

**hallam  
enterprise  
awards**

**2023**

## Foreword

Welcome to the Hallam Enterprise Awards 2023.



Welcome to the Hallam Enterprise Awards 2023 at Sheffield Hallam University.

Supporting our students and graduates as they progress into the world of entrepreneurship is an area we place a considerable amount of focus and resource on as an institution, and being able to showcase the outcomes of this with you tonight, is one of the highlights of the academic year.

We are truly proud of our students and graduates, their business ventures and how they have developed both personally and professionally over the past 12 months, and I hope you will also join the team and myself in giving them your full support tonight.

Thank you to Santander UK for their ongoing support, which has contributed to the prize fund for tonight's finalists.

On behalf of Student Futures and the Directorate of Business, Enterprise Skills & Employability, I would like to thank you all for your support, and for joining us here this evening.

**Helen Armitage**

Head of Student Futures



Santander Universities fund HEA 2023

## 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.

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 and introduction

**Andy Callard**

Student Enterprise Manager

19.15

Finalist pitches

20.05

Short break

20.15

Finalist pitches

21.05

Short break and audience vote for best pitch

21.25

Winners announced and closing remarks

**Dr Keith Hurst**

Associate Dean, Business & Enterprise, College of Social Sciences & Arts

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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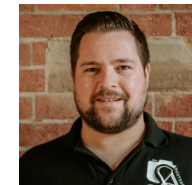
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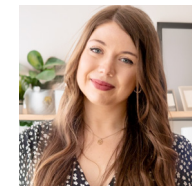
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## DoseAid

James Biltaji



DoseAid

James is a Computer Software Development graduate (2018) who is developing the DoseAid® Smart Pillbox, a product that aims to significantly reduce medication non-adherence in the UK by integrating IoT technology with healthcare. The DoseAid is an automatic medication dispenser with built-in WiFi capabilities and a companion mobile application.

This innovative device helps ensure the correct medication dosage is taken on time and most importantly provides alerts and updates to carers and family members via their mobile app if they don't. In the event of a missed dosage, notifications will be sent out, reducing the risk of potential health complications and related pressures on the healthcare system.

In 2019, James and Matthew Biltaji needed a solution to manage their father's medication after he had liver transplant surgery.

The medication provided to support his new liver made him forgetful and in order for him to leave the hospital he had to be able to manage his pills. The last thing he wanted was to stay in hospital, and fortunately, they could do their best to help him manage his medication.

They realised that they couldn't always be there to ensure he took his pills on time and in the right dosage. This was stressful for everyone, especially when he forgot a dose or, as happened occasionally, accidentally double-dosed.

Unfortunately, this problem is not unique. In the UK alone, there are roughly 26 million people who have chronic illnesses. Many people do not take their medication as prescribed, leading to medical issues and costing the NHS around £98 million annually to support people who have had complications due to poor management of medications.

James' background in Computer Software Development provided the technical expertise needed to create the electronics and DoseAid mobile application, which serves as the control centre for the Pillbox. The app allows users to configure the dispenser, set alarm times, and track medication stock. It also records medication adherence over time, providing valuable data that can be used for further healthcare analysis.

Thanks to winning Innovate UK's Young Innovator Award 2022/2023, James was able to work closely with a design agency to get a manufacture-ready design of the DoseAid. He hopes to start testing the device with users soon to then move on to mass manufacturing of his product.

In the near future, James hopes to raise additional investment to finalise, manufacture and sell the DoseAid and get it into the hands of people who need it the most.

The Hallam Enterprise Award will go towards building the business traction and creating marketing copy, graphics and advertising. The venture so far has been completely bootstrapped, so any funding is stretched to be as effective as possible.

## DUAL

Finn McGloin Ashman



DUAL

***"After my bike was stolen, I just didn't feel like going riding anymore".***

It is estimated that 1,100 bicycles are stolen every day in the UK, resulting in nearly 400,00 thefts a year.

DUAL security is a solution to this scourge. It was founded by designer Finn McGloin Ashman, who was frustrated after suffering multiple bicycle thefts within Sheffield city centre, sparking the idea to re-design the outdated and inconvenient bike lock. DUAL's unique design makes it easy for owners to lock their bicycles properly – following the current Police Campaign 'Double Lock It or Lose It'.

DUAL's innovative, compact storage solution eliminates the need to carry two separate locks. Secured by DUAL, cyclists can focus on enjoying their day without worrying where or when to take their bike. DUAL differs from existing locks on the market, through its advanced material selection and intelligent design. It utilises Proteous, an advanced material which is rendered uncuttable by its complex composition. This results in the material vibrating in such a way that it destroys any cutting disc or drill bit being used against it, providing ultimate protection. DUAL's hardwearing outer casing is made from Santoprene, which has outstanding durability, minimal impact from UV and is 100% recyclable at the end of its life.

DUAL provides two nested D-locks that fit together and attach to the frame for ease of transport – no clunky chains or added weight in a backpack. The owner secures their bicycle using the smaller D-lock for the front wheel and forks and the larger D-lock for the rear wheel and frame. Two clicks and guaranteed security! The single key is recognised by both barrels meaning the lock can be quickly reverted into transport mode.

By eliminating anxiety around security, DUAL hopes to encourage a greater use of bicycles for primary transport, contributing to a more urban sustainable future within cities, helping people to keep fit whilst boosting their mental wellbeing.

DUAL provides a service that is unmatched in SECURITY, PORTABILITY AND STYLE.

The ultimate goal is to make DUAL an established security brand that exports and retails worldwide. As a high-quality, reliable brand, customer loyalty will sustain DUAL against its market competitors. This stability will enable DUAL to take larger risks, branching out into new innovative bicycle accessories.

# Flowstate

Catriona Dick and Jim Topliss



Founded by Catriona Dick and Jim Topliss, Flowstate is a production team specialising in outdoor and adventure film, media and events, capturing human stories in challenging environments and extreme locations.

Flowstate's Producer, Catriona Dick, graduated from Sheffield Hallam University with a Gold Hallam Award and a first-class honours degree in International Events Management with Tourism (Bsc) Class of 2020. Catriona has worked in charity events from a young age, and after managing restaurants and accommodation for mountain bikers and skiers in the Alps, she moved back to Sheffield and began working in film production.

Jim Topliss, their Director and Cinematographer, is also a Sheffield Hallam graduate, with a degree in Film and Media Production. He is a two-time winner of the prestigious Deep Summer Photography Prize, winning in both New Zealand and Canada in 2019. After racing mountain bikes full-time across the world circuit for Continental Tyres/Saracen Bikes, Jim moved to film production, documenting his team's racing and eventually moving to full time work as a cinematographer.

Flowstate began to take shape in the living room of Cat's House in Sheffield in 2021. Jim and Cat began working from behind their sofas for clients including RedBull, Crankworx, YouFibre, Ard Rock Festivals, and Santa Cruz. Eventually, the tower of cameras, lighting, surfboards and edit equipment got too high, and the Hallam Enterprise team came to the rescue. They now work out of their office in the Hallam iLab.

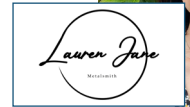
Their work is often as creative directors. Whether coordinating film production atop mountains in Europe, photographing surfers in the Tasman Sea, or organising an immersive rave in Kelham Island, their approach is the same; taking abstract ideas and turning them into diverse, watchable, liveable experiences that feel and do good, and encourage tangible business for their clients. If it's wild and they can get a camera there, that's where you'll find them.

In addition to film, Flowstate has begun creating community-based events around Sheffield. After years of experience coordinating and covering other businesses' events, they decided it was time to bring their own flavour to it, organising Full Plates, a sell-out charity dance-music pop-up event, where all proceeds go to local food banks and charities across Sheffield.

A pivotal part of Flowstate's mission is working with, and developing young emerging talent, providing valuable paid working experiences to new filmmakers, while still working with established world-class artists to deliver films and experiences that are cutting edge and push limits. Over the next 12 months, they plan to grow their team, offering in-house graduate positions to some of the innovative and determined young filmmakers they have worked closely with this year, developing Northern filmmaking talent.

# Lauren Jane Metalsmith

Lauren Nicholson-Little



Lauren Jane Metalsmith is a Sheffield-based jewellery and metalwork business, focusing on handmade, unique and sentimental pieces. The business was started in 2022 by Lauren Nicholson-Little, while on the Work for Yourself Sandwich Year Placement with the Sheffield Hallam Enterprise Team.

Inspired by nature, Lauren's work is heavily influenced by the flora and fauna around her. She creates unique jewellery and metalwork, perfect for any occasion, as well as offering a bespoke design service, making one-of-a-kind jewellery for customers, tailored to their every want and need.

Sentimental value and personal connection are two of the key values her business lives by. Working one-on-one with customers, allows her to create jewellery that will be loved not only for its design, but the sentiment and memories it holds. The materials used to create her pieces vary from sterling silver, copper and steel depending on the design, using these metals alongside recycled glass, found stone or semi-precious stones. All of her work is completely hand fabricated, offering just another level of personal connection throughout everything she does.

So far in her first year of business, she has created an online presence, creating and sharing new content and building connections. As well as selling at local markets, showcasing her work at wedding fairs and opening an online Etsy store.

Recently, Lauren released her first wedding and bridal collection, offering botanical inspired hair pieces that can be altered to fit the floral arrangements of the wedding. As her wedding collection develops, she hopes to extend her services to the groomsmen as well as the bridal party, creating handmade silver buttonholes to match the floral pins in the bride's hair and the jewellery of the bridesmaids.

One of her newest bespoke design services is her range of keepsake jewellery. This is jewellery focused on having sentimental value and memories captured within. She has been working with breast milk, to create breast milk jewellery, encapsulating the dried breast milk in resin and then setting that in sterling silver, around a design of the customer's choosing.

***"This has felt like such an honour to be a part of making, as to make a piece of jewellery that holds so much sentimental value for the customer, has been truly rewarding."***

Lauren Nicholson-Little

As the business develops Lauren hopes to expand her keepsake collections, finding more ways to incorporate memories into jewellery, including the use of ashes within her metalwork. As she embarks on her final year of study at university, Lauren is determined to continue to manage all areas of her business from product development and manufacturing to marketing, selling, and designing. However, upon leaving university she will be looking to set up her own workshop, looking for investment to put towards tools and equipment in order to continue pursuing her business.

# Magpie IT & Digital Marketing

Owen Rowland



After working in the IT industry for over 4 years, founder Owen Rowland decided it was time for a career change. After starting university, he began the tentative steps of starting a business. After many months of hard work, he began to attract clients by pitching various ways he could take their businesses to the next level with his Digital Marketing Services. This is where Magpie IT & Digital Marketing was born.

Magpie IT & Digital Marketing is a Digital Marketing agency that thinks differently. Its primary focus is supporting small businesses and helping them thrive in the digital space. Magpie IT & Digital Marketing knows what it takes to develop a winning marketing and technology strategy tailored specifically for small businesses.

Working closely with clients, Magpie IT & Digital Marketing delves into understanding their clients and what drives customer choice. This knowledge forms the foundation of a comprehensive marketing strategy that ensures that their clients are consistently visible where potential customers are most likely to find them. They offer various services including Web Design, Digital Advertising, and Social Media Content and Management.

In a short period, Magpie IT & Digital Marketing has built a substantial client base, going from 4 clients to over 10 in just twelve months. Their commitment to nurturing long-term client relationships is evident, with over 80% of their clients having worked with Magpie IT & Digital Marketing for more than 6 months.

Magpie IT & Digital Marketing takes immense pride in their clients' businesses and treats their successes as if they were their own. In 2023 alone, they generated over £250,000 worth of leads for their clients, demonstrating their effectiveness in delivering tangible results.

# Majesty Events

Samuel Thompson



Majesty Events is an events entertainment company based in Sheffield, specialising in party accessories that elevate events such as birthdays, corporate gatherings, and weddings alike to unforgettable heights. The company is run by student Samuel Thompson (Business & Management) who has combined his business industry knowledge and academic experience to create Majesty Events.

Samuel has always had a passion for events that bring people together and wanted to further develop the fun and excitement by enabling people to record and share their amazing experiences.

Majesty Events introduced their 360 Photo Booth which has proven to be a must-have for birthdays, corporate gatherings, and weddings alike.

Where guests step, strike a pose, and the state-of-the-art camera which records a full 360-degree view of the moment.

The 360 booth offers a host of engaging features - from boomerangs, exciting props, slow-motion videos to fun overlays and customizable logos, which supports instant sharing on platforms such as Facebook, TikTok and Instagram. Guests can also receive digital copies of their creations, whilst the host gets a complete gallery of all captured videos.

Since launching the business, Samuel has seen a huge growth in public interest, and in the number of event organisers, promoters, bar and restaurant owners, and educational institutions who want to work with Majesty Events. Companies such as Astrea Academy Primary School, Viper Rooms, Genting's Casino, Atoy Venues and Derby County FC have all hosted Majesty Events at their venues.

Majesty Events now aims to build their business – by increasing their partnerships and reach, through collaboration with businesses and social media Influencers, while adapting to emerging technological advancements. It aims to introduce a Customer Loyalty Program to retain existing customers and grow the business further.

## Olivia Tate Design

Olivia Tate



Olivia Tate is a feminist illustrator, small business owner and creative. She has just entered her final year studying Illustration at Sheffield Hallam University after undertaking a placement year with the Sheffield Hallam Enterprise Team. Within her placement year she won the Inspirational Student Entrepreneurship award and the Santander Breakthrough 2023 award.

Olivia has been freelancing in illustration since 2019. She has collaborated with diverse clients such as Andro & Eve, the Barnsley Civic and Disco Wonderland. Through her illustration, Olivia celebrates and explores female empowerment, body positivity, self-love, the LGBTQ+ community and mental health. Her work serves not only to initiate meaningful conversations but also to educate and raise awareness.

Adding to her list of achievements, Olivia has recently won Sheffield Hallam Union's competition for the LGBTQ+ mural. Her winning creation, 'Pride is still a riot', is set to adorn Sheffield Hallam University's Owen Building, a testament to her commitment to promoting inclusivity and diversity.

Throughout Olivia's placement year she embarked on new ventures such as curating her first event for International Women's Day. This event took place in March 2023 at the Hallam Pop-up shop, and showcased 20 women owned, local businesses.

More importantly for this occasion, Olivia used her placement year to develop a new business idea into sustainable fashion - Violet Venom. The inspiration for this new business venture was to seamlessly merge her illustration background with her love of fashion and passion for sustainability. Recognising the pressing issue of fast fashion and textile waste in today's world, Olivia aims to mitigate its impact through Violet Venom. Her vision is to up-cycle and customise pre-loved clothing, breathing new life into garments that might otherwise be discarded, thereby contributing to a more sustainable future. Her mission is to make sustainable fashion accessible, showing the world that style can coexist with responsibility.

The brand has had to soft-launch before its official collection drop as local feminist musician Delilah Bon debuted a hand-painted Violet Venom two-piece set on cover of the Misfits 2.0 Spotify Playlist cover. Over the last few months, Olivia has been working on a collection of one-off customised pieces, building anticipation for the official launch of Violet Venom. The goal is not just to be a fashion label but a symbol of sustainability, a name synonymous with conscious living.

Olivia Tate is not just an illustrator; she is a creative powerhouse and an advocate for positive change, using her talents and businesses to make a lasting impact on the world of art, fashion, and sustainability.

## SA Photography

Scott Antcliffe



After graduating from Sheffield Hallam in 2016 with a PGCE in Primary Education, Scott has since gone on to carve out a career in education as a primary school teacher and was nominated as NQT (Newly Qualified Teacher) of The Year at the SSELPA awards in 2016.

Scott has since found another passion in photography - after buying a secondhand camera with some inheritance money - after his mum passed away in 2016. Photography has always been something that has interested Scott, he just couldn't explore it when he was younger due to the cost of equipment.

In October 2022, Scott officially launched SA Photography and hasn't looked back since. He has photographed food for Chef Mark Aisthorpe who appeared on the Great British Menu, the Sheffield Steelers ice hockey team, and has worked with well-known clients through Hallam Freelancers including Westfield Health and Sheffield Hallam University.

Scott predominantly photographs weddings and live music events and has shot the likes of Madness, Bryan Adams, Kasabian, Tom Grennan, Pulp, Sam Fender and countless others. From his photography work, Scott has since written music reviews and interviews for the Yorkshire Post and Sheffield Star newspapers.

On the wedding front, Scott has photographed 26 weddings so far in 2023 all whilst still teaching part-time as a Specialist Special Needs Teacher for Derbyshire County Council. He has built a great rapport with local venues and has been included on many recommended suppliers lists for the venues themselves.

Wildlife and landscape photography are Scott's real passions. In February 2023 Scott was named Wanderlust Magazine's Travel Photographer of The Year from over 8000 entries. From this, he will get to work with the Singapore Tourism Board and has also been in talks with the Malawi Tourism Board, too.

Scott has had his photography work featured in the likes of The Times, The Telegraph, The Metro, New York Times, Derbyshire Life and Digital Camera Magazine.

Scott would love to combine both passions of teaching and photography by delivering photography workshops in both primary and secondary schools, targeting the most deprived areas of Sheffield and then expanding. Scott would like to inspire the next generation of children to pick up a camera instead of a console or iPad, and head outside and immerse themselves in nature whilst creating and capturing special memories in the process.

## Studio II Collective

Ryan Dean



Studio II began from the foundations of Perfect Pixel, a business founded on Hallam's Work for Yourself Sandwich Placement year. Once the placement had finished, the members of Perfect Pixel; Ryan, Louis and Ruby – went back into their final year to finish their Graphic Design course. During that time, they noticed that many of their peers needed help with pricing their work, building their networks, social media marketing and more – the very skills that they themselves had developed during their time on placement.

Studio II Collective was created to address this need.

Studio II is a collective of creatives who support each other by giving their expertise to projects where they are needed. Members of the collective focus on what they do best - rather than having to be a "Jack of all Trades". As a collective though, Studio II has every trade covered – meaning clients benefit from a wide range of expertise.

Alongside client services, Studio II also runs a tailored course for creative students, giving them the essential skills needed to thrive in the creative industries – tackling a problem its members experienced during their studies.

Studio II aims to work more closely with Work for Yourself Sandwich Placement students in the future, offering them opportunities to join a team of young creative professionals and to gain experience in a range of design disciplines.

This will enable students to gain real-world work experience within the creative industries, alongside their studies. Students will be encouraged to explore their interests, helping them to make a more informed decision about their future specialism.

Over the next three years, Studio II aims to continue to grow its client services and education business, and hopes to work with over 1000 students per year. As the team grows, further courses will be developed to cater for a wider range of creative courses.

## Studio Self-Made

Emma Redfern



Studio Self-Made: Crafting a Brighter Future for Young Creatives

Emma, a Fashion Management and Communication Graduate (2021) founded Studio Self-Made in September 2022.

Emma's personal journey battling anxiety became the driving force behind her developing a social enterprise. Her own experiences of navigating anxiety gave her an insight into the impact of mental health on a young person's life and career opportunities.

It was this very journey that led to the development of her first business venture, The Calming Club, during her Work for Yourself Sandwich Placement year. Her commitment to promoting well-being while pursuing creative endeavours eventually paved the way for her second venture, Studio Self-Made, which seeks to empower young creatives to forge successful careers without compromising their mental health.

Studio Self-Made is a transformative online platform nurturing young creatives' talents and bolstering their mental well-being.

Bridging the gap between academia and the creative industry, Studio Self-Made offers bespoke digital internships, mindset courses, and personal branding workshops. By addressing the unique challenges young creatives face in the creative industries, empowering them to build resilience and conquer anxiety.

The brand prioritises equal access to opportunities regardless of someone's background, levelling the playing field for young people who live outside of major cities such as London - where 43% of UK creative organisations are based. Working with a range of international creative experts to deliver workshops and answer students' questions, Studio Self-Made is connecting new talent with role models that they can relate to.

Studio Self-Made's core focus is on fostering creative thinking and problem-solving skills. This preparation equips young creatives for a job market that is constantly evolving due to technological advancements.

Over the last 12 months, Emma has secured grant funding from Virgin Money Foundation, Nuffield Health and Big Change, to develop Studio Self-Made into a hub of support for early-career creatives.



## The Judges

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

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### **Hawa Talbot**

#### **Founder of Fula Flavour & former Hallam Enterprise Award winner**

Fula Flavour is an award-winning hot chilli sauce producer of authentic recipes from the Fulani tribe of Guinea, in West Africa. Hawa's passion for cooking led to this wonderful creation. Her aim above everything is to add flavour to food instead of just heat.

Hawa began producing the sauces from her kitchen table, she makes vegan friendly hot chilli sauces with different levels of heat, each packed with wonderful flavours.

Since launching the business, Fula Flavour has won numerous awards and recognitions including a runner up prize at the Hallam Enterprise Awards 2018, a 2-star Great Taste award in 2019 for her Hot Chilli Sauce. The Fula Flavour range is available to buy online and is stocked in many independent retailers across the UK. The full range has recently been launched in Germany, France and the USA.

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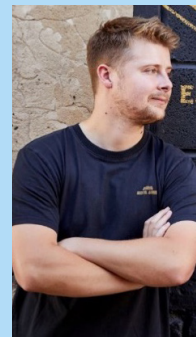


### **Damien Mullany**

#### **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. "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.

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### **Max Scotford**

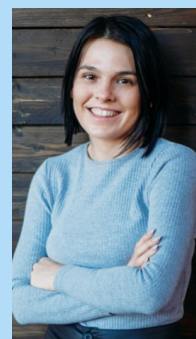
#### **Founder of Bullion Chocolate and winner of the Hallam Enterprise Award 2017**

Max was our first ever winner of the Hallam Enterprise Award back in 2017. He's gone on to progress his company, Bullion, as a leader in the world of bean-to-bar craft chocolate, supplying the likes of Harvey Nichols, John Lewis and Fenwicks.

The chocolate Max and his team at Bullion produce has been recognised internationally by winning gold at the Academy of Chocolate Awards.

Max has grown his business portfolio, now owning Doughboy Bakery, supplying university's cafés with fresh bakes, as well as local outlets such as Chatsworth, Joni and Steam Yard. He owns a café bar in Sheffield's Cutlery Works and two stores within Meadowhall shopping centre.

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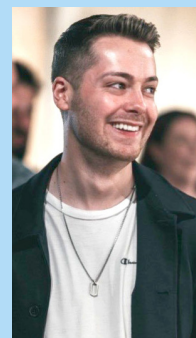


### **Celina Ploskonka**

#### **Co-Founder of You & Us Events**

Celina is the Co-founder and Director of You & Us, a corporate events agency based in Sheffield. You & Us offer a range of services, including venue finding, event management and event production. With a career spanning over a decade, Celina delivered a wide range of events for her clients, including conferences, business celebrations and corporate hospitality. Her passion for creating memorable and impactful events, combined with her creative vision and a keen eye for detail, has enabled her to bring her clients' visions to life and leave a lasting impression on their audiences. Celina is a graduate of Sheffield Hallam University and a finalist of the 2016 Hallam Enterprise Awards.

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### **Joseph Palmer**

#### **Video Content Creator - Co-founder of Open House Pictures**

Joseph Palmer is the co-founder of Open House Pictures, an award-winning video production company based in Sheffield which operates across the UK. The aim of Open House is to help customers understand products and services better in a more clear and engaging way, whilst positioning brands where they deserve to be through creative, clever and professional videos. Over the years Open House Pictures has worked with Volvo, Evri, The Cabinet Office, Trust Pilot, Canon and more!

Thank you for supporting the  
Hallam Enterprise Awards

***Student Futures Team***

***#SHUentawards***

**Sheffield  
Hallam  
University**  
Knowledge Applied



