



Graduates compete for Regional Enterprise Awards

On April 9th 2008 Yorkshire & Humber will showcase the best entrepreneurial talent from our region's Universities at the Guildhall, Hull.

Yorkshire Universities Regional Enterprise Awards showcases the most promising business ideas to emerge from our graduates. Featuring 19 businesses and just two award categories, the finalists will have endured a dragons den interview process where they will have just 20 minutes to convince a panel of expert judges of their business idea and the winners will be announced at a black-tie awards dinner the same day.

The awards have two categories:

Business Plan Award (trading for no more than 12 months) and the Business Concept Award (not yet trading); winners will receive:

- Business Plan Award - £5000 cash and £5000 in-kind support;
- Business Concept Award - £1000 cash and £1000 in-kind support.

Entrants into the competition have already won their internal University competition, allowing them to go on to the regional final.

Mrs Susan McColl Graduate Entrepreneurship Regional Development Officer said, "Higher Education has a significant role to play in producing Graduates who have exciting new ideas that they can turn in to new business opportunities. I am delighted that we are able to showcase the best of our Graduate talent and reward their entrepreneurial skills. The calibre of entrants in this competition is always extremely high and it makes judging very difficult."

The range and quality of entrants taking part this year is extremely high with eleven higher Education Institutions taking part and 19 different businesses. Feedback from previous years has been very positive with many entrants finding the experience an excellent way for them to focus on their business planning.

Mr Michael Noble, Chief Executive Yorkshire Universities and judge at the event said. " I am delighted to be able to take part in these awards. Graduates employability and entrepreneurship is crucial to the region's economy and we should celebrate the talent coming out of our Universities."

The Yorkshire Universities Regional Enterprise Awards are the annual competition to profile and reward entrepreneurial activity amongst students in the regions Higher Education Institutions (HEIs). The Awards form part of our Graduate Entrepreneurship activity, which has the following aims:

- To increase the level of student engagement in entrepreneurial activity in Higher Education, to include both traditional and non-traditional disciplines;
- To increase the number of enterprising students and graduates emerging from Higher Education provision across the region;
- To increase the number of graduates setting up in business within the region.

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Notes to editors

1. For more information about the Yorkshire Universities Regional Enterprise Awards or to arrange interviews with any of the entrants / judges taking part, please contact **Sadie Binns 07968941344 or Maite Barnett 0113 343 1587**
2. Universities taking part: University of Leeds / Leeds Metropolitan University/ University of Bradford / LeedsTrinity and All Saints / University of Hull / University of Huddersfield / University of Sheffield/ Sheffield Hallam University / Leeds College of Music/ University of York / York St John University
3. A full summary list of entrants:

Business Plan Entrants

Charibag - Glenda Kirby & Mel Revitt Sheffield Hallam University

Charibag are not driven purely by profit but by social conscience. They aim to inspire people to think more about others and the environment through their products. Charibag design and supply reusable eco friendly bags, called 'charibags'. Ultimately their goals are to: become a nationally recognised brand; address the impact disposable plastic bags have on the environment; challenge peoples bad bag habits whilst raising funds for good causes; and to see the word 'charibag' in the dictionary heralding 'charibag as a reusable bag with a social conscience!

Charibags are ideal for everyone who uses a bag, whether it is to carry shopping, books, toys, boots, swimming gear or even their laptop. Their target audience is everyone over the age of 5yrs. Charibags have great potential to raise funds and create branding for each hospital, school, university, charity, organisation and business throughout the UK, whilst being 100% recyclable.

Exelat Ltd – Matt Knight University of York

Exelat Limited is a business-to-business provider offering technology solutions and web design related services, including: web design and development; marketing and corporate branding; IT training, support and consultancy. Primary customers are likely to be businesses who cannot justify a dedicated member of staff or department of their own to manage their online presence. Exelat will consult with clients to help establish how technology can help solve specific problems, and then implement reliable and targeted solutions.

Many SME's cannot justify a dedicated IT or marketing department, yet understand the requirement to remain competitive online. These services are also of use for larger organisations with specific requirements, such as microsites, email campaigns, ecommerce and online voting systems.

Matt Knight, Managing Director, has previously been trading as a Sole Trader under the name Knight Sites. This has provided vital industry experience to identify and exploit key growth areas, specifically in areas where out-of-the-box products are insufficient and bespoke solutions are required.

Flexigo – Fiona Wilson & Rob Murray University of Sheffield

Flexigo is Britain's only independent campsite discount club for motorhome, caravan and tent campers, entitling members to discounts when staying at affiliated campsites across the country. Members receive great reductions in the cost of their stay at hundreds of independently owned campsites and holiday parks all over the UK – wherever they see the Flexigo logo.

Members also enjoy a host of other benefits, including membership of the country's largest and most informative camping community forum and social networking site with news and advice on all aspects of UK touring, camping, local attractions and events.

Flexigo's campsite directory provides detailed information about affiliated campsites, images of the area, guest reviews, route planning, regional attractions/points of interest and even local history. Members can choose to receive regularly updated news about forthcoming festivals, events and celebrations from every corner of the country, tailored to their individual journey.

Flexigo. Your Trip. Your Way.

Limehouse Films – Nick Howard University of Leeds



Limehouse Films is a television production company producing programmes and commercials for television and cinema, business films for blue chip clients, music videos and short films. Since opening its doors in 2007, set up by Producer Nick Howard and Director of Photography Fabian Wagner, Limehouse films has produced numerous works for Leeds College of Art and Design, Numiko, VTR North, William Hill and Living History Films, as well as music videos for Universal music (The Proclaimers) and Fierce Panda Records (ShitDisco) to mention a few.

In February 2008, Limehouse Films was nominated at the BAFTAS for their short film 'Unite' in the 60 seconds of fame short film category. Limehouse Films has an intentionally small production team, allowing them to bring on board the best freelance talent and of course post production facilities in the region, on a project by project basis.
www.limehousefilms.com

Mini Roles - Carolyn Gardiner & Sarah Taylor Leeds Metropolitan University

Mini Roles aims to provide the highest quality themed role play area or outdoor area resources for children of all ages along with planning suggestions for teachers and Early Years practitioners:

- Role play props are available in a box to rent for educational purposes.
- Each box will be themed to a real life place or situation that children are familiar with.
- Each box will be accompanied by planning ideas, starting points, suggested reading books and stimulus photographs.
- Practitioners can choose which box they would like to rent, when, and for how long.
- Delivery and collection of the boxes will be offered for a small charge.

The company has been created by two fully qualified and experienced Foundation Stage and Key Stage One teachers Carolyn Gardiner and Sarah Taylor, and both have a wealth of experience in planning and delivering role play within the class room environment.

Remedy Recording – Chris Walker Leeds College of Music

Remedy Recording is a mobile 56-track Logic Pro and Pro Tools recording studio based in Sheffield. The business is sole trader owned and operated by Chris Walker. Remedy Recording has already worked with many local and national bands.

Their productions have been aired on BBC Radio One, BBC Radio Sheffield, The BBC Radio One Podcast, MTV Hits, MTV Flux, TMF, Blast FM, Demon FM and Organ TV. The business also works with community groups, children's music groups and charities.

Remedy Recording offers Logic Pro and Pro Tools recording using 56-track RME analogue-digital converters, Focusrite preamps, industry standard and vintage microphones, professional audio plug-ins, acoustic treatments and a highly experienced recording engineer/producer. Remedy Recording is the ideal recording solution for young musicians entering the studio for the first time and musicians unable to reach a conventional studio due to location, health or disability.

Safemaker – Patrick O'Neil Leeds Trinity & All Saints

Safemaker™ is an innovation in online competitions researched and developed by Patrick O'Neil, a former student of Leeds Trinity and All Saints College. The project is currently in a position of confidentiality while IP rights are secured for the purpose of commercial licensing and as such further details about this exciting new competition will be made available in June 2008.

All forms of interest from individuals, local businesses, FE/HE Institutions and media organisations are positively welcomed. If you would like to receive further information about the launch of the project in 2008, please don't hesitate to get in touch with Patrick by sending an email to info@safemaker.co.uk and he will contact you personally.

The StudentLife Ltd - Michael Rourke and James Edwards University of Hull

TheStudentLife provides a great source of interactive information distributed direct to students, to help them get the most out of their time at university/college. Much more than a 'what's-on' guide, TheStudentLife provides regular issues of a free CD cleverly linked to online media providing access to information, offers, and a support community to enhance integration and development both on campus and within the local area.

Suppliers have a direct route to the student market and therefore organisations (including universities and colleges) wishing to target students, have a convenient, dynamic solution which can support specific, local advertising through to complex national campaigns. Michael and James formed TheStudentLife Company in 2007 and are already trading ahead of their predictions as more and more companies see the system in operation.



TheStudentLife is a scalable business model and other universities and colleges will soon be approached in a managed, national roll-out of the venture. www.thestudentlife.co.uk

Transforming Futures (UK) Limited Andrew Kitterick University of Huddersfield

Transforming Futures (UK) Limited will deliver specialised, personalised learning programmes to education providers and any other organisations that are responsible for working with and for young people to improve educational, physical and social attainment. The focus will be on bespoke services which will promote success and achievement in individuals by using personalised learning programmes based around sport and physical activity.

The programmes will have an impact on both the physical and emotional well being of individuals and the success of organisations. A key focus is the use of sport and physical activity, linked with theory, to engage and empower young people so that they can achieve and succeed. All this will be achieved by:

- tailoring learning to the needs, interests and aspirations of each individual.
- tackling barriers to learning and allowing each child to achieve their potential.

Village- to –Village – Chris Mdee University of Bradford

Village to Village is a social enterprise offering people a truly life-changing and career-enhancing experience in Chris's home town of Uchira in Tanzania. Over 35 volunteers have worked on projects that make a real difference to the locals such as teaching English, setting up small enterprises, and supporting families affected by HIV/AIDS. The future will see Village-to-Village helping other villages in Tanzania become sustainable and giving many more volunteers the chance to experience life and work in rural Africa.

Business Concept Entrants

FloodResist - Sam Eccles University of Huddersfield

FloodResist offer a series of products to help minimise the damage caused by flooding. Many homes will have some sort of flood defence installed due to:

- the increased risk due to rising sea levels,
- new builds on current flood plains to meet housing demand,
- requirement of home insurance.

FloodResist products will offer individuals and business affordable protection against flooding. The main products available cover Doors, Windows, Airbricks, Brickwork and one way valves, all offering simple installation, unique design and high levels of defence. Future developments, aimed at new build homes will be:

- Self sealing doors of identical appearance to current doors
- Sealants methods for brickwork
- Flood alert service for customers

heartdesign – David Hill Leeds Metropolitan University

David Hill is the creator of Helping Hands, a new, unique and inventive knitting aid solution. Designed in conjunction with long term knitters, occupational therapists and the national charity Arthritis Care, for which it was short-listed for the North England Arthritis Care Jubilee Award 2007.

Helping Hands holds the users needles through a simple yet effective patent applied ball joint method, giving support whilst still allowing for complete movement of the needles. It is a small lap based device with interchangeable velcro rest pads measuring approximately 40 centimetres in length.

The core strategy of Helping Hands is to establish itself in the hobby craft, medical and care professions as a product that successfully improves quality of life through the therapeutic benefits of knitting and increasing self-esteem.

Hopping Mad – Sam Dibb & Jack Allen University of Sheffield

Hopping Mad is an idea generated from time spent travelling in Australia and Canada, where fun and adventurous tours of the country are the norm for young travellers. Neglect of the UK's natural beauty and culture outside of London provided Sam Dibb and Jack Allen with the motivation to want to show the delights of rural England, such as Cheddar Gorge and Salcombe Estuary to a younger generation.



The Hopping Mad enterprise takes adventurous travellers between the ages of 16yrs and 35yrs on action packed tours of England, Scotland and Wales. Covering 1700 miles and including activities such as paintballing, and visits to Stonehenge and Alton Towers the trips provide a cultural and entertaining view of Britain. At half the cost of using trains, the information and insight available to those travelling with the company, as well as the freedom to use the bus as a transport network for 6 months with 1 ticket; we ensure that our customers will have a Hopping Mad time!

Mushmii Foods – Lucie Ware University of Bradford

The Mushmii concept is to produce the finest, tastiest, uniquely flavoured and most natural pots of fresh dips. These nourishing distillations will be made using the freshest premium ingredients, sourced as locally as quality allows and be free from anything artificial. This means they will be more vibrant in colour and flavour than any other dips produced in the UK.

Mushmii's vision is to become the UK's market leader in premium quality, fresh dips and to develop a distribution network to reach as many hungry consumers as possible!

Mushmii strive to be a company which produces products that are kind to the palate, exciting to taste and healthy for the body. They will continue to develop, manufacture and distribute their products in a sustainable manner and to continually re-evaluate their environmental impact as the company grows.

One Bridge Entertainment – Arthur Milanzi Sheffield Hallam University

One Bridge Entertainment will provide entertainment for the disabled and people with learning disabilities, elderly people in residential care and fostered children in the community. The entertainment will range from fun and games, live entertainment and birthday parties straight to the customers door.

One Bridge Entertainment is a mobile entertainment company that will be able to bring a variety of entertainment to the customer's choice of location. People enjoy entertainment; whether it is used as a past time or as a period of relaxation.

One Bridge Entertainment will meet an unmet demand by providing a time of relaxation, excitement, fun and socialisation. This will be achieved by providing similar entertainment to that which is readily available and enjoyed by the wider community. Many times those who are house bound are forgotten when it comes to entertainment. This is a service dedicated to them and One Bridge Entertainment hope to make a difference to their social lives and well-being.

Scholars Lodge - Mark McAlpine University of Hull

Scholars Lodge is a new system that helps students, employers and educational establishments get the most out of work placements. With the tag-line 'Experience is Everything', Mark has designed an internet based system whereby, in addition to offering a range of company placement opportunities, students can get advice and even reviews from other students on what the companies are really like!

Companies that are not familiar with taking students on placements or for short-term projects can also benefit through features such as selection support.

Universities and colleges are able to use the system to manage their work-placement programme whether short-term projects or full sandwich year placements. Additional modules also provide educational support features beyond work experience. Mark has already had interest from both large and small businesses and is working with some of these in the development and launch of the tool.

Think Pacific – Simon Darker & Harry Hunter University of Leeds

Think Pacific is a limited company which organises volunteer travel adventures to Fiji and the South Pacific Islands. Adventures are either five weeks or three months in duration and combine meaningful volunteer work with island adventure and exploration.

The idea to create Think Pacific came from two intrepid gap year students, Simon Darker and Harry Hunter, who embarked on their own volunteer adventure to Fiji. Their experiences of living in Fiji for over a year were immense and beyond anything they could have imagined. Upon their return, they developed an organisation dedicated to achieving ethical, responsible and sustainable tourism.

Think Pacific has established formal partnerships with the Fijian Ministry of Youth Employment Opportunities and Sports, The Fijian Ministry of Health, The University of the South Pacific, The Fijian National Rugby team and the Chiefly Provincial Council Development Committee. Through these partnerships Think Pacific will pool funding, resources and volunteer assistance to work on long term development projects.

Waverun – James Hambleton & Joe Pearce University of York

Waverun will be launched in York in the summer of 2008, providing real-time advertising.



In particular; Waverun sells a web and text base service to bars, clubs and restaurants. In York town-centre, there are over 90 bars and clubs, many of which are keen to attract the local student population. In the quieter midweek periods the bars are particular keen to attract students. Accordingly, most bars offer student discounts on certain nights in order to bring in customers.

Waverun taps into this relationship between the bars and the students. Promoting themselves to students as a free service that will find them the best offers available on any particular night. They will be sent messages directly to their phone for the rest of that night which will contain information on where they can find the best bar deals in town, many of which will be unique to Waverun. This free service will be the easiest and most effective way that they can learn about drinks deals at *exactly* the time they want to know about them.

West Park Media– Simon Horniblow & Oliver Harrison York St John University

West Park Media Limited is a new media production company specialising in bringing the quality and professionalism of television production to the online and corporate world. Set up in January 2008 by television professionals Simon Horniblow and Oliver Harrison, the company is already enjoying a high level of demand, with work commissioned by the Government's Meat and Livestock Commission, a high profile construction company and the production of a sixteen week online podcast series piloting at Loughborough University.

West Park Media is also in early discussions with the UK's STA Travel in producing a series of podcasts showcasing the travel company's destinations.

West Park Media is unique in answering the growing demand for distinctive online video in the corporate sector, creating broadcast quality content tailor made to our clients' needs. We bring creativity, professionalism and innovation rarely seen in the corporate video world to your company, creating a visual identity that never fails to impress.

4. A full summary of judges:

Anne Salisbury, Business Development Consultant, Acceleris

Anne joined Acceleris from the business development agency, West Yorkshire Ventures, where she was managing the Yorkshire Forward funded project. The scheme was highly successful in helping young companies with high growth potential. Anne's career has given her vast experience within the business development sector and an enviable network of contacts across the professional and investor community. As Business Development Consultant, she is responsible for expanding Acceleris' network of private equity investors and working with companies looking to raise investment funding.

Ian Green, Media Director, GREEN Communications

Ian is a highly experienced journalist with more than 18 years regional and national newspaper experience. His career began on the *Liverpool Daily Post* and he has spent spells at *The Observer*, *The Independent*, *Northern Echo* and *Yorkshire Post*.

Ian was also launch editor of *Insider* magazine and a founding director of *Venturedome.com*. Amongst leading world figures he has interviewed are Bill Clinton, General Colin Powell, Sir John Harvey-Jones, Bill Gates, Sir Ken Morrison, the Duke of Westminster, Rudi Guiliani and the Krankies. His career has taken him around the world, including visits to Argentina, Brazil, the Middle East, the US and most major European countries.

Martin Edmondson, Chief Executive, Graduates Yorkshire

Martin is the Chief Executive of Graduates Yorkshire, a company which works closely with 10 universities and aims to contribute to regional economic growth by improving the graduate retention levels in Yorkshire. Martin has worked extensively within the public and private sector in a range of roles encompassing business management and sales. Having initially joined the Reed graduate scheme he went on to work directly for Alec Reed (Chairman and founder of Reed). Martin then took on the challenge of a troubleshooting role, managing the poorest performing branch in the Reed network and made it profitable within 15 months. Martin graduated from Keele University with a degree in Music and English, and since graduating has also gained the CIPD qualification.

Michael Noble, Chief Executive Yorkshire Universities

Michael Noble has been Chief Executive Officer of Yorkshire Universities since June 2000. Having obtained degrees in history and archaeology at the Universities of Liverpool and London, his early career was spent in the Civil Service in London. Prior to moving to Yorkshire Universities, he had been at the University of Bradford since 1981, working



across a range of administrative positions, eventually becoming Senior Assistant Secretary working closely with the Registrar and Secretary. He has a wide range of experience of the region from his time at Bradford and at Yorkshire Universities.

Nick Waind, Online Marketing Manager, Open Door Design

Nick, a Multimedia Computing graduate, has 12 years experience in programming and in more recent years has specialised in developing successful online strategies for positioning businesses effectively online. His background transcends both agency involvement and consultancy for the NHS. For Open Door Design, he is responsible for managing and developing the online division of the business. Nick has a solid Commercial understanding of how to bring new and existing ideas and products to Market, as well as the drive and determination required to succeed.

Peter Sykes, Fund Manager, Hull Business Development Fund Ltd

Peter has spent the whole of his career working with SME's principally as a Commercial Banker with Barclays (30 years), then as a Manager with Business Link (5 years) and for the last 3 years as Fund Manager for the Community Development Finance Association, Hull Business Development Fund. The Fund provides both grant and soft loan support to those businesses unable to find traditional sources for their funding requirements and has helped create over 1600 jobs in Hull during its operation.