



University of
Salford
MANCHESTER



LAUNCH ANNUAL REPORT

2019/20

LAUNCH
@SALFORDUNI

ANDY BURNHAM

**MAYOR OF
GREATER
MANCHESTER**

Professor Helen Marshall
Vice Chancellor
University of Salford
The Crescent
Salford
M5 4WT

8 December 2019

Dear Helen,

Many thanks for sending me the first annual report from the Launch@Salford business incubator: I was delighted to read of the programme's early success and deeply impressed at the impact it is already having on Salford and Greater Manchester's economy.

I was also pleased to note the strong social impetus behind many of the start-ups featured in the report, and the clear links to Greater Manchester's Local Industrial Strategy.

I'd like to offer my congratulations to you, your staff and all the students on a highly successful first year and would be keen to work with you to consider how the Combined Authority might further support Launch@Salford and expand its positive influence to more students across our city region.

Look forward to hearing of Launch@Salford's future success.

Best wishes,
Andy Burnham

ANDY BURNHAM
MAYOR OF GREATER MANCHESTER

The Mayor's Office, Churchgate House, 56 Oxford Street, Manchester, M1 6EU

Recently, the Launch Business Incubator has received a letter of congratulations from the Mayor of Greater Manchester, Andy Burnham, recognising the impact Launch is having in the Salford & Greater Manchester community.



Mayor of Greater Manchester Andy Burnham, along with Mayor of Salford Paul Dennett at the opening of Launch @SalfordUni business incubator, October 2018.

Launch @SalfordUni is a 6-month programme specifically created to help grow and develop Start Up businesses. The programme provides training, guidance, office space and financial support to Salford University students and graduates. Located in our purpose-built incubation space,

Launch is here to teach our students and graduates valuable skills on different aspects of business so, they can explore the viability of an idea and get their business off the ground.

Launch is much more than just office space. It is an opportunity for our students to become part of an enterprising community and to be able to share their business journey with other start-up businesses and freelancers.

In Launch we embrace our entrepreneur's individual needs, we create bespoke learning pathways for them to ensure they are getting targeted support where the business needs it most.

Our entrepreneurs have a chance to learn through traditional seminars but also group discussion and reflection on the topics covered with their peers and advisors. We are committed to helping them embed the learning into action, so they can apply what they learn in their business to move it forward. To build the start-up community we run action learning sets, where they work with a small group of peers through questioning and group coaching.

There is also access to subject specific drop-ins where they can ask questions about digital, finance and legal matters that are pressing for their business operations. All our members also learn how to pitch through guidance and taking part in at least 2 presentations and a pitch for funding.

The Launch team has arranged access for our businesses to using on campus facilities such as our Make space, in case they need to manufacture prototypes or use equipment to test their ideas.

Since our opening in October 2018 the incubator has gone from strength to strength and supported over 1000 students through workshops and business advice appointments. Our team has provided over 120 hours of enterprise learning.

To date, Launch helped to set up 85 businesses and awarded over £115,000 in cash grants to our new entrepreneurs.

Recently we have received a letter of congratulations from Mayor of Greater Manchester Andy Burnham, recognising the early impact of our Launch incubator.

WHAT DO OUR USERS THINK?

84%

Stated that taking part in Launch has increased their business networks.

95%

Would recommend Launch to their friends.

94%

Stated that taking part in Launch has increased their confidence in running a business.

100%

Increased their business knowledge through the training and mentoring support programme in Launch.

"I think it's been absolutely amazing with all the support received. I want to say a big thanks to the team for all their support... I will surely be in touch"

Kobby, MoreCribbs

"The staff running the course and administering the programme were all fantastic. They always appeared enthusiastic, committed and were quick to communicate, offer advice and support me. They were always available and appear to be genuine and committed to delivering an excellent service."

David Williams, Manchester Type

"I really enjoyed the Launch programme and met a lot of great people. The training sessions allowed me to take my creative idea and make it into a business. I hope to start selling products this month and am working with Darstudio to build a website! When lockdown is lifted I intend to still sell my products on makers markets etc. The connections I've made and the knowledge I've gained are so helpful and inspiring."

Jess Lewis-Tatton, 237interiors

"I feel like I've benefitted fully from this programme, as I didn't know anything about business nor had the confidence that I could run my own, prior to starting it. Launch helped me learn everything about setting up my business and helped me gain the confidence to run it. I feel like it was an improvement on a personal and professional level. The support I received was both motivating and empowering. I don't think I could have gotten this far without having been part of Launch."

Adina Nelu, Adina Nelu

"I loved the programme and felt like it was very beneficial its such a shame that Coronavirus has disrupted my business plan and the ending of Launch."

Imogen Fish, Imogen Fish Styling

"The Launch programme has made a huge difference to my business. It is still in the very early stages but already I have a fantastic website which I have been able to stock with products from the funding received. The mentoring has really helped with the direction and marketing of the business, as well as general support from the Launch team, which has also been invaluable. At times it can feel quite lonely setting up your own business but it means such a lot to have the support of a professional team behind me. In the current global circumstances I really don't think I would have got any where near this far without the help of the Launch programme and I would like to say thank you very much."

Victoria Merness, Little House of Victoria

"Launch gave a lot of knowledge to kickstart into then doing my own research, and I think having access to the Growth Hub and having a business advisor was amazing. Because being given an advisor then helps to add onto the lessons learnt on Launch."

Megan Hemsley, Take Pride

"I'm so happy I had class today I was in two minds to join at 1st however as being a single mother there's always going to be obstacles and challenges! I felt I have to keep going for Pillar of Women. Thank you to all the group as school closed and I have no one to leave my child with thank you for understanding my daughter said "Mum they all look like bright group of people is this why you like uni."

Elyshia Cantrill, Pillar of Women

IN TOTAL
OVER 1000
STUDENTS THROUGH
WORKSHOPS AND
BUSINESS ADVISOR
APPOINTMENTS

42 
BUSINESSES LAUNCHED

£115,000 IN CASH GRANTS
AWARDED IN TOTAL

**37 BUSINESSES AWARDED FUNDING
THROUGH LAUNCH & SANTANDER**

450 STUDENTS
SUPPORTED WITH
ENTERPRISE
TRAINING

To date we
have supported
85
businesses

WHICH SECTORS DO OUR BUSINESSES COME FROM?



Launch offers a ready-made support system to businesses from a variety of different sectors. We are uniquely placed to connect our businesses with the professional expertise of highly skilled academics. The 42 businesses we have supported through Launch span 15 different industry sectors. Bringing these businesses together promotes collaboration through which they can share skills and knowledge.



At Launch we welcome a broad range of businesses and social enterprises covering a range of industries and at all stages of their businesses journey.



Our Cohort 3&4 members continue to exceed in their business development through Launch @Salford Uni. This year, Launch supported 42 businesses both in person and digitally. From video games designers to horticulture therapy, Launch has hosted a broad range of businesses and supported them to secure of £75,000 of seed funding.

42

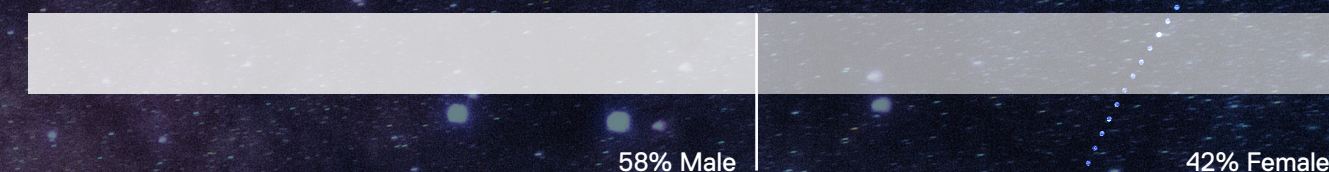
BUSINESSES IN
RESIDENCY IN 2019/20

£75,030

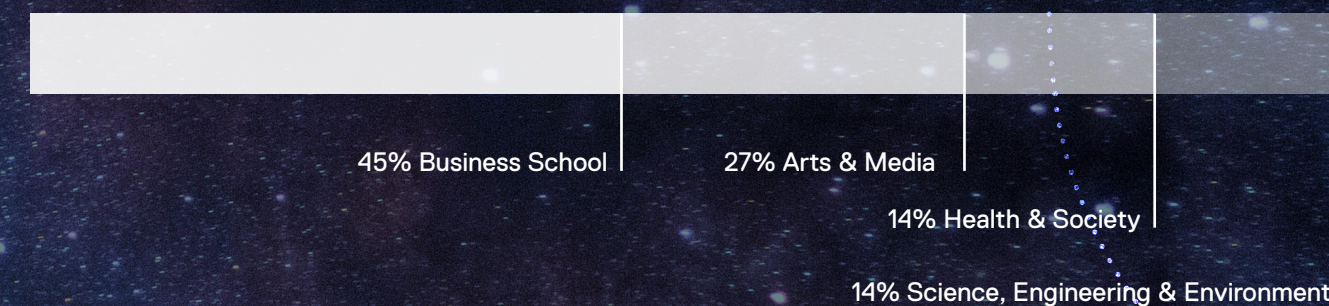
OF SEED GRANT FUNDING

BUSINESS OWNERSHIP BREAKDOWN

MALE/ FEMALE



FACULTY BREAKDOWN



Santander funding recipient Little House of Victoria, has put her funding towards the creation of her unique embroidery design packs and towards her beautiful bespoke packaging.

SANTANDER UNIVERSITIES “HARDSHIP FUND”

As a response to the current world circumstances with COVID-19, Santander Universities has kindly provided us with a pot of funding to help businesses and start ups affected by the challenges as a result of the pandemic. Through this funding we have been able to provide support to 20 Launch Cohort members that we have helped to set up in Launch between Cohorts 1-3 (Sept 2018- February 2020) having shown significant growth in the recent months and also the need of support due to CV-19 having severe impact on their ability to trade. We are very grateful to Santander for providing us with this funding and allowing us to support our Cohort members through this time.

£10,000

AWARDED TO 20 COHORT MEMBERS IN HARDTIMES

MYDAS EDUCATION AND TRAINING

Olawale Oni

It's a hard time really, but when the going gets tough only the tough gets going. As you have rightly said, my business interest is significantly affected, leaving me with just one segment of the business: the private online tuition and prioritizing teaching academic subjects and digital skills. I have done a number of masterclasses and taster sessions and it has been massive. I am just about signing an MoU with a Nigerian consulting firm. I am being contracted to produce online course materials and manage their delivery. I have a domain name registered for this already being The Online Skill School. It will be a subsidiary of Mydas Education & Training (UK) Consultancy Ltd, the parent company for the private tuition and the Online Skills School."

ARTS LET LOOSE

Sonia Bird

I am still working on the business, even busier than usual. As well as all the admin/paperwork/SM we are delivering some online weekly creative challenges, working on some video tutorials, sourcing funding and creating arts packs. So far, we have produced 100 packs which are free to support families in M27. We are about to produce a further 150 and are looking to apply for funding for another 1500. All our normal practice has stopped due to social distancing/lockdown. Income at present is pretty much zero. All is being done voluntary. Prior to CV-19 we were about to sign a lease on permanent premise sand apply for additional funding. We had two funded projects with have both now been put on hold, funding from the LA which we cannot access and the big funding we were applying for has now been withdrawn until October. Unsure now what is going to happen with regards to the premises. arts packs"



ARTIST

Gillian Davenport

My business has been completely affected by the current covid 19 (Corona Virus). As from the beginning of the year as a struggling new business I started thinking about new ways of getting revenue in. Since total lockdown I have not been able to continue to run my business as it's totally reliant on customer face to face business.. companies I work with have all closed. Businesses I work with have all closed. My suppliers have all closed. Events that were booked all cancelled. Craft markets and events all cancelled. I am not eligible for any government grants or art council funding. Due to my business start date October 2019.



As a result of the Santander Funding, Gillian has created a selection of keyrings and sculptures to sell, inspired by the COVID-19 situation.

Her sculptures are inspired by the "Thank the NHS" movement so feature rainbow keyrings and rainbow light sculptures.

LAUNCH 2019/2020 BUSINESSES

LEARN WITH ESS



Azeem Amir

Azeem Amir, 20, from Rochdale, has been blind since birth; he has no sight in his right eye but light perception in his left, and he admits his opportunities were limited growing up.

That hasn't stopped him though, with the 20-year-old following his passions to play football from a grassroots level to becoming a member of the England squad, all in just a few years.

Learn with ESS is an initiative that uses ESS (Education, Sport and Speaking) based activities to provide a unique and interactive team cohesion experience whilst addressing stigmatized issues surrounding disability. Learn with ESS aims to change individual perceptions within society to reshape towards a more unified future for our current learners.

ADINA NELU - COMPOSER

Adina Nelu

Adina Nelu is a classically trained film and media composer, multi-instrumentalist and singer-songwriter originally from Romania. Adina has a great portfolio of work, including original compositions for short and feature films, documentaries, art installations, films and television. Despite the current situation with COVID-19, Adina has been working harder than ever to create beautiful composition pieces despite the current pandemic. Adina's talents have secured her a broad range of projects including a commission piece from New Creatives North (a talent development scheme co-funded by Arts Council England and BBC Arts), feature films and a project commissioned by Greater Manchester Combined Authority to create a piece that deals with the unseen effects of the pandemic.

Adina cites Launch for helping her learn everything about setting up her own business and helping her gain the confidence to become a business owner.



IMOGEN FISH STYLING – PERSONAL STYLING

Imogen Fish

Imogen Fish began her personal styling, shopping and wardrobe detoxing business after completing her degree in Fashion Image Making and Styling. Imogen offers services that are completely bespoke to her clients needs, working both digitally and face-to-face to curate her clients wardrobes based on their budgets, lifestyles and needs. She also provides a sorting out service, for example, when a client goes through drastic changes in weight or just fancy a style change!

Imogen provides consultations for events & occasions such as wedding guest outfit planning to the seasons most on trend fashions! Imogen cites her love for fashion and style for her desire to become self employed having always enjoyed shopping and helping her family or friends in outfits for events.

“Launch has really helped me a lot with the marketing aspect of the business and have really boosted my confidence, without them I wouldn't really have known where to start.

“It's great to know that there are experts there that can help me with anything that I'm not sure about, it's nice to be part of a little family at the university.”



237INTERIORS

Jess Lewis-Tatton

It was a pair of retro style chairs, picked up from Freecycle online that inspired Jess to add a touch of creativity and quirkiness to her home. Inspired by 'The Shining' she upholstered the twin chairs, using vintage knitting machines to create a bespoke printed fabric for her home. It was this that led to the creation of 237interiors. Jess uses sustainable, eco friendly yarns sourced locally and online to create her unique designs and prints for the home. Her passion for sustainable homewares came when furnishing her own home on a budget and through 237interiors she aims to encourage others to shop sustainably, while also embracing their creative side. Jess offers a bespoke service through her smaller soft furnishings and also upcycled chairs. 237interiors works with customers to create patterns based on their favourite films to specifically match customer's homes and colour schemes.



"I just had the idea from a creative background, and I had no business knowledge. Launch really helped me to turn the idea into a business. I really enjoyed the Launch programme and met a lot of great people. When lockdown is lifted I intend to still sell my products on makers markets etc. The connections I've made and the knowledge I've gained has been so helpful and inspiring."

DELUX MUSIC COLLECTIVE

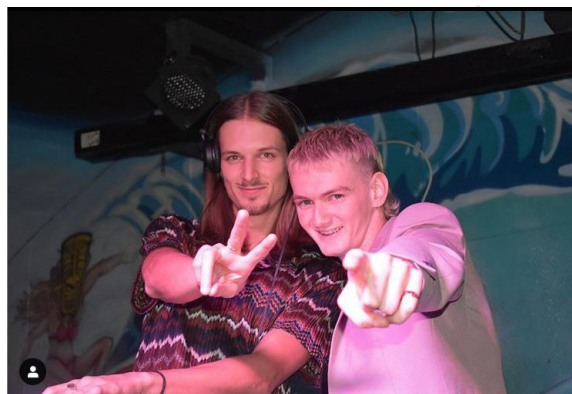
Ollie Buxton

The idea for Delux Music Collective came after Oliver had noticed that musicians were being treated poorly by promoters in the industry. He said: **"It became very apparent from working with bands and in the industry that a lot of promoters don't treat artists correctly. I wanted to start putting gigs on and events and just making sure that artists were treated correctly and paid right because there's enough money to be made and pay everyone fairly."**

Delux Music Collective's organises all aspects of live music from booking venues, marketing materials, booking artists, photographers and videographers. They also organised Boogie Wonderland at Manchester's Zombie Shack. Ollie states: **"All the events that we run are just for the artist more than anything, I'm not making money as a promoter or to make money as a promoter. I'm doing it for a love of music."**

"I joined Launch because I have no idea about anything to do with business at all, and I just thought I might as well give it a go and apply. I know everything I need to know about music, but I know absolutely nothing about business."

"I thought if we're going to grow, and we're going to grow properly and I'm going to do this properly, then I'm going to need some help and Launch was just the perfect opportunity to springboard my ideas."

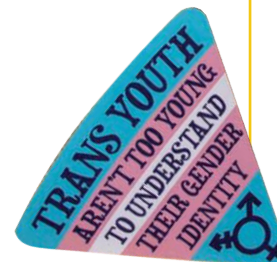


TAKE PRIDE

Megan Hemsley

Megan's company, Take Pride is an LGBTQ+ and activist centric company selling activist and empowering LGBTQ+ art on badges, stickers, and prints. Megan and her Leeds based business partner Suzy, are both from a creative background and collaborate on artwork and copy writing for each cause centred product line. Take Pride's objectives are to empower and educate through art, challenge society and help create a world where queer people don't live in fear.

Having already produced and sold some test products with great feedback, Megan is looking to launch her own website along with selling a range of products on popular ecommerce platform Big Cartel.



DEGNA & KIN

Emilija Deimantaviciute

Since completing Cohort 4 and winning funding through Launch, Emilija has been busy prototyping and testing new T-shirt designs and natural dyes ready to launch her first T-shirt lines later this year. DAR Studios are working with Emilija to finalise and implement her 'Degna and Kin' branding along with a brand new website – launch scheduled for September! In addition to sourcing a UK supplier of Organic Cotton T-shirts, Degna has been liaising with some Facebook Embroidery groups and North West suppliers to source her own Embroidery machine and is undertaking some testing with organic materials for some additional product lines.

PROJECT TRIANGULUM

Dominic Gardener

Since first starting on the Launch Program, Dominic has now successfully launched his first title, Wicked Wickans under the brand 'Project Triangulum'. A highly professional soundtrack has been produced in collaboration with composer Joel Burford.

Dominic has also been able to obtain some freelance programming work and is set to open art commissions by the end of September. This has been great news for generating income and increasing commercial experience – not to mention profile raising!

PILLAR OF WOMEN

Elyshia Cantrill

As a highly energetic and positive community activist, Elyshia has brought energy and initiative to many successful projects. Attending Launch has helped Elyshia to harness these qualities and develop a clear vision and goals for her own organisation – Pillar of Women. Elyshia's organisation seeks to empower and enable women to develop and harness their own abilities to bring about positive change in their lives and communities through workshops, events and associated initiatives. With support from Launch Elyshia has been able to develop a range of resources and projects that are effective and flexible. Overcoming recent restrictions was always going to be a key challenge for a community focussed organisation. Launch funding has also helped Elyshia to invest in printing and portable promotional equipment. This means that Pillar of Women are now self-sufficient and highly flexible to the fast-changing needs and demands of running community events. Elyshia has developed an eye catching brand identity and range of merchandise to promote Pillar of Women and is about to launch a series of outdoor socially distanced workshops in her own community. Watch this space!

DEVOID

DEVOID

Jake Trotman

With an ambitious plan to develop and launch a highly innovative sustainable trainer shoe, Jake has combined his passions for eco-design and technology with his interest in business. Jake made excellent use of the structured workshops and support to refine his strategy and product and is now in the process of making his first prototype for testing, evaluation and promotion. In the meantime, Jake is developing some additional simple sportswear products which will help him to launch his brand and sell through a new e-commerce platform he is developing in conjunction with fellow Launch members – DAR Studio.

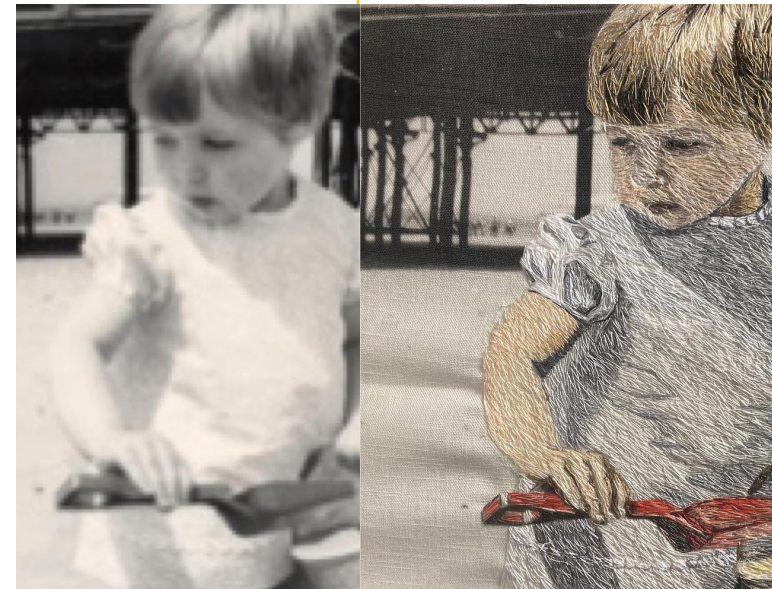
SOLSTREAM DISTRIBUTION

Alexander Code and Scott Hindle

Since completing the Launch Program, Alex and Scott have set up a limited company called 'Solstream Distribution' and have opened an amazon business account. They have already listed over £400 worth of stock, turning over £800, and selling 105 units to date.

Securing funding through the Launch program meant they could purchase all the necessary equipment needed to run the business such as printers, label machines, boxes, and scales.

The partners have started their business by focusing on selling fast-moving toys and collectible products at competitive prices and distributing through amazon's own 'drop-shipping' fulfilment service.



LITTLE HOUSE OF VICTORIA

Victoria Merness

Little House of Victoria was born in order to combine embroidery and stitch art with wellbeing. Little House of Victoria works with clients to create bespoke embroidery kits, using customers' own photographs. Victoria also creates personalised sessions to teach her customers the techniques she uses in her embroidery pieces. Having been affected by COVID-19, the funding has massively helped Victoria start her business during relatively difficult times. Thanks to the funding from Santander, Victoria has been able to stock her website with her range of

home and giftware alongside her personalised embroidery kits. It's also meant that she can buy a tripod for her phone and lighting so she can video herself at home and photograph her artwork for the website.

"The Launch programme has made a huge difference to my business. It is still in the very early stages but already I have a fantastic website which I have been able to stock with products from the funding received. The mentoring has really helped with the direction and marketing of the business, as well as general support from the Launch team, which has also been invaluable. At times it can feel quite lonely setting up your own business but it means such a lot to have the support of a professional team behind me. In the current global circumstances I really don't think I would have got any where near this far without the help of the Launch programme and I would like to say thank you very much."

BLACK IMPACT

Ceewhy Ochoga

Ceewhy's journey at the University of Salford has been incredibly inspirational. Ceewhy was the first Black President of the SU and has continued this inspirational journey in her own business, Black Impact. Ceewhy founded Black Impact as a response and solution to the racial and socioeconomic injustice and discrimination present within higher education and society. Black Impact's mission is to support and encourage success and empower Black students through training in ethical leadership, activism and bring attention and understanding to Black mental health and wellbeing.

Black Impact is currently running it's first ever Graduation event for Black students, Black Impact Class of 2020. The Class of 2020 is an awards ceremony, where students nominate each other or themselves to gain recognition for the social and professional success.



BEHIND SPORT

Ryan Deane & Jack Glennon

Ryan Deane & Jack Glennon launched Behind Sport in 2020, aiming to explore the behind the scenes of the sport industry and shining a light on the hardworking people that make your favourite sporting moments happen. Behind Sport aims to make their content accessible for all, using written articles, audio interviews and video interviews to provide an insight not only into the behind the scenes, but also the business of sports. Their vision for Behind Sport is to become a voice for the non-athlete individuals and organisations in the sporting industry that have huge impact on the sporting industry as a whole.

Both Ryan and Jack were supported via the Launch programme and received grant funding for their business and have since gone on to share the stories of people working various roles within the sport world. Behind Sport was also a recipient of funding through our Santander Hardship Fund, as a response to the current circumstances surrounding COVID-19 and how it has affected businesses.



BLACK VENUS BEAUTY

Carole Guilnard

Carole Guilnard had always struggled growing up trying to find the right products for her curly hair. Living in a small town in France, where there was not a lot of black people in her community, Carole found shops weren't selling suitable products for her hair type.

This inspired Carole to create her online store contacting small brands to offer their products on her store, so they could get the recognition they deserved. As a result of some initial funding from Launch, Black Venus Beauty was officially launched in June 2019 as a platform giving customers access to products made by people who understood the needs of curly hair.

Carole hopes to expand Black Venus Beauty into more than a beauty products platform, with plans to make a space for expert advice and raise awareness on issues within the community. An issue close to Carole's heart is Alopecia, something her sister suffers from and something which is hard to speak about within the black community. Carole's aim is to show people it's not something to be ashamed of and hopes to offer them access to help and advice through Black Venus Beauty.



PICKETS

Daniel Thomas

Pickets was created in 2019 by Daniel Thomas, a passionate musician who graduated in 2020 from MA Music Composition. Pickets is a property sourcing company aiming to provide a bespoke, tailored service and offer exceptional aftercare to clients when sourcing and selling properties. Pickets sources properties and mediates sales between property developers and customers at a high standard, offering a simplistic process for sellers in an otherwise complex marketplace.

Pickets offers a high quality service to both property developers and sellers, coupled with enthusiasm and professionalism, setting Pickets above the rest. Working closely with their clients, they source properties based on a clients specific investment criteria while also offering help with the management and refurbishment of properties to be developed.



JAMES KING COUNSELLING

James King

Having graduated from Counselling and Psychotherapy at University of Salford, James King was inspired to open up his own private counselling, focusing on individuals with gambling addiction. With the rise of internet gambling sites, gambling addictions are not an uncommon thing. Despite this only 10% of individuals understood to have a gambling problem, actually seek support. James identified this need for support for this often life-changing addiction. James King Counselling also aims to support small businesses who cannot necessarily afford the health care cover that large companies can afford. Through assisting small businesses, James King Counselling encourages and promotes mental health and well-being in the workplace.

Manchester Type

Multi-script typography

MANCHESTER TYPE

David Williams

Manchester Type is a Manchester based font developer and typographic consultancy, created by David Williams after the completion of his MA in Typeface design. Manchester Type was created when David noticed a lack in the local market for custom typeface creation for businesses and individuals. Manchester Type creates multi-lingual typeface design services for a broad and international client base, including European scripts, Arabic, Indian, Greek and even rare historic scripts, including two fonts Mansa serif & Firnas Sans

Typefaces and fonts are an essential part of any business' or individuals branding and Manchester Type works closely with clients to create a bespoke service for use in print media, branding, advertising and digital or outdoor environments. Manchester Type also works with clients on a strategy to implement typographics within their advertising campaigns, publications and web platforms to ensure consistency and functionality.

MYDAS EDUCATION AND TRAINING CONSULTANCY

Olawale Oni

Mydas Education and Training Consultancy is private tutoring and digitals skills training service for children. Mydas ETC will offer tuition computer skills, coding skills and a variety of STEM subject area related teachings, as well as career skills and digital training workshops to children with or without specific learning difficulties. Mydas ETC also offers Post-16 NEETs (not in education, employment or training) workshops in careers and digital skills as well as offering UK based entrepreneurs and institutions opportunities for international market and investment in West Africa.

Mydas ETC are currently developing a dedicated eLearning/distance learning platform as a result of the current COVID-19 situation, in an attempt to not only reach local customers but also to access an international market. Mydas ETC was also a recipient of our Santander Hardship Fund.

EXPRESS PRINTING

Phillip Williams

ExPress Printing is a customised heat press printing service, fully bespoke to a customer's wants and needs. ExPress Printing offers customers the chance for customised printing on a broad range of products such as clothing, hats, plates, mugs and more!

ENERGY DIGITAL MARKETING

Julia Ejgierd

Julia Ejgierd created Energy Digital Marketing to help small businesses with their social media needs, creating content and managing social media platforms such as Facebook, Instagram and Twitter. Julia creates different marketing strategies for her customers specific demographics and customer base, while utilising Adobe packages to create and edit content for clients social medias. Energy Digital Marketing also assists with SEOs and experience with website building. Julia offers a personal, service for all her clients, covering devising new social media campaigns for upcoming events or product launches, photography and video editing.



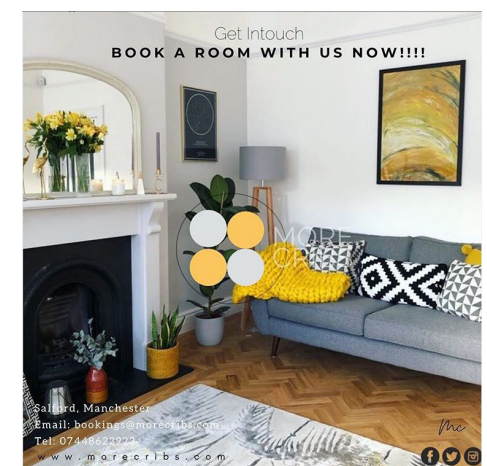
MORECRIBS

Kobby Ofori

MoreCribbs is a leading Student Accommodation platform in the UK, working with landlords to offer private renting housing and purpose built student accommodation to primarily International Students. MoreCribbs was launched as a response to the need for International student housing and combats the difficulties international students face, prior to the studying within the UK.

MoreCribbs utilises video calls to create a unique viewing service to those students currently abroad and searching for housing within the UK. Alongside a live video viewing service, MoreCribbs offers virtual video tours with unedited photos so that clients can make a decision on their accommodation and feel secure knowing they have a place to live before they begin their study.

Kobby was awarded funding through the Launch programme, as well as a fully paid intern and received a small grant through Santander.



ITAVEGGIE

Alvio Vela

Alvio Vela is currently entering his second year of study and alongside his studies has created the Itaveggie app. Itaveggie aims to help people with a vegan and vegetarian diet to make their life easier when looking for diverse recipes. Itaveggie will mainly create and advertise Italian style vegan/vegetarian recipes. Alvio cites a lack of information around a vegan or vegetarian lifestyle as the reason for developing his app and aims to advertise simple recipes that do not necessarily include complex ingredients.

Itaveggie also aims to showcase a healthier, environmentally conscious lifestyle to those who may have never considered a vegetarian lifestyle previously.

NICKY MILES MUSIC

Nicky Miles

Nicky Miles is a DJ and Music Producer originally hailing from Latvia. Nicky is currently based in Manchester but has performed worldwide, from Latvia to Morocco including club nights and sold out Festivals such as Shankra Festival. Nicky performs a broad range of genres but mainly House, Progressive House, Tech, Electro and Groove. He is currently an unsigned, self-releasing artist with an ever growing fanbase with support from artists such as David Guetta, Martin Garrix and more.

THE PALM SHED

Dushan Warnakulasuriya

The Palm Shed combines the flavours of Sri Lankan cuisine with a healthy lifestyle and a relaxing atmosphere as an escape from hectic work schedules. The Palm Shed offers a unique Day/Night experience, with their daytime offer of a quick Grab & Go food solution for on-the-go workers and students wanting a quick bite to eat. In the evening, The Palm Shed transforms into a thriving social bar where customers can come for "Milanese like Aperitivo" sessions. The menu features Keto versions of Sri Lankan fast food dishes to combine a healthy diet with beautiful flavours. .

NAVITAS NEURODIAGNOSTICS

Sarah Steel

It was 2019 when Sarah Steel recognised a problem within the current diagnostics involved with diagnosing neurodegenerative disorders such as Alzheimer's, Dementia & Parkinsons. Navitas Neurodiagnostics aims to implement research, high quality pharmaceutical studies and a prototype for a new, innovative type of biotechnology to assist in the early diagnosis of such disorders. Through academic and professional collaboration, Navitas Neurodiagnostics aims to create a commercial neurology portfolio and drive forward innovative research to improve outcomes in the diagnosis and treatment of neurodegenerative diseases.

Sarah has worked closely with Entrepreneur Vikas Shah MBE through Launch, to help curate her impactful and revolutionary idea. Through Launch she has had access to a variety of mentors and networking events such as Tech Manchester, Business Growth Hub support and entrepreneur support.



LOU AFRIQUE BOUTIQUE

Louisa Boateng

Lou Boutique began in 2018 as a hobby with Louisa Boateng trading African fabrics and making dresses in her living room. Louisa opened her Afro-Caribbean boutique store in 2019 offering bespoke, handmade fashion items such as Ankara skirts, trousers, fabrics, bedding and much more! Lou Boutique aims to bring the beautiful and bold African prints to the world, starting within the local community. Lou Boutique creates trendy, affordable products while providing excellent customer service to her store customers and bespoke clients. Louisa has been a recipient of funding through the Launch programme and since Coronavirus, has been working from home and producing masks for the public out of her iconic prints.



GROWING TOGETHERNESS

Mark Frith

Mark Frith is a horticulture therapist & sustainable community consultant, utilising renewable and organic techniques to improve collaborative work and communication between community members. Mark is currently in the process of reinvigorating a community growing space at Buile Hill Park in Salford. Through Growing Togetherness, Mark encourages mental health and community spirit through the regeneration of the Buile Hill Park Mansion. Mark aims to run training courses to local residents alongside low-level counselling sessions and working with charities and agencies to create a support network for those in need.

Not only has Mark been a recipient of funding via Launch, but most recently has received a grant fund from Salix to run health and Well being workshops. Mark's community café will be opening soon so watch this space!



MINI CINE

Matthew Walton

Mini Cine is a new, innovative projector, allowing you to experience the Big Screen from your small screen! Not only does Mini Cine offer a variety of projectors from fun and affordable projectors to HD quality projectors, but also a multitude of accessories so you can achieve the full cinema experience from home. Through Mini Cine you can kit your home out with Fairy lights, cinema screen, HDMI's and (of course) a Cine Projector™!



MARTIN OLIVER PUBLISHING

Melvyn Newton

Martin Oliver Publishing was created by Salford Arts & Media Alumni, Melvyn Newton to provide SMEs with comprehensive, flexible and reliable marketing communications. Melvyn identified the fast moving, often complex strategies involved with marketing, especially for SMEs and through Martin Oliver Publishing, Melvyn offers copywriting and creative/marketing consultancy. Martin Oliver Publishing also creates content for commercial, non-commercial, government and third sector websites, providing high quality written communications with professional service. Additionally, Melvyn aims to embrace his own creative passions to write and publish children's novels, short stories, plays for stage and audio plays.

EL NOIR PARIS

Mohammed Khan

El Noir Paris is the second business to come from Salford Business School Alum, Mohammed Khan. The young entrepreneur's latest fashion brand, El Noir Paris, specialises in simple but classic styles including their staple El Noir L'Original coats for both men and women. El Noir Paris has released their latest range of on trend graphic sweatshirts and a super on-trend teddy fleece embroidered hoody! If you want to keep cosy this winter, get yours while stocks last!

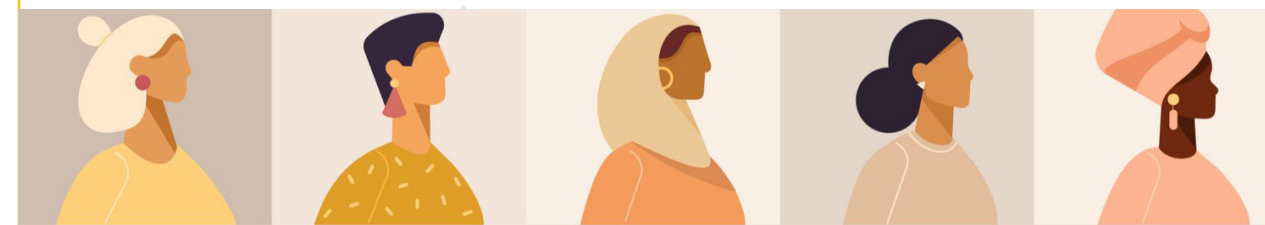


HUBBLECO

Rakiya Edwards

Rikki Edwards is the super smart powerhouse behind HubbleCo, a platform that aims to encourage and create opportunities for women in STEM subjects, just like Rikki. Alongside her degree and coding in her spare time, Rikki identified the need for a platform to not only celebrate women in STEM but also to create a community for both students and professionals, looking for careers within the STEM and business industries. HubbleCo offers a jobs platform to circumvent the long, tedious process of finding and applying for jobs. HubbleCo aims to create a platform that promotes a visual, appealing job descriptions board as well as automatic CV creation and updating. With HubbleCo, Rikki wants to provide users with an excellent user experience while bringing individuals together on their journey into growing their career.

HUBBLE



CONTACT DETAILS

For more information please contact:

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Or visit:

www.salford.ac.uk/launch

OUR PARTNERS



Cohort 4 of Launch have persevered through these uncertain times to really prove what determination can achieve. This year we've supported and celebrated some amazing entrepreneurs and businesses and we can't wait to see what businesses we will help to launch next year!



**THE
SKY
ISN'T
THE
LIMIT**