

Youth Enterprise – Case Studies



To date we have helped 85 young people in the Hull area with funding and support for their business. Learn more about some of our success stories and visit their websites.

Aim Higher in Life with Youth Enterprise!

Force 7

Force-7

Youth Communication Specialist
today, tomorrow, together

www.force-7.co.uk



Force-7 was established as a Young Enterprise Company in 2006 with the ambition of taking enterprise to another level developing a unique, sustainable business that encompassed many industries, but with one key focal point, Young People.

Working on the unique selling point that Force-7's functioning Board of Directors, is, and will always remain, under the age of eighteen, Force-7 works with both the consumer and the client to portray the accurate needs of the ever-changing younger generation.

This takes many forms, ranging from the conference support materials and marketing support provided for the National Enterprise Week 2006 Conferences to the research report and leaflets commissioned by the Humber Mental Health Teaching NHS Trust. We are also supported by the Youth Enterprise Bank to develop a First Day Cover to raise Funds for the Victoria Climbié School in the Ivory Coast

Force-7 works with the client to create a tailored result that will directly fulfill the client's needs, in doing so we always fulfill our vision of bridging the gap between generations, bringing today, and tomorrow, together.

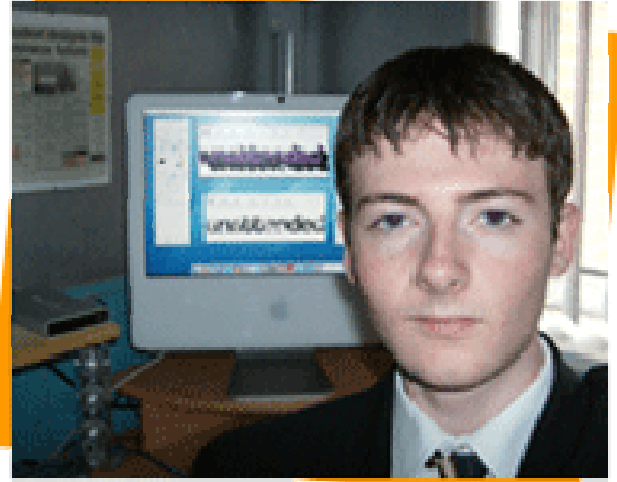
Force 7

Hullight



www.hullight.co.uk

Chris Hammond approached the Youth Enterprise Bank for funds to help him expand his design business, Hullight.



Chris has started this business at the age of 15, turning a hobby in graphic design into a profitable business. He worked on his design projects after school from his bedroom.

To date Chris has designed eye-catching business logo commissions for a number of local businesses and looks set to continue his success in design in the future.

Chris states:

"We are a company that can design your logo, and offer stationery design and printing (bet you guessed that though!). We also know exactly what your business needs. There's no pretention, or anything like that, to make you feel small and in our power, and we won't throw technical jargon at you like it's going out of fashion. We strive to be a simple and honest company, and we tell it to you straight. Oh, and the price is right too!"

"The help I received from Youth Enterprise helped by purchase more computer equipment and develop marketing materials to gain new customers. I would recommend any young person who has an idea for a business to get in touch with Youth Enterprise and see how they could help you"

KH Smilers

KH Smilers were originally a Young Enterprise company, established in September 2003 who reached the annual Young Enterprise Awards Finals in London in November 2004 after sweeping the board at local and regional levels of competition. Since then the company has grown and developed and has recently registered as a limited company, whose Managing Director is Dave Garbera (18) pictured below.

Whilst in Year 10 at Secondary School, Dave formed part of a team participating in the Young Enterprise Competition, where they had to form a company and trade for one year.

With no experience in business, as the subject was not taught in school and it was the first time a team had been entered in the competition. Within five months they had successfully grown the business, selling 3,000 bedding plants and winning the Young Enterprise Hull and Humber Finals and the Yorkshire and Humber Finals. They went on to the National Final in London and along the way collected 16 awards.

Dave Garbera states: "My biggest challenge in setting up the company was a lack of business knowledge, funds and of course my age! It is very difficult to be taken seriously at 15 when I started out!"

"I would suggest to anyone starting up a new business to conduct as much market research as possible and to try and enlist the services (preferably free of charge!) of a business advisor. Ours has been invaluable. Look in to the possibility of grant funding and under no circumstances work outside your budget!"

Website: www.khsmilers.co.uk

Young Enterprise: www.yeyh.org.uk



Hertz Web Solutions



www.hertzweb.net

Hertz Web Solutions is a UK based business, started by 18 year old Richard Myers in May 2007. Hertz Web Solutions provides individuals and businesses with web hosting, web design, site management, corporate identity services.

Richard has been interested in business from a young age as he was a National Finalist in the Young Enterprise scheme in 2003/2004; naturally he had wanted to run his own business since then.

Since starting Hertz Web Solutions Richard has extended his business acumen, often having to deal with situations and scenarios many businesses wouldn't be able to cope with. A total lack of financial support initially meant that Richard had to fund his fledgling business out of his own very meager funds; this limited him quite a lot.

Hertz Web Solutions had no choice but to exhaust all free marketing methods available, then a grant application to Hull Youth Enterprise was approved. Hertz Web Solutions now has proper funding and is a successful and profitable business. The future of Hertz Web Solutions will most definitely be in web hosting and general design.

Richard states: "We currently have a small yet solid client base for all of our services/products despite being a relatively new business; we hope to grow further in the coming months by adding further products and improving our current range".

Amanda's Blue Orchid

Amanda's Blue Orchid

376 Hessle Road, Hull

Tel: 01482 225812

Amanda's path to self employment began aged 14 when she first worked as a Saturday girl for a florist. At 16 she set her sights on one day owning her own floristry shop.



She went on to do work based learning gaining a NVQ Level 2 in Floristry, National Award in Business and graduating Interflora Creative courses. By 18 Amanda was employed as manager of a floristry shop and coming to the end of her studies.

Upon completing her studies, Amanda focused all her efforts on getting her dream of owning a shop off the ground. With money she had saved along with a loan from her parents, Amanda acquired her 1st shop on Hessle Road, Hull in January 2008,

Amanda got in touch with Youth Enterprise in January where she received business advice and support with developing a website and applying for Youth Enterprise Bank funding.

Amanda states:

“Floristry is my passion. I have worked in this field for 4 years and have gained a lot of experience with general customers, wedding clients and business clients. The feedback I received from my clients encouraged me that I would do well if I had my own business. It has been my dream since I was 16 to have my own shop. The support I have received along my journey has been invaluable”.

Sophie Marie Photography

Sophie Marie Photography

Unit 59, Microfirms Centre, 266-290 Wincolmllee, Hull, HU2 0PZ

www.sophiemariephoto.co.uk

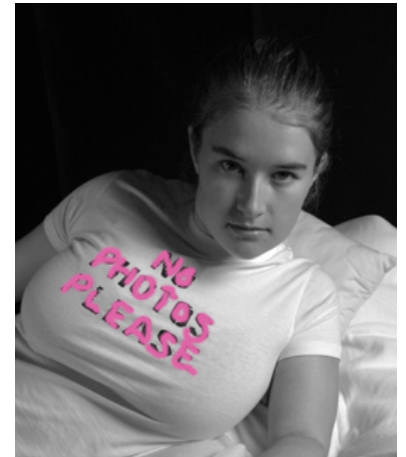


Sophie Marie

Photography

Sophie approached the Youth Enterprise project in 2007 for advice on setting up her own photography business. At the time she was still studying a photography course at Hull college.

With the help of our advisors Sophie was accepted onto the New Entrepreneur Scholarship programme, that involved her completing a 90hr business support programme.



Sophie graduated in 2007 and using the business plan she had developed during the programme, applied for £1500 worth of NES funding for her business. Sophie also received extra financial assistance from the Youth Enterprise Bank and NRF, that allowed her to buy extra equipment, refurbish & furnish her studio.

Sophie states

“Sophie Marie Photography has been a dream of mine since I started my photography course. I specialise in professional digital photography of studio portraits, landscapes and wedding portraits. Now I have my studio I can push my business further and finally move all my photography equipment out of my parents lounge”.

“I am happy with all the help and support from Youth Enterprise because I didn't have a clue what I was supposed to do. They have helped me understand business more and complete a business plan that gives me some direction”

Swan Wedding Creations

Swan Wedding Creations

www.swanweddingcreations.co.uk

Joanne Swan has taken her love of weddings and knowledge gained from planning weddings for close friends and relatives to setting up her own online business selling wedding favours.

Joanne states:

“I really love planning weddings for people and realised I had a flair for creating stylish wedding favours when I made some for a friends wedding”.

“I approached Youth Enterprise for advice on how to progress this idea. The support I received has been great. I have always been put off by business plans but with the help of advisors I was able to prepare my business plan and receive funding to make my business idea come true”.

Joanne is another person to be helped by Youth Enterprise to access financial assistance through the New Entrepreneur Scholarship route. She graduated in January 2008 and receive £1500 to help finance her e-commerce website.

Joanne’s website went live on 28th January 2008 and she is very excited to be up and running.



Whiter than White PVC

Liam Windas
Whiter than White PVC

WHITER *Than* WHITE

Liam contacted Youth Enterprise for help to turn his idea into reality. Liam left school at 15 as he felt it wasn't the right thing for him and he really wanted to work for himself. He went into employment but was limited to what work he could do and the number of hours he could work each week due to his age. At 16 Liam began to tire working for others and wanted to be his own boss.

He came up with an idea of cleaning PVC windows after coming across a special cleaning agent that brought out the natural whiteness of the PVC windows. After carrying out his own market research into the idea, Liam learned that no one else in the Humber region provided this service. Liam tested the market further by creating some flyers and delivering them to homeowners. The response he received was immense and encouraged Liam that this idea actually may work. Liam managed to earn enough money to purchase a van and ladders.

3 months before his 17th birthday Liam contacted Youth Enterprise after the Hull Daily Mail ran a feature on his business idea. We helped Liam write his business plan and secure grant funding that has helped him to legitimise his business, purchase insurances and finance a website.

Liam states:

“Youth Enterprise helped me move my business idea forward. I didn't know anything about insurances, bank accounts or how to make my business a Limited company but Youth Enterprise advisors set me in the right direction. I don't know what the future holds for me but I know that I will do everything I can to make it a success”

Fireflight



Fireflight

Fireflight a former Young Enterprise Company from Malet Lambert School who won the Humber Sub-Region Company of the Year award along with 10 other Awards and who won Best Trade Stand at the Young Enterprise Yorkshire & Humber Company Programme 2008 are about to launch into the real world of Business supported by the Hull Youth Enterprise Partnership and Force-7

They were commissioned to produce a Healthy Eating Lunchbox Buddy for local schools and community leaders for an event in East Park in Hull with the Duchess of York that link the twin issues of healthy eating and achieving economic well-being through enterprise which are two of the six goals that we want all the city's children and young people to achieve. At the event the Duchess of York stated the cards "are great and just what is needed" especially when she heard that Fireflight intend to work with teachers and parents on healthy eating using the cards in local primary schools in East Hull at first and then the rest of the City.

Jordan Smith MD of Fireflight said "the support we had during the Young Enterprise Company programme has given us the confidence to set up in business in our own right as we continue to promote Kitchen Karma we intend to follow our highly successful Cooking Companion and the Healthy Eating Lunchbox Buddy with new and innovative products to help all those Cooks out there, the one thing I have learnt is that as a young person you need to dare and live the dream"

To learn more about Fireflight visit:

www.fireflight.org.uk