

insider

ye start up
programme

THE **START UP PROGRAMME** MAGAZINE 2023/24

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

START UP SUPPORTER

THE ART OF MARKETING

The Marketing Trust talk with student
team Drink Free from Manchester
Metropolitan University

START UP UK FINAL 2023

AWARD WINNERS

Student company **TIAKI** were crowned
winners of the 2023 JA European final
in Istanbul in July.



THE 8 STEPS OF START UP





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 with 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.

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THE 8 STEPS OF START UP

YE start up programme

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.

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.



START UP 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”



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



START UP SUPPORTER

Be Ready to Lead!

We talk to The Institute of Leadership about business tips.

Do you feel equipped to face what might lie around the corner? Are you ready to adapt and lead your way through times of uncertainty and a rapidly changing world?

The fact is, no one can fully predict the future, but as a leader your superpower is the ability to act and adapt quickly, when necessary, whilst supporting your team to take the journey with you. With so many unprecedented events happening in short spaces of time, technology advancing at pace, and society becoming increasingly complex, future readiness should be front of mind for all leaders.

So, what can you do?

Encourage yourself and those around you to spot trends and discuss in small groups on a regular basis; it's a great way to spark ideas and you'll take comfort in being well-informed in your area of interest.

Take some time out with your team and do some scenario planning. What would happen if a new competitor arrived tomorrow? If your business had to pause operations, how could you prepare for that financially? If you had a big and sudden surge in customer orders, how confidently could you deliver whilst maintaining quality and service levels? Having thought these things through, you'll be a step ahead should they come up in the future.

There's no simple solution to being prepared for the unknown, but you can take steps to put yourself and your business in the best future-ready position.

Being well equipped with experiences and learnings in the real world can greatly help unlock a successful and fulfilling career and provide essential skills to enable young people to thrive and grow, even when times get tough. This is why the programmes led by Young Enterprise are so valuable, and why **The Institute of Leadership has pledged to support** them and the talented young people pushing themselves to take part each year.



Proud Supporters
of the Young Enterprise
Start Up Programme



The Institute of Leadership presenting the North West Student of the Year Award at the NW final.



Becky Martin (Institute of Leadership) awarding Student Journey Award at North West Final.

“There's no simple solution to being prepared for the unknown, but you can take steps to put yourself and your business in the best future-ready position”

Jay Ludditt, Marketing Director
The Institute of Leadership

Where Theory Meets Practice:

The Herts Graduate MBA and YE Start Up



By Dr Neil Greenley

Principal Lecturer and MBA Director
Hertfordshire Business School

Right: Students representing The University of Hertfordshire at the 2023 UK finals, from teams Yummy Chummy, Save A Pet and Planet Plasticity; Ikenna Henry Nwobodo, Justin Onyema, Florence Abumchukwu Onyeje, Thansi Padavungal Ibrahim, Gloria Pinto, Rishabh Raj, Smitha Shaji Kumar, Sreejit Sreedevan.



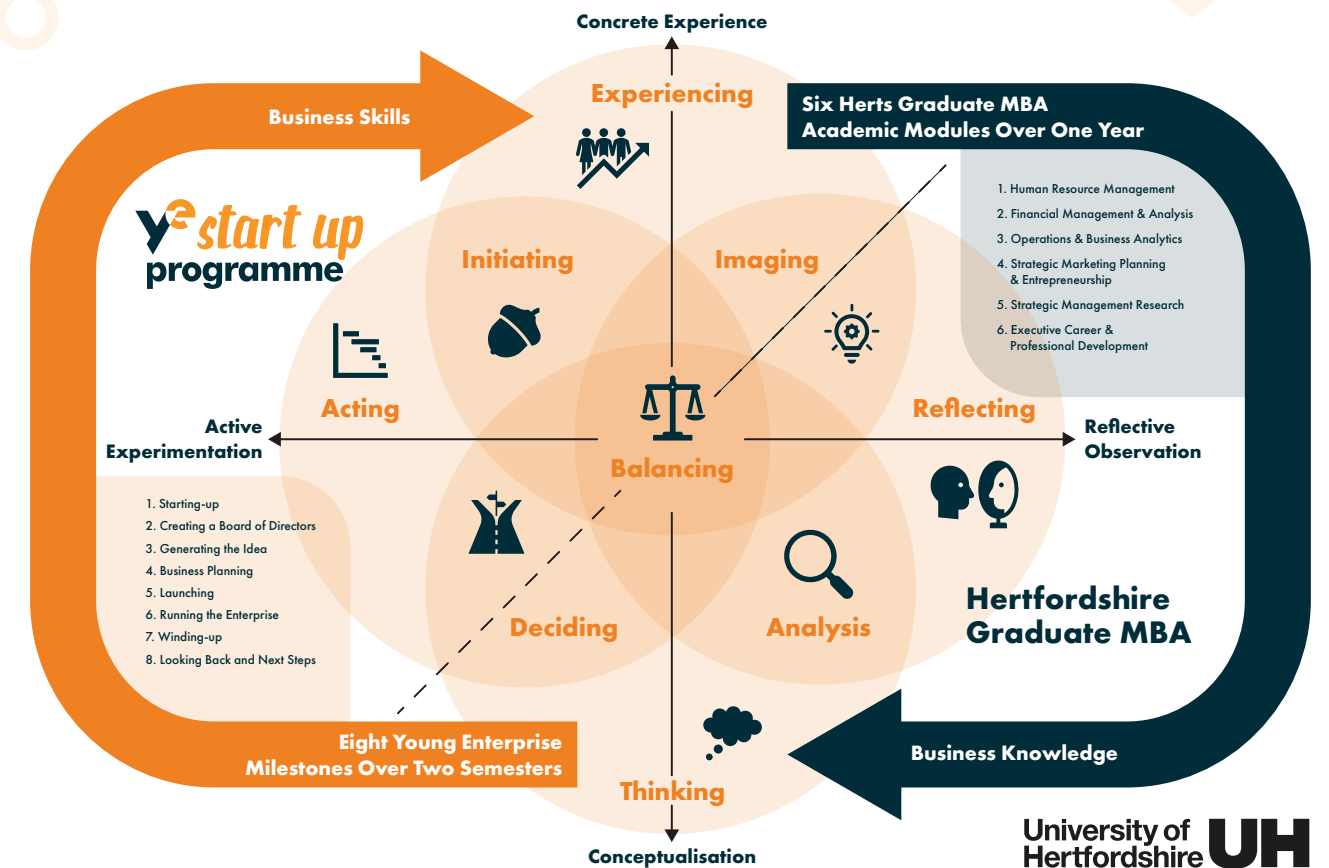
Kolb's Experiential Learning Theory (ELT) challenges students and educators to co-create opportunities to learn, teach and assess across a full spectrum of four dimensions (1) conceptualisation, (2) active experimentation, (3) concrete experience and (4) reflection.

To learn exclusively from books, lectures, case studies and abstract exercises may cultivate knowledge but denies the student the potential to solve real world problems, interact with a diverse group of others, develop confidence, and fundamentally learn from the success and failure in organisational life. On the other hand, to ignore the theoretical concepts developed over decades, and more recently, denies the learner the benefit of the experience of others and confines them to a potentially costly spiral of trial and error.

University courses have typically devised an impressive array of activities to balance experience and learning; and extend beyond the classroom into practical scenarios. These include enquiry-led problem-solving, case-study, discussion, debate, roleplay, simulation, experimentation, groupwork, professional development plan, internship, voluntary-work and temporary placement. However, for students and educators, in a practical 'craft-skill' like business the all-important 'concrete experience' of strategic work-place activities can remain frustratingly out of reach.

Traditionally, the MBA (Master of Business Administration) course is designed as a highly pragmatic programme of study usually supporting senior managers to augment their experience and learn more about some of the best-known theoretical frameworks in business. Armed with in-depth knowledge in

the use of tools such as 'Discounted Cash Flow', SWOT, PESTLE analysis and 'Balance Scorecards Reviews' MBA graduates have the potential to accelerate their careers and the performance of the organisations that send them. Typically, this would entail some form of applied research or work-based project demonstrating how at least some of the business knowledge gained in the lecture theatre and the textbook has been transformed into practical skills in the workplace. However, even this can become somewhat detached from the objective, a report about the experience being prioritised over the experience itself, and therefore perhaps another 'abstract conceptualisation'. Yet again, for MBA faculty and learner alike, the business-critical concepts of strategy, leadership, innovation, and entrepreneurship can appear quite far removed from the practice itself in the field.



Kolb's Experiential Learning Theory (ELT) challenges students and educators to co-create opportunities to learn, teach and assess across a full spectrum of four dimensions (1) conceptualisation, (2) active experimentation, (3) concrete experience and (4) reflection.

The Young Enterprise Start Up Programme brings 60 years of educational know how in delivering concrete business experience to young people which dovetails with the Hertfordshire Graduate MBA. Led by a team of expert YE mentors, the aim of Start Up is to concurrently provide our Graduate MBA students with a unique opportunity to engage in an intense experiential learning exercise, launch their own business ventures and study for an MBA.

Acting as board members as part of the Start Up competition, students potentially compete at school, national and even European level with their business idea stimulating decision-making, experimenting and initiating; but above all helping to close the pernicious gap of 'concrete experience'. As one of our MBA students, Gloria Pinto, recently commented after the UK national final, **"A memorable experience filled with learning, growth, and remarkable opportunities"**

UK universities attracted 38,050 students to study full-time for an MBA last year (more than doubling in the last five years); over 60% of whom were from outside the UK. Although only active in this market recently, Hertfordshire Business School (HBS) is uniquely placed to address this segment owing to its world-class reputation for quality and close location to the UK capital. Following feedback from students, alumni, business partners, and other stakeholders; HBS has developed a Graduate MBA designed to be delivered face-to-face, over one year, self-funded or via employer sponsorship targeting mainly international students crucially with somewhat limited or even no prior industry experience (i.e., direct from first or second degree).

Left: Gloria Pinto, Florence Abumchukwu Onyeje, Smitha Shaji Kumar, Rishabh Raj, University of Hertfordshire UK finalists.



Watch the HBS Graduate MBA Young Enterprise Final Video.

Eleanor Jones

Business Management
University of Chester

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

My name is Eleanor Jones, and I study Business Management at the University of Chester.

Why did you decide to take part in Start Up?

I have always been passionate about entrepreneurship and bringing innovative ideas to life. The Young Enterprise Start Up Programme presented the perfect opportunity for me to turn my passion into action and challenge myself to create something extraordinary while working alongside a fantastic team.

What's been the highlight of your experience?

Winning the Student Journey Award at the UK finals has undoubtedly been a remarkable achievement in my Start Up journey. As a mature student at the age of 26 and attending university later in life after a change in career, this award demonstrates that it is never too late to follow your passion. As I also have my own business outside of Start Up, receiving recognition for managing multiple businesses alongside my academic work has reassured me that the effort I am putting in is enabling me to advance and accomplish my goals.

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

The biggest challenge faced by myself and my team was when our manufacturer stole our idea and began selling our product on their website, which really knocked the morale of the group. However, we quickly overcame this problem by grouping together and brainstorming ideas. We decided to end all communication with the manufacturer and get in touch with a new business that could help bring our idea to life. Over time, we built a strong relationship with this business, and they supported us



A Wild Life from The University of Chester Business School, students Aaron Jones, Joshua Sellings, Demi Evans, Jade McArdle, Eleanor Jones (from left to right)

“Start Up programme presented the perfect opportunity for me to turn my passion into action and challenge myself to create something extraordinary while working alongside a fantastic team”

throughout our Start Up journey. Overall, this experience has shown me the value of teamwork in overcoming obstacles and the necessity of obtaining a patent for new ideas.

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

Entering Start Up, I knew that this hands-on experience would teach me invaluable skills that extend beyond textbooks. From market research and operational planning to team

dynamics and problem-solving, I realised I would gain real-world expertise that no classroom could match. Young Enterprise gave me the chance to test my resilience and perseverance, learning how to bounce back from setbacks and keep pushing forward, no matter the hurdles. The programme has equipped me with skills and perspectives that will undoubtedly shape my future endeavours, whether in entrepreneurship or any other domain.

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

My advice to anyone who is considering Start Up would be to seize the opportunity. Entering Start Up will provide you with real-life experiences, setting you on a journey where you will be exposed to the ins and outs of building a business from scratch. Whether you decide to continue with your business or not, the knowledge you gain will be immensely valuable. The personal growth you obtain and the skills and experiences you gain will undoubtedly open doors to numerous other opportunities in the future. Throughout the programme, you will learn more about yourself as a leader and team player. It is a transformative experience that will shape you in ways you never imagined.





MENTOR INSIGHT

Eric Bradley

Young Enterprise Start Up Mentor
Loughborough College

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

Eric Bradley - Retired Account Manager for Procter and Gamble

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

I volunteered for Young Enterprise for some years on the Company Programme when, eight years ago, the then Young Enterprise Educational Partnerships Manager for Leicestershire asked me if I would like to mentor a Loughborough College team on Start Up.

I have always been keen to get young people interested in business. When I was at school in the 1970s it was hardly talked about as a career option, which I later thought was really odd given that the business and entrepreneurial sector drove our economy. It was a sector that could provide good, well-paid jobs and massive job satisfaction whether running your own business or working for successful companies. Yet, the careers officers I met focussed much more on the public sector.

"I have been fortunate enough in the last eight years to mentor three teams who have won the National final, and going with one of those teams to represent the UK in the JA European final in Helsinki was a wonderful experience"

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

I have been fortunate enough in the last eight years to mentor three teams who have won the National final, and going with one of those teams to represent the UK in the Junior Achievement European final in Helsinki was a wonderful experience. However that was capped this year when the team I mentored, Tiaki, went to the JA European final, held in Istanbul. Dylan Bamford and Samuel Wilson, led by the inspirational Rosanna Collis, won "Innovation of the year 2023" with their special protective insert for a sports bra, designed to be used in female contact sport, in spite of some very tough competition. Rosanna came away with an "Alumni Leadership Award" as the judges recognised the skills we had witnessed all year. It was an amazing high at the culmination of the Young Enterprise year, and yet we are already considering what next year will bring as we will usher in another set of students into Young Enterprise Programme., and see what set of innovative ideas these young people can enthuse us with, yet again.

Have you had any challenges?

The challenge each year comes when the students do not engage, especially in the early stages. Your job as a mentor is to keep encouraging and challenging, sometimes even cajoling them into action! The students will ultimately, make out of it what they will and the secret as a mentor, after you have offered all you can, is to allow them to succeed or fail on their own.

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

We all have skills, and whatever your background, you have more experience than the students in front of you. They can benefit from that experience and your knowledge and in turn, you see them thrive and grow. That is when it becomes so rewarding to you. I wish I had been able to have this type of experience when I was their age.

Tiaki's MD, Rosanna Collis and HE Lecturer at Loughborough College, Iqbal Ullah preparing their trade stand at the UK final.



IN CONVERSATION WITH

Marcel Landau

Vice-chair
The Institute of Export and International Trade

IOE&IT, is an organisation established over 85 years ago to empower organisations and equip individuals with the expertise to trade effectively, sustainably, and competitively.

IOE&IT also has a role in promoting international trade, as well as researching and analysing its challenges, and making recommendations for positive change. The organisation works with governments across the world and has a major role in delivering training and consultancy, offering a world-leading suite of international trade qualifications.

Marcel Landau adds: "Being involved in the Start Up Programme is important to us; we believe we could help give the young people involved a real head start as they convert their Young Enterprise experience into real-world business practice. This is an exciting time to be starting out in business and international trade and we want young people to have help in being able to understand the international landscape – knowledge that will help them shape their future businesses to take advantage of the huge opportunities that are undoubtedly out there. Trading internationally can perhaps seem daunting and impossible for young people but it's not – and we want to show them the opportunities that are out there and what it takes to succeed. We can also help them start building those all-important networks in the business community". Marcel concludes, "Of course, we also hope that some of those young people involved in the Start Up programme will become the bright stars of the future in international trade and maybe we can even work with them to provide further qualifications and professional development that will see them go from strength to strength in the next few decades."

"Trading internationally can perhaps seem daunting and impossible for young people but it's not"



Being involved in the Start Up Programme is important to us; we believe we could help give the young people involved a real head start as they convert their Young Enterprise experience into real-world business practice.



University of Salford's students Thalia Guest and Oliver Scragg from Making Sense, speaking with judges Marcel Landau and Gary Whattley at the UK final

The Institute Of Export Foundation

With the advancement of young people in the international trade sector firmly in their sights, IOE&IT has been the driving force behind the creation of IOE Foundation, which was registered with the Charity Commission on 5 July 2022.

It's charitable objects are:

The advancement of education of young people in export and international trade within the ages of 16-25 years in the UK by the provision of financial grants which support education initiatives at schools, colleges, and universities. IOE Foundation may be in its infancy, but it has already established a partnership with Young Enterprise. In addition, IOE Foundation can support individuals, institutions, and charities in advancing its charitable objects of educating young people in export and international trade.

Ryan Deamer

Studying Applied Sports Science with Management
Loughborough College

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

My name is Ryan Deamer, I studied Applied Sports Science with Management at Loughborough College, a degree accredited by Loughborough University.

Why did you decide to take part in Start Up?

Firstly I wanted to challenge myself, I have always taken an interest in entrepreneurship and business in general having read a lot of self-development books, and followed a number of successful entrepreneurs. I have also met individuals that have inspired me, such as Ben Francis, the founder of GymShark. But the main driving force was to learn and gain new skills and capabilities and to also make mistakes. A huge part of learning is making mistakes and understanding how to not make that same mistake twice. I also wanted to develop my ability to work with other people within a team, which I definitely experienced.



Ryan presenting on stage at the UK final

What's been the highlight of your experience?

That would have to be winning the Young Enterprise Start Up UK Student of the Year award. It was an absolute honour and privilege, as well as meeting individuals from the Institute of Leadership and having my interview experience put to the test. It forced me to self-reflect and learn an awful lot about myself. In doing that reflection on your own personal development, it allows you to develop self-awareness and seek improvement but also recognise what you did well, so that was a personal highlight for me.

I would also like to mention working in my team, I thought we gave 100% to everything we did, so being part of that team and taking a leadership role was a highlight for me because I had to develop new skills that I hadn't utilised before.

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

I think the most significant challenge for us as a team was the changes in the team. We started out as a team of 4 and then recruited a new team member to become a group of 5. One member moved abroad halfway through the project, another team member was an elite athlete and another had a part-time job so it was all around time management and understanding different people's priorities. It was also really difficult to get us all in the same room at one time! There was a lot of coordination needed which we solved with great communication and utilising technology when we could and being collaborative. We were all aware we wanted to make it work so we did.

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

I think this is a great question - I would emphasise this is arguably one of the most important questions. This was also one of the main reasons I wanted to participate in the programme because I truly believe, as well as demanding academic work from you, it demands real-life application and the ability to develop your soft skills and bridge the gap between theory and practice. You are learning the theory but you are actually having to implement it. I think what the programme has provided me is the real-life experience of what it would be like to work in a business environment.

The most noticeable thing would be in the job I've secured post-university - the formatting and putting together business pitch decks, slide decks and documents was extremely valuable throughout the programme and, now in my current role, I'm putting together documents of a similar nature. I also think it gives you a rounded skillset, developing those soft skills and self-awareness.

"I think what the programme has provided me is the real-life experience of what it would be like to work in a business environment"



IN CONVERSATION WITH

Vinny Leach

Director, Portfolio Delivery Management

Avanade & North West Start Up Final Judge, 2023

Can you briefly explain who Avanade are and your role within the organisation?

Avanade is a global professional services company specialising in technology and digital transformation services, founded in 2000 as a joint venture between Microsoft and Accenture. Our key focus is to help organisations drive business innovation and improve their digital capabilities through Digital Transformation, Application Development, Data and Analytics, Artificial Intelligence and Automation and Managed Services.

My role at Avanade is to ensure that we are selling and pricing the right solutions and capabilities to our clients before proposals and contracts go to clients. As well as during the project deliveries, through conducting independent reviews with our teams as well as the clients. The purpose of these delivery reviews is to ensure we continue to meet client expectations and that our teams have the right skills and that they are managing the delivery and the financials as they were sold to our clients. If there are problems with the deliveries, then my job is to ensure that I come up with actions and plans to resolve these.

Why is supporting Young Enterprise's Start Up programme important to Avanade?

Avanade support Start Up because the programme nurtures entrepreneurship, and fosters innovation. It's great to be a part of something that provides real-world experience, creating confident leaders that have strong employable skills.

Avanade have supported the Digital Innovation Award at NW and UK level, what are you looking for when judging this award?

It would be range of things, from the use of pioneering technologies to solve a problem, whether the solution is scalable, and how well it leverages emerging trends. Or perhaps the use of core, embedded technologies that are being used with creativity and innovation, in order to have real impact on the target audience and brings substantial value with it. Other things that I would be looking for is the user experience, sustainability, ethical considerations and market potential.

"Avanade support Start Up because the programme nurtures entrepreneurship, and fosters innovation. It's great to be a part of something that provides real-world experience, creating confident leaders that have strong employable skills"

Vinny Leach North West final judge, alongside Natalie Wilson and Joshua Lomax from Securi Jewellery (Blackburn University Centre), North West regional winners 2023.



The support of our industry partners is crucial to the success of Start Up as it offers students the prospect of building networks within the business community.

As experts in their respective fields, our industry partners are able to provide the technical knowledge required at key milestones in the Start Up journey, from considering business ideas to developing a Profit and Loss Account and Balance Sheet.



MENTOR INSIGHT



Tom Jones

Young Enterprise Start Up Mentor

Multi institutions

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

Tom Jones (yes really!) My day job is as a self-employed coach and leadership consultant. I am also a cricket coach and podcast host. Every day is different!

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

It felt like a perfect match as I am passionate about supporting the next generation to pursue their dreams and achieve their goals.

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

It has to be seeing the journey of two guys (Troy and Jas) from UA92 from the very beginning to the UK National final held in Loughborough in 2022 and all they learned in between.

Have you had any challenges?

Challenges are frequent but not always the same. Often it is about confidence and commitment, but it can also be to do with personality, communication style, decision making and many more. My role is to help create an environment where everyone involved has the opportunity to thrive.

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

Quite simple: Go for it if you have the passion for giving your time to support and believe in the development of the next generation.

"My role is to help create an environment where everyone involved has the opportunity to thrive"



Troy Wood and Jasnam Ghudhail, award winners at the UK Start Up final 2022, with mentor Tom Jones.

GET INVOLVED! VOLUNTEER WITH US

Becoming a Young Enterprise volunteer will challenge and reward you. The excitement and satisfaction of mentoring, of transforming attitudes and helping young people open their eyes to the world of enterprise keeps many of our volunteers coming back year after year.

We involve thousands of volunteers across England and Wales each year, supporting a diverse range of enterprise and financial education experiences to young people in schools, universities and in communities.



Scan the QR code or visit the website to find out more

www.young-enterprise.org.uk





Marketing Trust Trustee Tony Groom recognises team Drink Free with the Marketing Excellence Award at the finals 2023.

START UP SUPPORTER

THE ART OF MARKETING

Long-term Start Up supporter, The Marketing Trust (of the Chartered Institute of Marketing), talk with student team Drink Free from Manchester Metropolitan University.

The team were recipients of the Marketing Excellence Award at the National Programme Final, and they discuss their impactful Start Up business, unlocking the advertising superpowers of a simple can...



Trustee Tony Groom



Drink Free: Can you tell us why The Marketing Trust supports Start Up Programme and Young Enterprise?

Nigel Coates, Chair of Trustees:

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. Our support for Start Up therefore addresses the 'educational' aim through the experiential learning students undertake during the programme. A critical part of a successful business is having a product/service offering that customers/clients are wanting at a price that enables the business to be sustainable.

Drink Free: What do you see as the key skills developed by Start Up Programme that employers look for?

Nigel:

Students develop many and varied skills, 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; showing clarity of purpose and a clear business model that demonstrates profitability and commercial viability.
- Marketing in terms of product/service innovation, target marketing and implementation of a market strategy.
- Financial knowledge; including budgeting, financial forecasting, or the ability to interpret complex financial information.
- Project management skills.
- Critical analysis; understanding how different ideas, evidence and perspectives relate to each other.
- Developing collaborative relationships and teamworking.
- Communication skills; including verbal, written and presentation skills.



Trustee Tony Groom and Chair of Trustees Nigel Coates with Start Up participants

Drink Free: What are the most important marketing lessons that have stuck with you?

Nigel:

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.

Drink Free: How can future Start Up Programme student teams best create impactful marketing strategies that deliver results?

Nigel:

They need to answer a series of questions... Who is your target market (considering both size and competition)? What product/service are they wanting? Will you be addressing a gap in the market? 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 and distribute your product/service? How will you communicate (considering both on and offline) with your market?

The Marketing Trust: Your business, Drink Free, is all about marketing. Tell us about your product and how the idea came about?

Drink Free:

Drink Free takes a unique approach to marketing, using an everyday necessity - water - as a canvas for brand exposure. The concept was sparked in a brainstorming session between our founders, Ben, Matt, and Michael, after seeing a similar business model in the United States. We recognised a gap in the UK market and created our own version of the idea. We place our clients' branding on cans of water and distribute them for free at events, putting their brand directly into the hands of their target audience.

The Marketing Trust are committed to empowering young people across the country with critical skills in marketing and communications.

The Marketing Trust: What did you learn throughout the process of running your own company and marketing your products?

Drink Free:

Running Drink Free has been an invaluable learning experience. Building a start up from scratch has required resilience, patience and daily problem-solving. We had no idea how difficult it would be to create a reliable supply chain for our product. We've also learned that today's consumer is not just interested in a product, but also the story and the values behind it. This has shaped our approach to not only provide a unique advertising medium but to ensure it's one with positive social and environmental impacts.

The Marketing Trust: How would you plan to use marketing to further develop Drink Free?

Drink Free:

Looking ahead, we plan to expand Drink Free's reach in several ways. Firstly, we aim to increase awareness of our services within the business community. Networking events have been instrumental in securing our initial clients, and through the Young Enterprise process, we've learned the importance of discussing our business with others at every opportunity. We also aim to enhance our online and social media presence, increasing the validity of our business and brand awareness. By implementing these strategies, we anticipate securing our position as a market leader within the industry.

☆ SUCCESS STORIES

A UK Start Up Business wins the European Innovation of the Year Award for the second year running!



Student company TIAKI were crowned winners of the 2023 Junior Achievement European final in Istanbul in July.



"It's a very under-researched area, and we want to encourage the conversation about breast health and end the taboo."



Listen to the BBC Radio Leicestershire Radio interview featuring Rosanna and Sharon.

Three Loughborough College Higher Education students have won big this year. Not only were they crowned UK champions after meeting Her Royal Highness Princess Royal in Salford earlier this year, but the team then went on to win the JA Europe Innovation Award at Europe's largest entrepreneurship event hosted this year by Junior Achievement Turkey. The award recognises the most innovative business and business solutions with real future investment potential. Two years in a row, a UK Start Up team have won the coveted award at JA Europe.

Tiaki, consisting of Rosanna Collis, Dylan Bamford and Samuel Wilson, have developed a protective sports bra insert for women playing contact sports. As a rugby player herself, Rosanna knows only too well the pain and discomfort endured by women during the game. "It's a very under-researched area, and we want to encourage the conversation about breast health and end the taboo. Men's protective equipment is commonplace in sport, but women are overlooked. As a rugby player myself, I know what a relevant issue it is. Now that we've done our research, we know what needs to be done to further support women in sports".

Their slogan, "Let's talk about boobs like we do about brains", caught the attention of the judges, along with their powerful presentation and well-considered answers during the interview process.

Rosanna also won the Delta Airlines Award for outstanding leadership, something she demonstrated in abundance throughout her experience in the programme. Speaking about the award win, Rosanna said very humbly, "Leadership, in itself, is an intriguing concept, as it often fixates on the "leader," whereas I firmly believe that this accolade wouldn't have been mine without the team I had the privilege to lead. My team members, Samuel and Dylan, have played an instrumental role in my personal journey, and I consider this award a testament to our collective efforts."

Iqbal Ullah, lecturer at Loughborough, said of the team, "Reflecting on where they were as individuals when I first started to work with them in October 2022, the transformation is nothing short of incredible."

"Let's talk about boobs like we do about brains", caught the attention of the judges, along with their powerful presentation and well-considered answers during the interview process.

None of this is possible without the selfless support we get from our local business community and volunteers. While personal success ultimately lies in their own hard work, it's a good idea to actively seek out mentors and leaders who can help us along the way." The team had a dedicated mentor in Eric Bradley, who was with them from the very beginning, supporting their ideas, challenging decisions and sharing their well-deserved success.

The team's CFO, Samuel Wilson, said of the competition and his time in Istanbul, "The experience was unlike any other, and I am sure I speak for the entire team when I say it was an honour to be not only competing against so many brilliant companies from around Europe but also to network and engage with them throughout the week. Meeting so many like-minded, passionate young entrepreneurs was such a valuable and insightful opportunity; as well, of course, was the chance to meet and impress the prestigious panel of judges over the duration of the event."



Watch the video highlights reel from Istanbul showing Tiaki and Monito.



TIAKI (European Champions and Innovation START UP Company of the Year) – Sharon's trade stand expo and interview with Rosanna from Tiaki.



The team plan to launch the product in the near future, yet their aim in the lead-up to that, is the social side of getting the conversation going about the consequences of breast impact and breast health in contact sport.



Follow TIAKI on Instagram: @Tiaki.protect

Tiaki win in Europe!

After winning the title of UK Young Enterprise of the Year in May, where they impressed high profile judges, students Dylan Bamford, Rosanna Collis, and Samuel Wilson have continued their winning ways as they were named JA Europe Innovation of the Year for their cutting-edge new product. Individually, team leader Rosanna also took the celebrated JA Alumni Leadership Award, owing to her leadership skills, enthusiasm, and sustainable and responsible thinking.



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.



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 2024 will be held in Catania, Italy.

AWARD WINNERS

ye start up
programme

WEDNESDAY 10 MAY 2023 • UNIVERSITY OF SALFORD

YOUNG ENTERPRISE UK START UP AWARD COMPANY OF THE YEAR

Awarded by Jane Forsyth, Avande

TIAKI

Loughborough College

Rosanna Collis, Samuel Wilson, Dylan Bamford



YOUNG ENTERPRISE

BEST PRESENTATION

Awarded by Vikramaaditya, BNY Mellon



YOUNG ENTERPRISE

SOCIAL MEDIA EXCELLENCE AWARD

Awarded by Tony Groom, The Marketing Trust



YOUNG ENTERPRISE

EXPORTING MINDSET AWARD

Awarded by Gary Wattle, IOE&IT

A round-up of the category winners...



YOUNG ENTERPRISE

UK START UP SILVER AWARD

Awarded by Greg Rovenger
The Windsong Foundation (pictured far left)



YOUNG ENTERPRISE

DIGITAL INNOVATION AWARD

Awarded by Jane Forsyth, Avande

SECURI JEWELLERY

Blackburn University Centre
Natalie Wilson and Joshua Lomax

YOUNG ENTERPRISE

AWARD FOR BEST PITCH DECK

Awarded by Marcel Landau

A WILD LIFE

University of Chester



YOUNG ENTERPRISE

AWARD FOR MARKETING EXCELLENCE

Awarded by Tony Groom, The Marketing Trust

DRINK FREE

Manchester Metropolitan University



YOUNG ENTERPRISE

STUDENT JOURNEY AWARD

Awarded by Sue Ainsley,
Institute of Leadership
& Management
Operations Director

ELEANOR JONES

A Wild Life
University of Chester



YOUNG ENTERPRISE

START UP AWARD FOR OUTSTANDING STUDENT OF THE YEAR

Awarded by Jay Ludditt, Marketing Director
The Institute of Leadership

RYAN DEAMER

Enhance, Loughbough College

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.

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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



Find out more

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



A Member of JA Worldwide

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