



**hallam
enterprise
awards
2021**

Foreward

Welcome to the second virtual Hallam Enterprise Awards 2021.



This time last year, I reflected on the extraordinary period we were all then living through as the result of a global pandemic. I had fully expected to be welcoming you all to a “live” Hallam Enterprise Awards event here at Sheffield Hallam University, but we have reluctantly decided to maintain a virtual version for a further year. That said, we have plans to host a small event at the Hallam i-Lab this coming November to celebrate the achievements of our 2020 and 2021 HEA finalists. All finalists have had to deal with extraordinary challenges in setting up their businesses, and the Enterprise Team wants to use this event to recognise their amazing achievements.

This year, I am personally delighted to see so many of our finalists representing our Work for Yourself sandwich year placement programme and the Class of 2020 and 2021 graduate programme. I am also incredibly proud of just how socially and environmentally aware many of these businesses are.

Please support this year’s finalists by taking 10 minutes of your time to go to our website and watch their video pitches. As last year, we will be distributing the £10,000 prize money equally between all ten finalists. An additional £500 award will go to the business who receives the most votes for their video pitch, so don’t forget to vote!

On behalf of the Enterprise Team and our 2021 finalists, I would like to thank you all for your support, and we look forward to welcoming you in person at the Hallam Enterprise Awards 2022.

Caroline Nouvellon

Student and Graduate Enterprise Manager



Santander Universities fund HEA 2021

About our Funder



Santander Universities has been supporting Higher Education through bespoke partnerships with universities across the world since 1997 and has been working with UK universities since 2007. In 2017 Sheffield Hallam University became the 83rd university to join this global network. As a partner, Santander supports the University through a variety of bespoke funding packages, including support for entrepreneurship and innovation projects.

Over the past 4 years, as part of the Hallam partnership agreement, Santander Bank has generously provided a total of £65,000 in support of our start-up support programmes.

We are grateful for the wonderful support that we have received from them over this period, and we are delighted that they will continue to support us with a further funding totalling £40,000 over the next two years.

Damien Mullany, Deputy Relationship Manager at Santander Universities UK commented: *“Santander Universities UK is delighted to support student and graduate start-ups working in The Hallam i-Lab at Sheffield Hallam. This support through the sandwich year and graduate start-up support offer, which includes the HEA, is vital so we encourage them to make their business dreams a reality”.*

Damien Mullany

Deputy Relationship Manager at Santander Universities UK

The Finalists

Read more about the companies we have selected as finalists in this year's Hallam Enterprise Awards on the following pages.



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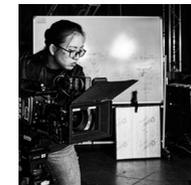
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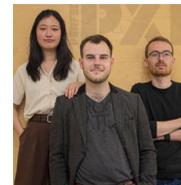
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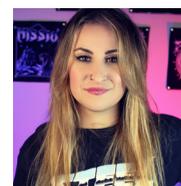
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Black Tourmaline

Heidenara Carvalho

Graduate, Heidenara Carvalho (Business & Human Resource Management: 2021), created her company during the pandemic. As someone who is highly involved in alternative clothing subcultures, she decided that her interest could be developed into a viable business venture.

After a year of research and inevitable early start-up challenges, **Black Tourmaline** has developed into a viable business with Sheffield city centre premises. The product range includes a blend of handmade accessories and clothing. Other products include original artwork prints, stickers and pins, handmade wax melts and cosmetics.

All materials used are ethically sourced, and those products not handmade by Heide, are sourced directly from small manufacturers or by salvaging items otherwise rejected by mainstream stores. Many of the handmade items are made onsite in her city centre store and workshop. She also provides a clothing customisation service.



Black Tourmaline is quickly establishing itself as Sheffield's main provider for jFashion, and with her client base growing she plans to expand her production methods and capacity through the purchase of embroidery machinery. She also wants to work more closely with local artists to produce new designs. Heide is keen that her city centre workshop and store location should benefit not only her own business but the local community and other small businesses and creators.

Cricfit

Sam Hunt

Cricfit is a cricket specific fitness business which was founded by Sam Hunt whilst studying for his MSc in Business Sports and Management (2021). The idea for Cricfit came about during the pandemic. Having completed an assignment on strength and conditioning for cricket players as part of his undergraduate course, Ben decided to put the knowledge he had gained to good use during the pandemic. He did this by developing online educational content for amateur cricket players to access during the pandemic.

Initially, Sam only thought to create some high-quality educational content on Instagram for amateur cricketers to access. He was so surprised by the amount of attention and interest his posts were getting that he decided to set up monetised online coaching and face to face programmes. He uses the Canadian Trainerize app to advertise Cricfit, and over the past year Sam has seen his client base grow to 115+. He now offers coaching and consulting sessions via Zoom.



"Cricfit now feels like a business with potential rather than just a good idea. We have a commercial partner in the White House physiotherapy clinic, and we launched our website in September 2021. The Cricfit app is still run by Trainerize but it is now on the app store.

I aim for Cricfit to be my sole source of income by the beginning of 2023. I intend to expand not only my client base but build a multi-disciplinary team around me. My ambition is to make Cricfit the main cricket fitness company in the world, improving the standards of the amateur game".

Flod

Dominic Lewis, Oscar Keenan,
Max Sudbury and Tommy Linnett



Dominic Lewis, Oscar Keenan, Max Sudbury (BA Product Design) and Tommy Linnett (BA Marketing) joined the Work for Yourself: Innovate. Develop.Create. Sandwich Year placement in 2020/21. The placement supported students who wanted to research social enterprise inspired ventures.

Dominic, Oscar, Max and Tommy were keen to look for ways to make a positive environmental impact, and so enthused by their common interest, they agreed on three core goals for their project:

- 1. Support and engage with local charities**
- 2. Improve the quality of green spaces**
- 3. Create an environmentally friendly product**

The idea for **Flod** pots came about after much environmental research by the team.

“Having design and some manufacturing experience we knew that we could recycle some waste materials more efficiently.

We decided to focus on using waste materials found in and around rivers in local (Sheffield) waterways to convert into a sustainable product. After much discussion, we settled on a planter. We felt as these are vessels in which you can grow life, the story is embodied within the product itself”.

The team collaborated with local environmental groups to collect the litter which is then sorted to extract plastic and glass items that can be used in the creation of the pots.

Flod is currently researching ways to increase productivity to make the retail price more affordable. The team are currently being supported by Design Futures through the ScaleUp 360 ERDF funded project.

The team want to develop Flod into a sustainable business venture that will support them after graduation in 2022. They also hope to expand their product range.

Illingsworth Productions

Ben Illingsworth



ILLINGSWORTH
PRODUCTIONS

Setting up his own film company (**Illingsworth Productions**) was a natural career choice for Film and Media Production graduate Ben Illingsworth (2021) once his studies was completed.

Whilst at Barnsley College, Ben met with film director and screen writer Rowan Athale (a fellow alumnus of Barnsley College), and he has been instrumental in mentoring and encouraging Ben to pursue his film ambitions.

Illingsworth Productions specialises in live sport, commercial film, documentaries and ariel video footage. Clients and projects include Formula-E CBMM Niobium Puebla E-Prix in Mexico, LG Commercials, and award-winning Channel 4 documentaries. Other projects include feature films, music videos, 360 videos, sports photography, and live streaming. He has also provided photographic content for both Barnsley FC, and video content for Sheffield United.

Despite the global pandemic over the past 18 months, Ben has been busily involved in projects for BT Sport, BBC and Channel 4. More recently, Ben has added Drone filming to his repertoire.

Ben's future plan is to continue to build his professional networks and reputation as one of the best drone pilots and cinematographers in the country, working on high profile shows across a range of sectors. He also intends to undertake further professional training so that he is licenced to work on Drone rigs, using Red and Arri cinema camera equipment.

Inshore Designs

Rebecca Malkin



INSHORE DESIGNS

Final year student, Rebecca Malkin (BA Business & Enterprise Management) first had the idea for her sustainable swimwear business when she was only 15 years old. It was not until working with the Enterprise team however, that she was finally able to undertake the necessary research and then to progress the development of her business venture “I really felt that there were no UK made sustainable swimwear brands and I wanted to resolve this”.

Inshore Designs produces a range of luxury sustainable swimwear made from ECONYL® regenerated nylon. The nylon is made from recycled plastics and fishing nets that have been discarded in the ocean. Rebecca works closely with suppliers to ensure every aspect of the design and production process is carried out sustainably and to the highest standard.

It is important to Rebecca that her business is used as a platform to inform and raise awareness on climate change and to encourage her clients to live more sustainable lives.

Inshore Designs currently sells online in the UK but Rebecca hopes to expand her business internationally, and develop both the design and size range of her collection. She also has plans to branch out into online marketplaces.

Rebecca has further plans to introduce a return policy which will encourage customers to return their old used bikinis and benefit from a 10% reduction off their next purchase.

La Lune

Anh Tram Thi Do



LALUNE

Anh Tram Thi Do created her company **La Lune** whilst completing her MA in Filmmaking (2020).

La Lune is a multi-disciplined agency providing documentary filmmaking, stylised photography, branding and creative consultancy services to both B2B and B2C markets.

The USP of La Lune is focussed on documenting and representing the client's own experiences and life stories through the medium of digital and film media. The client is encouraged to emotionally engage with the process and to open themselves up to their own vulnerabilities and “connect with their deepest layers, enabling the light and the shadow to reflect in the corner of their hearts”.

Anh believes that this highly personalised approach to her work will ensure that the personality and tone of the client's brand remains a true representation of their values and approach to life.

Anh intends to use the funding she receives as one of this year's Hallam Enterprise Awards finalists, to secure larger and more spacious studio space from which to conduct her business.

Perfect Pixel Design

Ruby Cheng, Ryan Dean & Louis Bates



Perfect Pixel Design agency has been created by 3 Graphic Design students, Ryan Dean, Ruby Chen and Louis Bates, during their Work for Yourself Sandwich Year placement in 2020/21.

Each member of the team contributes specific skills to the agency. Louis uses his digital, UX/UI Design and handmade techniques in creating brand designs. He has a great depth of creative experience in various areas such as Publication, Infographics, Sign Making and Typography. Ryan has extensive knowledge in publication design through his production of books, written essays, leaflets, etc., and there is a consistent ethical focus to his work. Ruby has a background in Fine Art that goes hand-in-hand with digitally and analogue illustrative techniques. She uses her skills in conceptual thinking and problem solving to support and enhance the quality of her work.

As Perfect Pixel moves into its second year of trading, the team feel they have laid the important foundations for the continuation and development of a sustainable business venture during their final year of study and after graduation in 2022.

One of these steps has been expanding the business to include social media and web design services. The team believe that the development of their service repertoire is essential for the successful growth of Pixel Perfect creative agency.

Rebuilt by Humans

Laura James



Final Year student, Laura James (BA Product Design: Furniture) used her Work for Yourself Sandwich Year placement (20/21) to create her company **Rebuilt by Humans** upholstery. This business covers all aspects of upholstery including modern, traditional, and children's upholstery.

Laura has a passion for furniture design and upholstered products. From designing the initial framework, colour and pattern of a product, through to the maintenance, re-upholstering and upcycling of much-loved pieces.

Laura named her business Rebuilt by Humans to represent her desire to help reduce the mass production of poorly made furniture that is filling up UK landfill sites. She wants to use her business brand to encourage clients to upcycle old furniture and become more environmentally aware.

One of Rebuilt by Humans specialisms is the upcycle of children's furniture and upholstery. As a mother, Laura noticed that children's furniture is quite plain and often poorly constructed. Laura believes that well-designed furniture in a child's bedroom enhances the child's own creativity and provides a far more fulfilling and enriching experience for them.

Laura would also like to develop upholstery classes through her business that will give clients the necessary skills to undertake upholstery tasks at home and engender an appreciation of or upcycled furniture.

Steel City Shirts

Boglarka Bognar

Boglarka Bognar (BA Business & Human Resource Management) joined the Work for Yourself Sandwich Year placement in 2020/21, and during this time has significantly developed her business venture, **Steel City Shirts**.

Steel City Shirts is a screen-printing business initially launched to support lesser-known heavy metal bands increase awareness of their "brand" through the design and printing of quality clothing merchandise. As a big fan of 80s heavy metal music herself, Boglarka was frustrated at the lack of official merchandise available for these lesser-known bands, and so she decided to take the initiative and create the merchandise herself.

After much research it became clear that producing quality screen printed T-shirts with unique designs was what fans were looking for. Boglarka worked closely with the bands to ensure that the designs and product quality met with their approval. This was important as a percentage of the profits from the sale of the T-Shirts goes directly to the bands.



Boglarka only works with eco-friendly and durable cottons and specialised water-based inks to help create unique looks, such as metallic/shimmer, glow in the dark, crack base, and colour changing inks. None of these effects are achievable with other garment decoration techniques.

As Boglarka develops her business, she is now looking to expand her merchandise brand, working with businesses, retail and individual clients who value quality and creativity.

"Steel City Shirts aims to provide a personalised service. I listen to the needs of my clients in order to propose designs and garments that meets both the budgetary and design requirements of the client".

Steel Films

Ibrahim Ahmed

Graduate Ibrahim Ahmed (BA Film & Media Production, 2021) has created his own film company, **Steel Films**. "Steel Films focusses on creating raw, real and authentic documentaries that stay true to the stories being told"

The idea for developing his own film company first emerged during his second year of study when he undertook to make a short documentary about a local youth club, as part of a module. This piece of work got Ibrahim interested in creating more documentaries, shining a light on "hidden communities" within Sheffield society. "My experience of making this documentary made me proud of the city that I was born and raised in, and it inspired and motivated me to continue to be on the lookout for other stories around the city of Sheffield".

Steel Films is still at the early stages as a company, but Ibrahim has at least two film projects currently in production.



His ambition is for Steel Films to become an award winning film company producing critically claimed feature documentaries. One of his documentaries has already been submitted to the Aesthetica Film Festival (November 2021) in York. Ibrahim hopes that the extensive exposure his film will receive will help him expand his network and put him in contact with potential film collaborators and financiers. A further two films will be submitted to Sheffield Doc-Fest.

Ibrahim has also been featured on the BBC 3 Life Through My Lens series, which features young and talented film makers.

In the future, Steel Films will branch into documentaries highlighting community stories from across the UK and beyond.



The Enterprise Team at the Hallam i-Lab, Aspect Court

Thank you for supporting the
Hallam Enterprise Awards

The Enterprise Team

#SHUentawards

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