open communication, mutual respect, and a shared vision are essential ingredients for a cohesive and productive team. Running a start-up often requires finding creative solutions to complex problems."*

## Your business, Full Stop, won both the Marketing Excellence and Social Media Excellence Awards at national level. Tell us about your product and how the idea came about?

At Full Stop, our mission is to revolutionise period care with products that combine practicality, comfort, and innovation. Our flagship product is designed to offer unparalleled confidence and convenience for individuals managing their menstrual cycle. Full Stop products are crafted to be leakproof and odour-proof, thanks to our collaboration with MicroFresh®. This partnership ensures that our garments not only prevent leaks but also neutralise any potential odours, providing a sense of security throughout the day.

The real innovation lies in our secure pack-away feature. This design element allows the garment to be folded neatly into an integrated zipped pocket. This means that after use, you can discreetly and securely store the garment, keeping it leakproof and scent-proof until you return home to wash and reuse it. It's a quick, hassle-free solution that seamlessly integrates into your daily routine, allowing you to carry your period confidence wherever you go, whatever you're doing.

## Full Confidence, Full Stop.

The idea behind Full Stop emerged from a simple yet profound insight: menstrual care products should be

Full Stop Wear receiving both Marketing Awards at the UK final



as convenient and reliable as the lives they support. Sitting in our lecture back in October, we recognised a gap in the market for a solution that was not only effective but also easy to use and integrate into everyday life. Our team was inspired to create a product that addresses the common challenges faced during menstruation—leakage, odour, and the inconvenience of changing and storing used products discreetly. The concept of a garment that could be securely packed away after use came from our desire to offer a complete solution that combines functionality with discretion. We aimed to design something that feels natural and easy to use, fitting seamlessly into the hustle and bustle of daily life. The protected design of our integrated pocket is not just a feature; it's a thoughtful response to the real-world needs of our users. Whether you're at work, at the gym, or on the go, our product ensures that you can manage your period with confidence and ease.

## What did you learn throughout the process of running your own company and marketing your products?

Running Full Stop and navigating the complexities of marketing our products has been an incredibly enriching experience, both professionally and personally. Throughout our Young Enterprise Start Up journey, we've gained profound insights and learned

invaluable lessons that have shaped us into the driven, resilient, and resourceful team we are today.

We've learned that passion and a clear sense of purpose are the cornerstones of any successful venture. Our deep commitment to Full Stop's mission has been the driving force behind our relentless efforts. It's not just about having a great product; it's about believing in what you do and being passionate enough to push through the challenges. This passion has kept us motivated and focused, even during the toughest times. Entrepreneurship is a journey of highs and lows. What we've learned is that resilience is key. The ability to adapt, pivot, and bounce back from failures has been crucial. We've embraced a mindset of learning from our mistakes and continuously improving our strategies.

One of the most significant lessons has been the value of strong teamwork and effective collaboration. Each member of our team brings unique strengths and perspectives, and by leveraging these, we've been able to overcome challenges and innovate more effectively. We've learned that open communication, mutual respect, and a shared vision are essential ingredients for a cohesive and productive team. Running a start-up often requires finding creative solutions to complex problems. Whether it's finding ways to stretch a



limited budget or devising innovative marketing campaigns, we've learned to think outside the box and approach challenges with a problem-solving mindset. This creativity has enabled us to make the most of our resources and stand out in a competitive market.

We've also learned the importance of building and nurturing relationships within our industry. Networking with other entrepreneurs, mentors, and industry leaders has provided us with valuable advice, support, and opportunities for growth. These connections have been instrumental in helping us navigate our Start Up journey and expand our horizons.

Finally, we've come to understand the delicate balance between maintaining our vision and being pragmatic. While it's essential to dream big and stay true to our long-term goals, we've also learned to ground our ambitions with practical, actionable steps. This balance has helped us stay focused and achieve measurable progress.

Overall, the process of running Full Stop has been a profound learning experience. It has not only honed our entrepreneurial and marketing skills but also fostered personal growth and a deeper understanding of what it

***"Overall, the process of running Full Stop has been a profound learning experience. It has not only honed our entrepreneurial and marketing skills but also fostered personal growth and a deeper understanding of what it takes to build something meaningful from the ground up."***

takes to build something meaningful from the ground up. We're immensely proud of our journey so far and excited for what lies ahead as we continue to grow and evolve.

#### **How would you plan to use marketing to further develop Full Stop?**

At Full Stop, our marketing strategy is central to our mission of creating a transformative impact in period wear. Given that we are still in the product development phase, our approach is

multi-faceted, focusing on building a robust brand foundation, cultivating an engaged community, and preparing for a dynamic product launch.

Our initial focus is on establishing a strong, cohesive brand identity that resonates with our target audience. We aim to craft compelling narratives around our vision and values through our website, blog, and social media channels. By consistently sharing our story, mission, and the unique value we bring to the market, we intend to build trust and anticipation among our audience even before our product is fully launched.

Content is the heart of our strategy. We plan to position Full Stop as a leader in the period wear industry through high-quality, insightful, and educational content. Our blog and social media channels will feature articles, guides, and multimedia content that address the pain points and interests of our audience. By providing valuable, educational, and inspirational content, we aim to attract and nurture a community of engaged followers who are excited about our upcoming product. We understand the power of public relations in building brand awareness and credibility.



Our strategy includes seeking opportunities for media coverage, guest blogging, and interviews to share our story and vision with a broader audience. Participating in industry talks, webinars, and expos will further enhance our visibility and establish us as a credible player in the market. These platforms provide us the opportunity to network, showcase our progress, and connect with potential partners and customers.

As we develop our product, data will be a key driver of our marketing efforts. We plan to use analytics to gain insights into our audience's behaviour, preferences, and feedback. This data will inform our content strategy, advertising efforts, and community engagement tactics, ensuring that we are always aligned with our audience's needs and expectations. We're looking to collaborate with complementary brands, influencers, and industry leaders to co-create content, host joint events, and cross-promote initiatives. These partnerships will help us tap into new audiences and create a buzz around our product launch.

Our product launch strategy will be a culmination of all our marketing efforts. We are planning a multi-channel launch campaign that includes pre-launch teasers, exclusive previews for our community, and a grand reveal event. Our goal is to create a wave of excitement and anticipation that drives early adoption and sets the stage for sustained growth for the company. In essence, our marketing approach for Full Stop is about building meaningful connections and creating value for our audience at every touchpoint. As we move from development to launch and beyond, we are committed to fostering a brand that is not only innovative but also deeply connected to its community.

***"Our product launch strategy will be a culmination of all our marketing efforts. We are planning a multi-channel launch campaign that includes pre-launch teasers, exclusive previews for our community, and a grand reveal event."***





In **conversation** with...

# Becka Griffin

Becka Griffin Illustration • Start Up Mentor

## What's your name and do you have a day job?

My name is Becka Griffin and I'm a freelance illustrator and director of my own company, Becka Griffin Illustration. I create my own illustrated products and sell them online, as well as undertaking client commissions. I also offer training and support to other small creative businesses who are starting out.

## Why did you decide to be a mentor with Start Up?

I saw it as a natural extension of some of the work I was already doing with local small businesses. It's really rewarding to be able to support - and hopefully inspire - students on their Start Up journey.

## What's been your involvement in Start Up to date?

I've mentored at a number of universities in the North West for many years. I've also been fortunate enough to work with a variety of groups who have made it to the regional finals, as well as one that got to the national final a few years ago.

## What's been your most memorable experience as a mentor?

When my 2019 team from Hope University - Sweet Sips - got through to the national final. The team came up with an innovative idea for dissolvable drinking straws, made from sugar, to reduce plastic waste. They worked really well together, with a really strong director, and everyone learnt so much on the journey. It was a pleasure to watch them grow together.

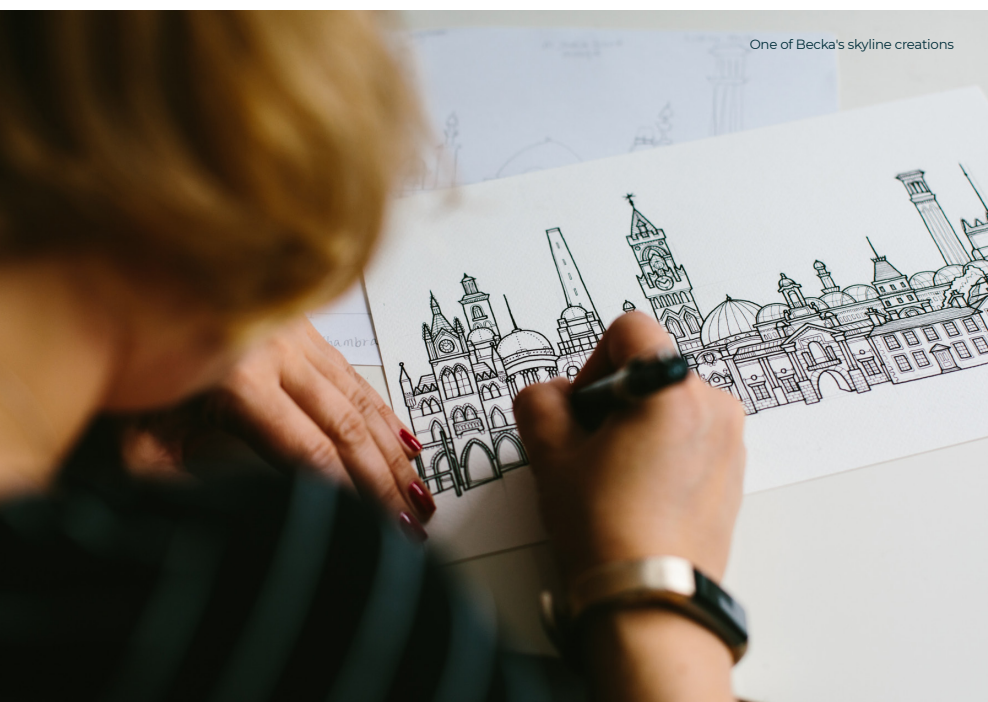
## Have you had any challenges?

I've had a few challenges where groups have not been communicating effectively; this can be frustrating for everyone. I've found that an open conversation with the whole group and suggestions of different ways of sharing information or reallocating job roles can resolve most difficulties.

## What would you say to someone considering being a Start Up mentor?

Do it! It's a great way to share your experience with the next generation - but it can be a two-way learning experience too. I really enjoy the infectious enthusiasm I get from a group who are truly passionate about their Start Up business!

*"It's a great way to share your experience with the next generation - but it can be a two-way learning experience too. I really enjoy the infectious enthusiasm I get from a group who are truly passionate about their Start Up business!"*

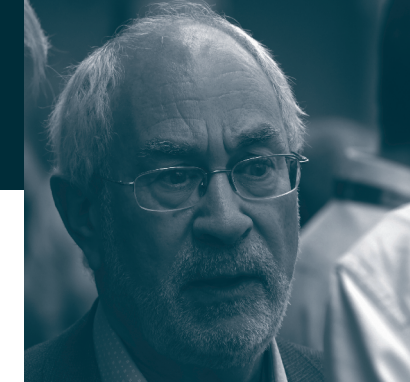


One of Becka's skyline creations

In **conversation** with...

# Marcel Landau

Institute of Export and International Trade Foundation Chairman



*"One of the best pieces of advice I received in my own career was not to be afraid of making mistakes. If you do not try something, you will never know if you would have been successful."*

## What's your name, role and who do you work for?

My name is Marcel Landau, and I am the Chairman of The IOE Foundation which although a separate Charity, is an integral part of the main Chartered Institute of Export & International Trade. The Institute, which is a Professional Membership Organisation, was founded back in 1935, and is acknowledged as a leading International source of education and business advice on all matters concerning Exporting and Importing. I am also the Vice Chairman of the Institute. The role of the Foundation is to help the advancement of education of young people in export and international trade primarily within the ages of 16-25 in the UK by the provision of financial grants which support initiatives at schools, colleges and universities.

## Why does The IOE Foundation choose to support Start Up?

We got involved with the Start Up programme because we believed that working together with Young Enterprise would help achieve our own objectives of helping young people understand the career possibilities that International trading can offer. We believe that by trading Internationally, this will help not only the UK to thrive, but also help to share understanding and respect amongst many different races and nations.

## What do you see are some of the key skills developed by Start Up that employers look for?

We see an increasing number of employers looking for young people to join their businesses who have the ability to build an understanding of International Trading into their business thinking. When we first got involved with the Start Up Programme, not many embryonic traders had considered this as part of potential growth, but it has been fantastic to see the difference over the last 3 years, as this becomes a natural part of a businesses development.

One of the attributes that employers look for are people with the ability to be confident about their plans generally and to convey enthusiasm about their long term intentions. There are so many potentially interesting avenues to look at within International Trading, that someone interested in making their career in this field can show positively to a prospective employer.

I believe that another factor for young people to show, and as demonstrated so well by the Start Up presentations, is the ability to share management responsibilities with others in their team, and to appreciate and understand when to let team members have their say.

## What would you say to a business who was considering supporting Start Up?

If another business was considering supporting Start Up, I would say Go for It! It is incredibly heartwarming to see young people who were initially nervous about pitching an idea, grow into their own planning and be able to successfully talk about it. Any help from experience that can be given to a young person starting their business planning can only be of material assistance in aiding them pull together a viable business plan.

## What's the best piece of business advice you've given or received?

One of the best pieces of advice I received in my own career was not to be afraid of making mistakes. If you do not try something, you will never know if you would have been successful. Even if something does not work out as planned, make sure you try and learn something positive. As has been said many times by others, is that even the most successful business people will have made mistakes somewhere in their careers. The Start Up programme is an ideal vehicle to try out ideas and learn new skills.



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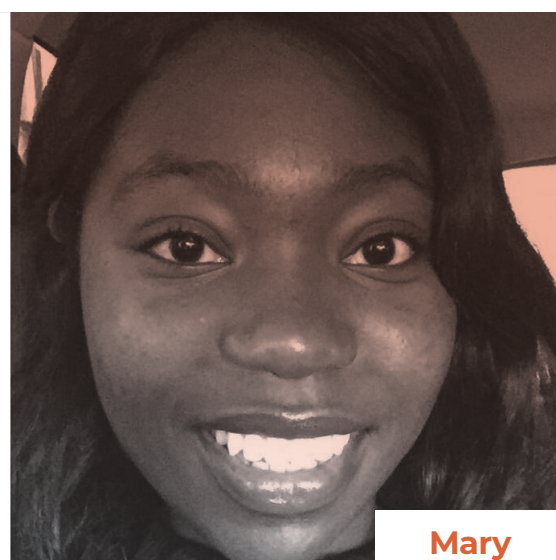


# Avanade Futures

Meet the Avanade Early Talent Network, for people early in their careers. The team delivered workshops for Start Up students raising awareness of the technology consulting industry and how it works, especially in relation to the environmental impact of technology.



Charlotte



Mary



Imharia



Carolina



## What's your name, role and who do you work for?

Hi, I am Charlotte Cox and I work with account leadership at Avanade with a background in Cyber Security. Rather than having a technical role at Avanade, I work in managing the work we do with our clients. My role mainly consists of working with key client stakeholders to progress deals to signature and helping to resolve issues around billing and resourcing.

Hi, my name is Mary. I work as a data engineer within the Intelligent Data Practice at Avanade. A data engineer is responsible for managing and transforming data for the purposes of analysis and decision-making. This typically involves designing scalable data pipelines, implementing storage solutions, and ensuring data security and compliance.

My name is Imharia Ughu and I work for Avanade as a Cloud Engineer. As a cloud engineer, I build and maintain the infrastructure of cloud-based systems. We design, plan, and manage these systems, ensuring they run smoothly and securely. This can involve tasks like creating applications, storing data, and handling network traffic, all on cloud platforms.

Hi, my name is Carolina and I'm a data engineer at Avanade. A data engineer designs and builds systems to collect, store, and organise data so that it can be easily accessed and analysed by others, like data scientists or analysts. We make sure data flows smoothly and securely from different sources to where it is needed. Basically, I take the data, give it a good shake, and pass it on.

We are all part of the Avanade Early Talent Network, a network for people who are early in their careers which promotes maximising the opportunities available through our careers.

## What is the Avanade Early Talent Network / Avanade Futures?

The Avanade Early Talent experience aims to unify different initiatives in Avanade to provide those at the early stages of their careers with the opportunity to network, connect, and learn from each other and other members of Avanade.

We bring together initiatives geared towards interns, apprentices, graduates, analysts and senior analysts. We provide resources, dedicated Teams channels and ways to support career growth. We also create opportunities to network, connect and learn from colleagues at Avanade which helps to build a strong talent pipeline with the skills needed to drive our continued success.

*"Our goal for the workshops is to offer students an opportunity to connect theory with practice, whilst inspiring the next generation of talent."*

## What do you aim to share with students when you run this?

The main goal with our workshops is to spread awareness of how the technology consulting industry works. Consultants are a large part of running a business, but it can be an overlooked topic by budding entrepreneurs.

Cybersecurity is at the front of many people's minds when it comes to technology and business – companies must store and use data appropriately, as well as ensuring their own assets are safe from bad actors. However, technology in business spans much wider than just cybersecurity and there are many aspects of technology that are overlooked by people unfamiliar with how the technology industry runs.

For example, one of the topics our workshops look at is the environmental impact of technology. To someone unfamiliar with how the cloud operates, they wouldn't know the environmental impact Generative AI engines like ChatGPT have on the environment, in our workshops we aim to educate on these types of topics.

## Why is Avanade Futures an important workshop for student on the YE Start up programme?

The workshop aims to bring a focus to the real-life problems businesses face when delivering services and explores the latest innovations Avanade utilises to provide solutions. Our goal for the workshops is to offer students an opportunity to connect theory with practice, whilst inspiring the next generation of talent.

## What's the best piece of business advice you've given or received?

**Charlotte:** Try your hand at anything! Even if you're not sure if you're skilled enough to do something, just do it anyway. I got my role through a passion for Project Management but wanted to get into the field so I took a role without any previous experience.

**Mary:** Fail fast! For me, this means being able to recover from failure quickly by accepting that it is a part of the learning process and not the end result.

**Imharia:** Always get feedback from your friends and family, feedback is so important in making sure you stay on the right track.

**Carolina:** Focus on creating solutions for existing problems. We need to stay grounded and address real-world challenges. There is no point in inventing something new for a problem you've just created and hoping people find it useful. If you address an already existing problem, you have a ready market of people out there who will care and who have a genuine need for your product/solution.





# UK Start Up win big for a third year running at the JA European Finals

## Therma Tread Elite were 1st Runners Up in Sicily

After winning the UK final, hosted by their college in May, Tom Doar, Tyler Harding and Max Jefferies of Therma Tread Elite, travelled to Catania in Sicily to compete against over 40 countries from across Europe, and came home as first runners up – an incredible achievement.

Their design of an innovative sports sock was created to enhance athletic performance.

Therma Tread Elite was designed and developed to reduce foot and ankle injuries in sports through superior thermal regulation and comfort.

Among a competitive field of start-ups from colleges and universities across Europe, the team stood out, impressing judges with its unique blend of advanced materials and thoughtful design. The socks are engineered to maintain optimal foot temperature, reduce moisture, and provide unparalleled support, making them essential gear for athletes across all sports disciplines. Given the UK had been crowned champions of Europe for the last two years, it didn't seem possible that they could win another top prize, yet here they were, demonstrating that the UK have some incredible talent, which they showcased in abundance at the event.

Max Jefferies, co-founder, Therma Tread Elite: "The event in Catania was organised fantastically, allowing the team to showcase our idea to the rest of the continent effectively. Being able to meet business-people from a wide range of countries has created further

opportunity for our business in the future as we look to build on our 2nd place European finish!"

Michelle Edwards, Course Leader and Lecturer in Higher Education, joined the team in Catania, speaking about the experience, she said:

"The dedication, creativity, and resilience displayed by our students throughout the competition were truly inspiring. Their hard work and innovative approach not only earned them a well-deserved 2nd place but also highlighted the potential and talent that exists within our educational community.

**"The experience was incredibly valuable and memorable. Meeting new people taught us so much, and seeing their business ideas expanded our understanding. We also enjoyed being able to represent our country and language on such a wide platform."**

Participating in the programme has provided our students with invaluable insights into the entrepreneurial process, from initial concept development to execution and presentation. The experience has undoubtedly enriched their learning, equipping them with practical skills and confidence that will benefit them in their future careers.

I feel very fortunate to have been given the opportunity to work alongside Iqbal at Loughborough College, supporting the students through their journey on the start-up programme. Empowering the students to bring an idea to life while bridging the gap between theory and real-world application has been an incredibly rewarding experience."

A key part of the Start Up programme is the mentors that support our young people week in week out. Eric Bradley, long-standing and incredibly successful Start Up mentor at Loughborough College, (a retired Corporate Account Manager for Proctor and Gamble), shared his experience of the event: "To watch a team of young people make this journey is truly rewarding. Watching them take on advice and ideas (or



Member of  
JA Worldwide







Pitching to judges and presenting their product at their stand, at the European finals in Sicily



occasionally failing to do so) and develop and grow as a team, and as individuals, learning the life lessons that Young Enterprise hope to bring to them, is an experience that thrills even this cynical retired sales manager!"

Chris Cockerton, Dean of Higher Education at Loughborough College, where Tom, Tyler and Max studied, explained: "We have run the Young Enterprise Start Up programme for 11 years now, during this time we have built it into as many degree programmes as possible, as a compulsory or optional module, and have made it available to all students as an enrichment activity. We have had some fantastic successes along the way, but, this is not the reason we run Start Up. We do it because it matters. It transforms lives and equips students in so many ways for their futures. We see students gain presentation skills, a business and entrepreneurial mindset, and a whole host of transferable skills, working to deadlines, dealing with success and failure. For me, one of the clearest outcomes is the confidence that students get having completed the programme."

Alongside the University students, we of course had our incredible Company Programme team representing the UK from Ysgol Penweddig in Wales. Their team, Llanw, designed and produced a bilingual (Welsh and English) recipe book based on the idea of using leftovers (sbarion in Welsh) to create meals. Their aim was to highlight the amount of waste food that we throw away each week, and find a use for this to create delicious and easy to cook meals.

**"We have run the Young Enterprise Start Up programme for 11 years now, during this time we have built it into as many degree programmes as possible, as a compulsory or optional module, and have made it available to all students as an enrichment activity."**

"The experience was incredibly valuable and memorable. Meeting new people taught us so much, and seeing their business ideas expanded our understanding. We also enjoyed being able to represent our country and language on such a wide platform." Megan Griffiths, Llanw.

Not only did they have a wonderful 3-day experience, but their Managing Director, Nela scooped one of the coveted Leadership Awards!

The opportunity to attend the festival was further opened out to students from one of our Inspiring Futures Schools, Greig City Academy. Conall and Eric, two students from their Company Programme team, along with their dedicated teacher and head of enterprise, Maureen Arhagba, were sponsored by their school to attend the festival in Sicily to learn from their European peers.

Eric Huang said of the event: "This is one of the most enjoyable festivals I have been to. I had the chance to

meet young entrepreneurs from different countries and I was able to tell them about our company "Giving Green". In addition, I had the opportunity to improve my communication skills when we ran into issues and speaking to others from different European regions. Overall, I think this was a fun and valuable experience. Furthermore, I strongly recommend future young entrepreneurs to attend this event and share their thoughts with others."

Conall Grazette-Rice added: "This trip was the best trip I have ever been on. During this festival, I learnt new things, and I also had the opportunity to meet new people from all over Europe. I talked to the other young entrepreneurs about their companies and ideas; I also spoke to them about our company "Giving Green". Mount Etna erupting, flight cancellations and delays, were all setbacks that hugely impacted our return to the UK. However, it helped improve my life skills. Overall, I think this trip was extremely informative and fun. I would recommend this trip and experience to future young entrepreneurs."

The Young Enterprise Start Up and Company Programme competitions continue to play a crucial role in nurturing the next generation of business leaders, providing them with the skills, confidence, and experience needed to succeed in the competitive world of entrepreneurship. This year's event was a testament to the creativity and determination of young entrepreneurs across the UK and Europe.

**"The Young Enterprise Start Up competition continues to play a crucial role in nurturing the next generation of business leaders, providing them with the skills, confidence, and experience needed to succeed in the competitive world of entrepreneurship. This year's event was a testament to the creativity and determination of young entrepreneurs across the UK and Europe."**



## About Gen-E

Gen-E is Europe's largest Entrepreneurship event, a celebration of entrepreneurship and the achievements of European youth. Thousands of European students, from 15 years old onwards, showcase their cutting-edge business ideas online and on-site. The Gen-E Festival also combines two annual European entrepreneurship contests for the winners of JA Company and the JA Start-Up Programme from over 40 countries. Gen-E 2025 will be held in Athens, Greece.



Member of  
JA Worldwide

## About JA Europe

JA Europe is the largest and leading organisation in Europe dedicated to inspire and prepare young people to succeed. For over 100 years, JA Worldwide has delivered hands-on, experiential learning in entrepreneurship, work readiness and financial health. In the last school year, the JA Europe network provided over 6.6 million learning experiences for youth in online, in person and blended formats. For two consecutive years, Junior Achievement has been nominated for the Nobel Peace Prize for its global reach, youth economic empowerment delivery at scale, and ability to find unity in diversity.



START UP WINNERS 2024

# AWARD WINNERS

WEDNESDAY 15 MAY 2024 • LOUGHBOROUGH COLLEGE

**ye**start up  
programme

YOUNG ENTERPRISE  
UK START UP COMPANY  
OF THE YEAR AWARD

**THERMA TREAD ELITE**  
LOUGHBOROUGH COLLEGE



**SILVER AWARD**  
**ONE CUP**  
MANCHESTER METROPOLITAN UNIVERSITY  
Awarded by Vikramaaditya, BNY Mellon



**BEST PITCH DECK**  
**BILLIONAIRE MINDSHIFT**  
UNIVERSITY OF HERTFORDSHIRE  
Awarded by Marcel Landau, The Institute of Export and International Trade



**SUSTAINABILITY AWARD**  
**PANDA PATCH**  
MANCHESTER METROPOLITAN UNIVERSITY  
Awarded by Ashley Taaffe, Avanaide

A round-up of the category winners...



**EXPORTING MINDSET AWARD**  
**THERMA TREAD ELITE**  
LOUGHBOROUGH COLLEGE  
Awarded by Gary Whattley, The Institute of Export and International Trade



**MARKETING EXCELLENCE AND SOCIAL MEDIA AWARDS**  
**FULL STOP**  
LOUGHBOROUGH COLLEGE  
Awarded by Laurie Wood, The Marketing Trust



**OUTSTANDING STUDENT OF THE YEAR AWARD**  
**FARRON ROUTLEDGE - ONE CUP**  
Awarded by Karen Usmani, The Institute of Leadership



**STUDENT JOURNEY AWARD**  
**TOM DOAR - THERMA TREAD ELITE**  
Awarded by Karen Usmani, The Institute of Leadership



**BEST PRESENTATION**  
**TRUMIX**  
KINGSTON UNIVERSITY  
Awarded by Midhusa Mohan, Cognizant



# START UP

**The ultimate employability and entrepreneurship experience for HE and FE students.**

## ABOUT US

Young Enterprise is a national charity. We motivate young people to succeed in the changing world of work by equipping them with the work skills, knowledge and confidence they need.

We believe that the potential of the UK's young people is unlimited, and an academic education on its own is not enough. Our mission is to empower young people to discover, develop and celebrate their skills and potential.

We work directly with young people, their teachers and parents, businesses and influencers to build a successful and sustainable future for all young people and society at large. Through our hands-on employability and financial education programmes, resources and teacher training, we want to eradicate youth unemployment, help young people realise their potential beyond education and empower a generation to learn, to work and to live.

**Helping young people realise their potential beyond education and empower a generation to learn, to work and to live.**



## Get Involved

If you would like to introduce Start Up Programme in your university or college, or have any questions about the programme, please email us at [startup@y-e.org.uk](mailto:startup@y-e.org.uk)



### Find out more

Discover more about Young Enterprise and our work to support young people at [www.young-enterprise.org.uk/start-up](http://www.young-enterprise.org.uk/start-up) or by scanning the code.

### Follow us



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