

**hallam
enterprise
awards**

2022

Foreward

Welcome to the Hallam Enterprise Awards 2022.



It is with very great pleasure that I have the honour of welcoming you to the sixth Hallam Enterprise Awards at Sheffield Hallam University. After two years running the awards as a virtual event, I know that my Enterprise Team colleagues will agree wholeheartedly with me when I say how delighted we are to be back hosting a "live" version of the awards ceremony again, this year.

As always, I am proud to be introducing you to a selection of some of the most outstanding student and graduate businesses we have had the pleasure of working with over the past 12 months. I have every confidence that you will be as impressed by the diversity and depth of their entrepreneurial talent as we are.

I would also like to thank Santander UK, for their continued support in generously funding the £10,000 of prize money that has been made available to the finalists.

Finally, on behalf of the Enterprise Team and our 2022 finalists, I would like to thank you all for your support, and for taking the time to be with us here this evening.

Caroline Nouvellon

Student and Graduate Enterprise Manager



Santander Universities fund HEA 2022

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 5 years, as part of the Hallam partnership agreement, Santander Bank has generously provided a total of £85,000 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 £45,000 over the next three 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

Programme

18.00

**Arrival for drinks, cold buffet, networking
and visiting start-up stands**

19.00

Call to take your seats for finalist pitches

Welcome introduction

Caroline Nouvellon

Enterprise Manager

Key Note Speaker

Max Scoford (Bullion)

Hallam Enterprise Award Winner 2017

19.30

Finalist pitches

20.20

Short break

20.30

Finalist pitches

21.20

Short break and audience vote for best pitch

21.40

Winners announced and closing remarks

Professor Kevin Kerrigan

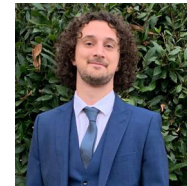
Pro Vice-Chancellor for Business and Enterprise

22.00

Close

The Finalists

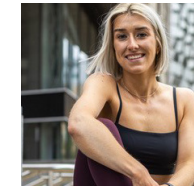
Read more about the companies we have selected as finalists in this year's Hallam Enterprise Awards on the following pages.



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Dr Remi Bec

GoFit4Fun

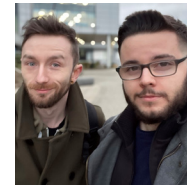
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Hollie Rose Quanbrough

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Molly East

Molly East Creative

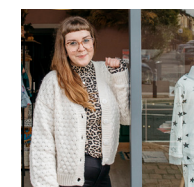
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3D Minis

Chris Guiver

Chris Guiver, a Business & Enterprise Management graduate (2021), created his business 3D Minis, in the same year as his graduation. The business provides a personalised 3D design printing service to its clients alongside its own in-house design range. For a fee, customers can upload their design specifications to the website, which is then printed in 3D form.

In addition to the variety of materials and colours available, 3D Minis also provides a significant range of model prototypes including toys, collectibles and costumes, for clients to choose from.

To support the reduction of carbon footprint, all the materials used by 3D Minis are fully recyclable, and this extends to packaging. 3D printing is an ecological, affordable, and easy option for manufacturing. It has the potential to create zero waste in the manufacturing process as it eliminates waste and the requirement for moulds. The energy cost for running a 3D printer is less than that required by a domestic fridge.



Becky Butler Coaching

Becky Butler

Becky Butler, a student in Nutrition, Diet & Wellbeing (2023) established her online fitness and wellness service, Becky Butler Coaching (BBOC) in 2020. She uses her knowledge of nutrition and diet to help and support her female clients.

Since BBOC creation, Becky has helped over of 100 female clients to improve their mindset.

She also helps them work on achieving their body composition goals by educating them on nutrition, fitness general health.

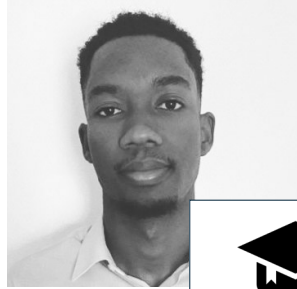
Becky believes that within the fitness industry there are many under-qualified personal trainers and coaches who have a limited understanding and in some cases, little regard for their female clients' physical and mental health and wellbeing. BBOC works to combat that.



"Many females suffer from poor body image, lack of self-confidence and undernourishment. BBOC's goal is to help educate and support females on their journey whether it is weight loss, muscle gain or general health/fitness improvements. The aim is always to do this in the most sustainable, balanced and health-focused way. BBOC's aim is to educate and empower our female clients to reach their full wellbeing potential."

EarthStudent

Lanval O'Garro



Aerospace Engineering student, Lanval O'Garro (2023), got the idea for his business, EarthStudent, after participating in the "Samsung UK Not A school" competition in 2020. During this process, Lanval reflected on the impact that society has on environmental structures, and as a result, EarthStudent was created. Lanval identified an opportunity to create an online community for students that would inform and educate them on how to live more sustainably for less.

The website has now developed into an affiliate marketing platform with a growing catalogue of sustainable and B-Corp partners, offering discounts/deals for students. Products promoted include apparel, food, services, healthcare and more!

EarthStudent was entered into the "Samsung UK Solve for Tomorrow" programme in 2021, where Lanval explored ways in which Blockchain Technologies and Earth Observation data could be incorporated into the website.

Lanval has a clear vision for the future. As the online brand strengthens and the community grows, he wants to develop an app that rewards students with cryptocurrency, to further incentivise students to make more sustainable choices.

Festico

Tommy Atkins and Charlie Cheyette



Festico is a Lincoln based start-up alcohol brand that has created two hard seltzer drink products specifically targeting the UK market.

The company has been founded by Law and International Business & Marketing graduate Tommy Atkins (2021) and his business partner Charlie Cheyette.

Hard seltzers are an American-style drink that tastes very much like sparkling water. Tommy and Charlie spent twelve months undertaking extensive market research to test out their assumptions that the sparkling water flavour enjoyed by the American market was not right for the UK one. They ran numerous blind tasting comparisons with focus groups where participants were asked to score their taste preferences between the American and UK hard seltzer flavours. The test results were conclusive with 87.5% of participants preferring the Festico flavours over five other leading American hard seltzer brands.

The drinks are all gluten-free and suitable for vegans. Festico's environmental credentials are also strong as they pledge that for every can of drink sold, two wildflowers are planted to support the long-term sustainability of the bee ecosystem.

Festico has now successfully launched two distinct flavours to the UK market: Sour Apple and Tropical. They are currently stocked in around 15 retail locations within the city of Lincoln, including all four of the University's bars. Their next step is to expand into Sheffield by the summer of 2023 and after that, nationally.

GoFit4Fun

Dr Remi Bec

Dr Remi Bec graduated from Sheffield Hallam University in 2017 with a PhD in CR3I. Designer by background, Remi has continuously explored ways to improve people's health & wellbeing, using participatory approaches to ensure meaningful experiences for them.

Over a number of years, Remi has explored how games can be used to promote physical activity. This research resulted in him creating Boost Up! which is an activities-based game, which he now promotes through his social enterprise business, GoFit4Fun. One of the roles of this social enterprise is for it to act as a vehicle for the application of research and knowledge into real-world innovations.



The mission of GoFit4Fun is to encourage healthy lifestyles through fun activities and games, by encouraging people to engage in physical activity and take up opportunities for meaningful social interaction. The aim is to connect people together regardless of their age, background or culture, through active and creative activity.

The games are designed to provide an immersive experience for the players whilst allowing them to customise the games and their components to make it more meaningful and relevant to them. The game products provide alternative solutions to those who are not into traditional sports, which are often ball-based.



HRQ Creative

Hollie Rose Quanbrough

Final year (2023) Fashion Management and Communication student, Hollie Rose Quanbrough, is a freelance Graphic Designer/Marketing Consultant working with small, local businesses across South Yorkshire.

Her freelance work focusses on supporting companies to develop their visual communication brand so that they can remain relevant in an ever-changing modern marketing environment.

Hollie started working on her business during her Freelancer sandwich year placement with the Enterprise Team. In recognition of the impressive progress made during this period in terms of the development of her business and the impressive results achieved, she was awarded the Sheffield Hallam Inspirational Student Entrepreneurship Award (2022).



Hollie will combine her freelance work as an online business with her other passion for designing prints and stickers for her Tangy Rose range. She will continue to develop her business during her final year and after graduation.

Hollie runs her business alongside living with chronic illness.

Lazy Tea Games

Tom Lawrence and Josh Tait

Games Design & Development students, Tom Lawrence and Josh Tait (2023) created Lazy Tea Games whilst on their sandwich year placement with the Enterprise Team. Lazy Tea has been created to support the development of new games products to market and is designed to improve the accessibility of games to those with a range of conditions such as colour blindness and dyslexia.

This year the pair are prioritising the development of their premier card game Cryptic Creatures. With the help of an investment readiness mentor from the ERDF funded ScaleUp 360 accelerator programme, they are now preparing to launch their Kick-Starter campaign to support the launch of the product in 2023.



The duo has already created an engaged community brand which they use to promote their passion for Game Design. It provides a space where budding designers can network and collaborate, primarily through use of Instagram, YouTube and Discord.

They are also expanding their digital presence to create courses and products designed to teach and inspire the next generation of game makers. Earlier this year, Josh and Tom were guest lecturers at Sheffield Hallam University, advising students on research, playtesting, and social networking.

Molly East Creative

Molly East

Graphic Design student, Molly East (2023) is a freelance graphic designer and brand artist. She created her business brand, Molly East Creative, whilst on her sandwich year placement with the Enterprise Team.

The client base for Molly East Creative's vibrant, illustrative and audacious designs, is the ethical and independent business sector whose values lie in authenticity and inclusion. Molly shares these values and is passionate about creating work that reflects and enhances the client's vision for their business.

Molly's approach with her clients is to spend time talking to them to understand the brand before she creates material that is not only thoughtful and innovative, but also encapsulates strategic design choices that will promote the expansion of the business's client base.



Her brand design package includes print design, motion graphics, social media design, and packaging design.

In the future, Molly East Creative intends to work more closely with organisations that support causes which focus on women's rights, LGBTQIA+ rights, and climate change.

As well as designing, Molly is looking to give back to the creative community through educating other designers about the industry, as well as sharing her personal journey and experiences.

Nuwaay

Javier Galloway

Javier Galloway is a Business & Financial Management graduate (2021). He founded his tech start-up Nuwaay, in the same year as his graduation.

The concept for creating Nuwaay was inspired whilst Javier was taking a road trip throughout Europe. He realised that there was an absence of a reliable and dedicated platform which would allow him to share and compare his food experiences with others, worldwide.

Nuwaay is a social network platform which allows people to introduce other community users to new experiences, review restaurants and recommend menus. Recommendations and reviews are made using the platform's unique rating system. Restaurateurs can also register and access the website to gain valuable insight from customers' reviews.



NUWAAY 

Small Stuff

Hellen Stirling-Baker

Hellen Stirling-Baker is a MART Photography graduate (2015). Small Stuff is a successful independent business in the children's retail sector, offering sustainable and carefully curated beautifully made products for children aged 0–7. The business also aims to form, guide and support customers in making ethical choices in a transparent way.

Small Stuff is a business model and brand which actively promotes sustainability, and it is committed to upholding ethical and sustainability principles across all its activities. The business was an early adopter in supporting action against the climate crisis, and in 2019 Small Stuff became the first U.K. retail store to be Planet Mark certified. The local council and national government have recognised the business as a trailblazer in sustainable retail, and is often cited as a case study for positive action and change.




SMALLSTUFF

Hellen has spoken regularly about her experiences as the owner of a sustainable small business to both local and national media. She is a champion of the local high-street and independent businesses, and a vocal advocate for the introduction of genuinely eco-conscious standards across the retail sector. She is a committed campaigner in challenging harmful corporate greenwashing and wasteful practices within the retail supply chain.

The Judges

The Enterprise Team would like to thank our judges for volunteering their time and expertise in supporting the Hallam Enterprise Awards.



Anne Wilson MBE
SYMCA

Anne has an early background in international banking and finance, followed by over 30 years experience working in the engineering and manufacturing sector. Whilst leading an SME company she built up its export contribution from 18% to 56%.

Anne received an MBE in 2016 for services to engineering.

Since 2018 Anne has been working with Sheffield City Region (now SYMCA) as a Skills Advisor, offering independent advice and support to businesses. She uses her breadth of knowledge to advise clients on grant funding, as well as signposting them to additional support. She uses her extensive network community to connect her clients with contacts that will be beneficial to them in their business development.



Damien Mullany
Santander Universities UK

Damien's role is to support and oversee the collaborative activity that takes place between Santander and partner universities based in the north of England i.e., Sheffield, Sheffield Hallam, Liverpool, Manchester Metropolitan, Salford, Huddersfield, Leeds, York, and Durham. "We are focussed on helping staff, students, academics and their communities prosper".

This collaboration and connectivity to the banks Business, Corporate and Retail expertise, helps to create opportunities for people and businesses to grow. It also ensures that Santander has a meaningful impact across critical aspects of society through investment in education.

Damien is a confident and driven communicator with an excellent understanding of the recruitment industry & HE sector.



Ellen Campbell
Re:VAMP Marketing Ltd

Ellen is co-founder of Re:VAMP Marketing Ltd, which is a successful and growing business delivering simple, effective marketing solutions to a wide range of businesses. Ellen provides a wide range of services which include strategic planning, PR coaching, editorial and content creation, and events. She creates intelligent, attention-grabbing strategies that make an impact and get businesses noticed in both the digital and traditional realms.

Her straight-talking, no-nonsense approach centres on creating value for clients across a range of industry sectors so that they can benefit from her commercial know-how and creative thinking.



Natalie Fletcher
Sheffield City Council

Natalie has over 6 years' experience in business development in the Sheffield City Region. Her current role with Business Sheffield allows her to indulge her passion in supporting businesses to succeed and grow. Business Sheffield supports start-ups and small businesses in the city through the Launchpad programme offering 1-2-1 support, workshops, access to funding & loans and a large-scale quarterly networking event. Business Sheffield also has specialist advisors working with manufacturing and tech businesses in the city.



Torrell Ewan
Woosh

Torrell Ewan graduated from Sheffield Hallam University in 2018, with an MCOMP in Computer Science for Games. He is the founder of Woosh.

Woosh is the first standardised competition management and judging system initially developed for the break dance competition international community – Torrell is an accomplished break dancer himself. The software streamlines competition set-up and execution. The system is now available to other sport and dance competitions

As a judge at this year's Hallam Enterprise Awards, Torrell will be looking for the most genuine and determined business, showing grit for the long haul!"



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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