

SCRATCH



NOVEMBER 2021 | ISSUE NO. 4 | STUDENT STARTUPS

STUDENT STARTUPS MAGAZINE

**STARTING A BUSINESS
IN LOCKDOWN**

**MEET QWERTY BEER BOX, BAZOO,
AND ARROWTOWN DRINKS**

**FROM DRAGON'S DEN
TO DISNEY**

**INTERVIEW WITH CO-FOUNDER
OF ONE THIRD STORIES**



CONTENTS

4	<u>Meet the Team</u>
6	<u>The Student Startups Journey</u>
8	<u>Interview with Alex Somervell</u>
11	<u>Student Startup Awards</u>
14	<u>Elevate 2021 - Meet the Winners</u>
16	<u>Bazoo: On a roll to save the planet</u>
18	<u>Meet QWERTY Beer Box</u>
20	<u>Meet Arrowtown Drinks</u>
22	<u>Why I sent a stranger a pot of jam in the post</u>
24	<u>Innocent Drinks: Smoothie Startup success story</u>
26	<u>SETsquared Exeter Technology Exploration Lab</u>
28	<u>Hot or Not? Business and Social Trends 2021</u>
30	<u>Startup Finances: Where to start</u>
32	<u>Intrapreneurship: What is all the fuss about?</u>
33	<u>Books and Podcasts</u>
34	<u>Banana pancakes recipe</u>
35	<u>Tackling food waste: Roobarb's</u>

WELCOME



Welcome to the fourth edition of the Student Startups Scratch magazine!

As lockdown restrictions and remote working has continued to impact our lives, students, graduates, and members of our entrepreneurial community have continued to amaze us with their resilience, creativity and new ideas to solve some of society's biggest challenges. It has been difficult to condense all of your achievements into just one magazine!

Last year we launched our new cohort-based Pre-Incubator and Startup Incubator programmes, which have been delivered online to more than 300 students during the 2020-21 academic year. Your energy, engagement, and innovative thinking is what drives these programmes and we have certainly not been disappointed! From using Augmented Reality technologies to revolutionise home improvements, to empowering women in Kenya to become financially independent, to offering students a smart tech solution to help create amazing CV's: you have made impact in so many ways.

With the generous support from Santander Universities UK, 37 Startup Grants have been awarded since September 2020, totalling £37,500, to fund a wide range of new ventures.

We have grown our Student Startups and SETsquared Exeter teams, meaning there is more support available to you than ever before.

We are back in The Deck, our co-working space on the Streatham campus (pictured above), so please drop in to say hello, collaborate with others and take advantage of the space and resources available to you. We also hope to welcome you to a new space in Cornwall soon.

Thank you for being part of our community and for joining us at an exciting time for entrepreneurship at the University of Exeter.

MEET THE TEAM

EMILY DAVIES – SETSQUARED EXETER STUDENT STARTUPS MANAGER

Emily manages the Student Startups team – designing and delivering an engaging and supportive startup programme for students and recent graduates, which includes workshops, presentations, expert panels and other events. She works 1-2-1 with students and has developed a broad network of contacts both in Exeter, the UK and internationally, who can be called up for additional support and mentoring. Emily is the Student Enterprise Representative for Exeter within the SETsquared partnership and is also University Advisor to Enactus Exeter. She is also an independent music artist and live events producer.



» [Connect with Emily on LinkedIn](#)



JENI REEVE - STUDENT STARTUPS COMMUNITY MANAGER

Jeni supports our core startup programmes and the students enrolled, as well as providing more focused support for Engineering students to explore entrepreneurship via 1-2-1 sessions, workshops and student competitions including the Elevate: Engineers In Business Competition. Jeni also works with our growing community of alumni startups, engaging with their ongoing entrepreneurial journey and the opportunity to share their experiences with our student cohorts. Alongside her role at Student Startups, Jeni runs her own artisanal food business, which she founded in 2017.

» [Connect with Jeni on LinkedIn](#)

NICHOLAS PEARSON - STUDENT STARTUPS PROGRAMME OFFICER (PENRYN)

Nick works on the start-up and research commercialisation programmes for the University of Exeter in Cornwall, supporting the talented staff and students through workshops and one-to-one coaching to develop their business ideas or research discoveries into start-ups that are innovative, impactful and resilient for the future. Nick's background is in entrepreneurship, building businesses in the media, creative and live event sectors. For the last seven years he has been working in business support and recruitment for SMEs in Cornwall alongside investing in early-stage businesses.



» [Connect with Nick on LinkedIn](#)

HARRY NEILL – STUDENT STARTUPS PROGRAMME OFFICER (EXETER)

Harry is focused on the development and delivery of the Student Startup programmes on the Exeter campuses, with the aim of fostering entrepreneurial skills in students and turning ideas into successful, creative and impactful ventures. Harry has a wide range of professional experience including 5 years as a tax and business consultant, primarily working with owner-managed businesses on projects to diversify, expand or restructure, as well as supporting them with their compliance requirements.

» [Connect with Harry on LinkedIn](#)



JULIA MACKAY - STUDENT STARTUPS SENIOR ADMINISTRATOR

Julia supports the day-to-day running of the Student Startups programmes, providing administrative support and delivering communications to students. She also oversees Student Startups social media and the weekly newsletter, promoting upcoming events and workshops, and student achievements. Julia has worked for the University of Exeter since graduating in 2019, and has experience in communications, marketing and university administration.

» [Connect with Julia on LinkedIn](#)

JOE PEARCE - SETSQUARED EXETER HEAD OF BUSINESS SUPPORT

Joe leads the SETsquared Exeter activity with responsibility in the Business Acceleration and Student Startup Teams, spending his time between the Deck and the Exeter Science Park Centre. He has been involved in supporting student entrepreneurs for many years and still tries to find time to work 1-2-1 with students on their businesses. Joe works closely with academic colleagues in the Centre for Entrepreneurship in the Business School and others across the University to help embed and grow the culture of entrepreneurship at Exeter.

» [Connect with Joe on LinkedIn](#)



THE STUDENT STARTUPS JOURNEY



In Autumn 2020, we designed and launched two new cohort-based startup programmes, offering structured content and support to take you through your entrepreneurial journey. Take your first steps in developing your idea with us, and we will take you from ideation to validation to launch of your venture!

Pre-Incubator Programme

- 8 weeks of core foundation workshops
- 1-2-1 advice
- Inspirational speakers
- Opportunity to pitch for market validation funding (£500)

The Startup Pre-Incubator programme is designed to support you in taking those first steps in your entrepreneurial journey.

Our 8-week online programme includes core foundation workshops, inspirational speaker events and masterclasses.

There will be a demo event at the end of the programme and you will have opportunity to pitch for Market Validation funding of up to £500 to test the viability of your idea.

“Student Startups have been amazing in helping develop the business idea and my personal skills. From workshops on improving specific business-related skills, to hosting talks from inspirational and knowledgeable founders, as well as 1:2:1 sessions.”

James Tetlow, founder of Zama Digital

Startup Incubator Programme

- Takes you from validation to business launch
- 8 weeks of skills development masterclasses
- 1-2-1 mentoring
- Opportunity to pitch for startup funding (£3500)

The Startup Incubator programme is an intensive programme, designed to take you from validation to launch and to support you in building a viable and sustainable venture.

Participants will have access to professional services, skills development masterclasses and 1-1 mentoring from the Startup Team. There will be demo events introducing participants to the wider Exeter ecosystem and the opportunity to pitch for Startup funding of up to £3500 to launch and develop new ventures.

Successful applicants should have completed the Startup Pre-Incubator Programme and will be able to clearly demonstrate a viable and sustainable business idea.

“Being a part of the Student Startups programme at Exeter was such an eye-opening experience for us, that not only encouraged us to take our first steps into the entrepreneurial world, but helped us do exactly that.”

Sanmarie and Tom, founders of Bazoo



To get involved with the student startups programmes, please visit: exeter.ac.uk/studentstartups/getinvolved

AN INTERVIEW WITH

ALEX SOMERVELL

CO-FOUNDER OF ONE
THIRD STORIES



University of Exeter alumnus Alex Somervell co-founded innovative publishing company One Third Stories, which offers a new approach to learning languages. Starting in 2015, Alex and his co-founder took part in the University of Exeter Startup support as students. Appearing on Dragon's Den in 2018, the co-founders were offered investment by Peter Jones but turned it down, going on to secure significant investment elsewhere, enabling them to grow the business which is now valued at over £2.6 million.

TELL US ABOUT YOU/YOUR COMPANY.

One Third Stories is a start-up that helps children to start learning a language. We create children's books that start in English and end in a different language through our Clockwork Methodology™, by gradually introducing the foreign words. They are available to learn French, Spanish, Italian and German and come as part of a monthly subscription box including a storybook, audiobook narrated by a native speaker and a set of activities and flashcards.

We started it in 2015, and have since gone on to ship over 100,000 stories to kids all over the world, appear on Dragons' Den, raise over £600,000 in investment and create 23 original stories in 4 languages.

WHAT INSPIRED YOUR IDEA AND WHAT MADE YOU PURSUE IT?

Me and a friend came up with the idea while I studied at Exeter. He had always struggled learning languages growing up, whereas I had been born and raised in South America bilingual English and Spanish.

My friend read 'A Clockwork Orange', not what people would assume to be the inspiration for a children's book – being hyperviolent – but the main characters in the book used a type of slang that was sometimes comprehensible. We realised we could adapt this concept to actually introduce foreign languages, especially if we developed a curriculum and provided other resources to reinforce the learning.

We didn't know if we wanted to pursue it at first, but got really good feedback and realised that if we could get some investment we could have a real go at it. We got into an accelerator that gave us £17k for 8% and the rest is history.

TELL US WHO'S HELPED YOU MOST IN YOUR JOURNEY SO FAR.

We've had a host of awesome people help and mentor us throughout, but 3 people have been particularly transformational.

One person was Chris Howard who was an Exeter alumnus himself and was incredibly useful in questioning our assumptions and getting us thinking in the right way early on – he was the one who made us pivot towards a subscription box model, which has been key.

Another person is Eric Huang, someone who knows everyone there is to know in publishing and has helped connect us with the team at Disney as well as advise on the creation of the stories and IP.

Finally, Stephen Rapoport who is the founder of Pact Coffee and several other businesses, who was instrumental in helping us scale our team and marketing as well as providing a kick up the butt when necessary.



WHAT DOES YOUR INDUSTRY NEED TO SEE MORE OF?

Diversity in children's books is a huge issue because most of the main characters are white, heteronormative and don't have

any disabilities. The reality is that this isn't representative of the UK population and therefore doesn't provide a way for so many children to see themselves in stories.

Myself and my co-founder are both white, male, straight and don't have any disabilities, but most of our books have a main character that doesn't look like us. We can do more, and one of the ways to do that is hiring authors and illustrators who are diverse.



WHAT'S THE MOST EXCITING THING YOU'RE WORKING ON NOW?

We're finally profitable! This isn't something that's exciting to most from the outside looking in, but after 5 years of having to build the company with investor funds it's nice to finally be self-sustaining. We're working across optimising the business now, as well as looking for opportunities in potentially buying smaller businesses and working with other IP from other businesses.

WHAT PROBLEM IN THE WORLD DO YOU SEE THAT YOU'RE FIXING?

There are a lot of tools and options out there to learn a language, but the vast majority focus on grammar or just simple memorisation. What we do is really focus on making the learning fun and engaging, in such a way that the



kids don't even realise they are learning and thus form positive associations with the language and want more exposure.

Children love stories and so many of them will read the same one again and again, which means they are getting repeated exposure to the vocabulary and learning, without it being boring!

WHAT DOES THE FUTURE LOOK LIKE FOR YOU AND YOUR BUSINESS?

With One Third Stories, we're looking at expanding into other countries, working with other brands/IP and deepening the impact that we have.

On a personal level, I'm really passionate about language learning and One Third Stories and I'll likely continue for years to come, but I'm also interested

in financial literacy for young people age 16-25, mental health and how people approaching retirement keep active so I certainly think I'll be starting other businesses later down the line!

WHAT IS ONE PIECE OF ADVICE YOU'D GIVE TO A YOUNG PERSON WITH A BUSINESS IDEA/ SOLUTION?

Don't be afraid to tell people about your idea, you'll get so much out of it and no one will steal your idea – trust me. Almost everyone who would be capable enough to execute on the idea will not have the time or passion to do it half as well as you can, and on the flip side you will get so much out of sharing your idea with people and asking for their feedback.

Website: www.onethirdstories.com

STUDENT STARTUP AWARDS

CELEBRATING THE ENTREPRENEURS
OF TOMORROW



An innovative surf-hire firm and a social enterprise that helps disadvantaged women in Kenya start their own businesses were among the winners at this month's Student Startups End-of-Year Awards Ceremony.

The virtual event, hosted by the SETsquared Exeter Student Startup team, celebrated the hard work of more than 300 students and graduates enrolled on the Student Startups programmes since September 2020.

Other student and graduate startups that were singled out by the judges included a food and drink business aimed at tackling the problem of supermarket food surpluses and a company that produces carbon-negative toilet paper.

The awards were presented by Chris Evans, Director of the Innovation, Impact and Business department at the University of Exeter, and the event featured a guest speech from Exeter alumnus and entrepreneur Alex Somervell, who talked about setting up his business One Third Stories, which provides language-learning storybooks for children.

COMMUNITY IMPACT AWARD WINNER:

Oyana – a social enterprise established by a team of students from the Enactus Exeter network that aims to empower disadvantaged women in Kwa Murugi, Kenya, by giving them the resources and knowledge to run a handmade soap business and become financially independent.



MOST INNOVATIVE AWARD WINNER:

Just Surf – a surf-hire company founded by Exeter graduate Max Harrington and Michael Shawley, which partners with local holiday accommodation providers in Cornwall, so that holidaymakers can pre-book surfboards and wetsuits to be delivered direct to the accommodation in time for their arrival.

MOST SCALABLE AWARD WINNER:

Progression CV – a startup that reinvents the CV creation process for students by providing an accessible mobile application, to be launched this summer. Founder Annabelle Percy hopes to get universities involved across the country, who can offer the app as a free tool.



Two startups were awarded the ENVIRONMENTALLY CONSCIOUS AWARD:

Bazoo – the world's first and only carbon-negative toilet paper company, founded by graduates Sanmarie Grobler and Tom Trow.

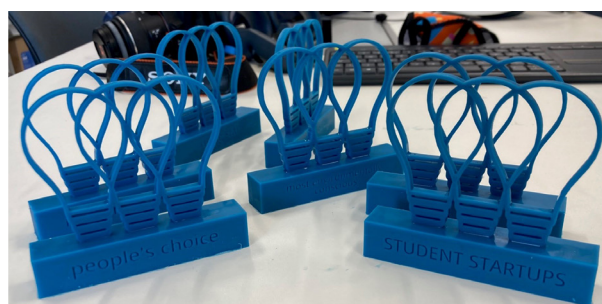
Roobarb's – which turns food products on or past their sell-by date into home-cooked vegan meals, which are sold at pop-up food markets in and around Falmouth by founder Daisy Anderson.



The peer-nominated RISING STAR AWARD:

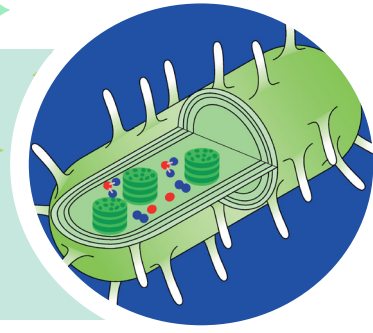
James Tetlow, who impressed his fellow students with his innovative business, **Zama Digital**, which provides manufacturers with real-time insights from manufacturing equipment, using data to improve the efficiency and profitability of their operations.

The judging panel also added two special mention awards to recognise the achievements of two other nominees and their distinctive contributions to the year's programmes...



BIG IDEA AWARD WINNER:

Harvey Mitchell, whose project **Bio-Hydrogen**, aims to develop a bio-reactor that is able to produce Biohydrogen, which could be used as an alternative energy source on a domestic or commercial scale.



PEOPLE'S CHOICE AWARD WINNER:

Leo Carr, who was recognised not only for successfully launching his revision resource platform **Study Politics** alongside his university studies, but for being a huge supporter of other students and graduates on the programme.



All the winners received a £100 prize and a trophy.

The audience included students, alumni, academics and representatives from external partner Santander Universities UK, who have funded 37 startup grants to University of Exeter students and graduates since September 2020, totalling £37,500.

Matt Hutnell, Director of Santander Universities UK, said: "We're delighted that our funding is able to support student and graduate entrepreneurs at the University of Exeter in developing their business ideas. We've seen such incredible entrepreneurial talent – many congratulations to all those who have been recognised for their fantastic initiatives."

Professor Lisa Roberts, Vice Chancellor and Chief Executive of the University of Exeter, congratulated the students and graduates in a recorded message highlighting the importance of entrepreneurship.

She said: "Our future economy depends on the creation of new businesses that solve real-world problems and that add value to society. The development of entrepreneurial competencies is key to ensuring that we meet this need. In order to develop the entrepreneurs of tomorrow, universities have an essential role to play in ensuring entrepreneurship is embedded in both curricular and extra-curricular provision."

Emily Davies, SETsquared Exeter Student Startups Manager, said: "The Student Startup Awards provided a wonderful opportunity to recognise and celebrate the achievements of our students and graduates over this past year."

"We have seen such creativity, innovation and resilience in our cohorts and have awarded more grants than ever before to a huge range of exciting new ventures."

"It feels like an incredibly exciting time for entrepreneurship here at the University of Exeter."

[Watch a recording of the ceremony here](#), and [view the highlights reel](#) from the 2020-21 Student Startups programmes.

● Elevate ● 2021

ENGINEERS IN BUSINESS
COMPETITION

MEET THE
WINNERS!

On 25th March 2021, an impressive line-up of student and graduate engineers pitched their innovative business ideas at the University's annual Elevate: Engineers in Business Competition, run by the SETSquared Student Startups with support from the Engineers in Business Fellowship.

The Elevate Competition was a celebration of the entrepreneurial spirit and ambitions of this university's students. A shortlist of 9 teams made it to this year's university final and competed for a share of a £3000 prize pot, and a place in the national EIBC competition. Let's meet the winners!

1ST PLACE: JAMES TETLOW - ZAMA DIGITAL



Zama Digital provides SME manufacturers with real-time insights from manufacturing equipment using data to improve the efficiency and profitability of their operations.

James said: "The Elevate competition was a great platform for me to share the work we have been undertaking at Zama Digital with an expert panel of judges. It was great to be able to answer their questions and receive feedback both on my pitch and business development so far. I was also extremely pleased to be awarded the first place and the prize funding received will contribute to the continuing development of Zama Digital's platform and service.

I will be applying to the EIBC final and I look forward to sharing the work of Zama Digital with a national audience.

Student Startups have been amazing in helping develop the business idea and my personal skills. From workshops on improving specific business related skills, to hosting talks from inspirational and knowledgeable founders, as well as 1:2:1 sessions, student startups have been very supportive."





2ND PLACE: ANDY CLEAR, KRIS WOOLHOUSE, ZACK TUFF – AUGMENTED REALITY CREATIONS

Augmented Reality Creations (ARC), is the try-before-you-buy for home improvements! ARC create immersive and explorable Augmented Reality experiences for use by home improvement installers as a sales tool both in person (on a visit or in a showroom) or remotely.

Kris said: “I think we all agreed that the pitching experience alone was invaluable; learning to strip away all but the key components of the business and gaining experience reacting to unexpected questions.

We launched officially in mid-May. We’ve been chatting to several other companies to see how we can work with them soon and we’re in the early phases of planning and developing our next app - RePlace.

We’re looking forward to the opportunity and experience of taking part in the National EIBC final.”



3RD PLACE: DAN HUTCHINGS – HTUBS.COM



Think Airbnb for hot tubs, htubs.com is a hot tub hiring platform which allows customers to hire tubs from owners in the local area.

Dan said: “The Engineers in Business competition has been a great way for me to meet like-minded students which creates an exciting and adventurous environment. The support that I was given throughout the program has been great. I have been able to express my issues and success with regards to my business ventures freely and openly with both students and staff.

For more information on the Engineers in Business competition, visit: <https://www.eibc.org.uk/>

LOCKDOWN STARTUPS

The COVID-19 pandemic has thrown many people into new and uncertain situations, facing challenges and problems that had never previously existed. This has inspired a range of entrepreneurial solutions from young people at the University of Exeter. Here are some of their stories.

BAZOO: ON A ROLL TO SAVE THE PLANET



Two recent graduates from the University of Exeter have launched sustainable startup Bazoo, producer of the world's first and only carbon-negative toilet roll.

Sanmarie Grobler (BA Liberal Arts) and Tom Trow (BSC Business Economics) always had a deep enthusiasm for the environment, and felt inspired by existing SMEs who go out of their way to make positive changes for the planet. Upon graduating from the University of Exeter during the pandemic

in July 2020, they decided to be reactive to the situation they found themselves in, and caught onto the idea of bamboo toilet paper and starting their own company.

With support from the SETsquared Exeter Student Startups team, Sanmarie and Tom created Bazoo, which has hit 51 pre-orders on its website in the first two weeks of launching.

Bazoo is an online e-commerce store

selling tree-free and carbon-negative loo rolls made from 100 per cent FSC certified sustainable bamboo. Customers can choose from wrapped, unbleached and totally chlorine-free bleached rolls - all vegan and plastic-free.



Sustainability is at the heart of Bazoo's mission. They work with environmental impact company Climate Care to calculate and reduce their carbon emissions as much as possible in production and manufacturing, before offsetting the remaining emissions by 200 per cent. This means that for every Bazoo product bought, carbon emissions are being physically removed from the Earth's atmosphere.

Bazoo are partnered with 2 UK-based sustainability charities – Rainforest Trust UK and Devon and Cornwall-based Just One Ocean, who carry out local ocean plastic pickups, as well as focusing efforts on protecting habitats and species around the world. Bazoo's wrappers come in 6 different designs, each featuring a different animal, complete with fun facts on the species, how climate change is affecting its habitat, and how buying Bazoo is helping to save them.

Sanmarie and Tom have received ongoing support and advice from the SETsquared Exeter Student Startups team. Sanmarie and Tom recently completed the Student Startups Incubator programme, which supported them in building and launching Bazoo, through

skills development masterclasses and 1-1 mentoring. The Bazoo co-founders were also granted £3500 of startup funding, made possible by the generous support of Santander Universities UK.

Emily Davies, SETsquared Student Startups Manager said: "Tom and Sanmarie have been an absolute joy to work with. Their energy, dedication and commitment have impressed both the Student Startup team and the other student and graduate founders in our programme. They have come so far with this venture over the past few months and we can't wait to see how the next chapters unfold in the weeks and months to come."

Sanmarie and Tom said: "Being a part of the Student Startups programme at Exeter was such an eye-opening experience for us, that not only encouraged us to take our first steps into the entrepreneurial world, but helped us do exactly that. Everything that the programme offered us from mentors, to weekly catch-ups and endless alumni contacts, helped us hugely in setting the foundation which we started to build Bazoo on. Bazoo is all about sustainability; we want to do the Earth and all its species proud, however, we hope we can make Exeter proud too!"

Bazoo rolls are available to order now from the website: www.wearebazoo.com



MEET QWERTY BEER BOX




In 2020 during the pandemic, Exeter alumnus Quinn Leatherbarrow-Stokes offered his local brewery a lifeline by putting together craft beer collections and selling them online. This helped prevent the small firm from going bust once the COVID-19 lockdown hit, and gave Quinn the confidence to start his own venture.

WHAT IS QWERTY BEER BOX?

QWERTY Beer Box provides regionally focused craft beer experiences. We curate regional selections of the best tasting local independent beer, choose our favourite 8, put together tasting notes and information about the brewers and then pack them into our 100% recyclable hamper which can be sent to beer lovers across the country. As well as offering our hampers as gifts and craft beer tasting kits alone, we also host online tasting sessions where the brewers, beer lovers and the QWERTY Beer Box team get to sit down and virtually taste and learn about the beers.

WAS IT THE PANDEMIC THAT INSPIRED YOUR IDEA?

The pandemic absolutely inspired my idea. I graduated from Exeter (virtually of course), last July and it was in April that I launched QWERTY Beer Box. When home in the Cotswolds during lockdown I could see that all the small independent breweries local to me were struggling to stay afloat with pubs shut. I thought I could do my bit to support them by putting together a collection of my favourite local craft beers and cycling it round to friends and family. Anyway, my 'Best of the Cotswolds' selection was really popular and I ended up cycling 350km in 2 weeks doing deliveries and I decided that this business idea could have legs. I shared the idea with my friend Niki, received advice and support from the Exeter Student Startup team and have been working on it ever since!



WHAT PROBLEM IN THE WORLD DO YOU SEE THAT YOU'RE FIXING?

True authentic craft beer is inaccessible to the average consumer and we're trying to change this. 75% local independent breweries sell less than 20% of their beer further than 40 miles from their brewery. This means that these breweries are unable to tap into the growing national demand for authentic tasty craft beer and instead loose out to big 'crafty' brands such as Camden Hells who don't offer the true craft experience. Brands such as this are owned by massive conglomerates (ABInBev in Camden Helles case, the largest alcohol manufacturer in the world) and have huge advertising budgets so dominate the marketplace. We look to fix this by championing these local superstars in our regional collections that are then sold and spoken about nationally – a few even being sent into mainland Europe.




WHAT OBSTACLES DID YOU FACE LAUNCHING A STARTUP IN THE PANDEMIC AND HOW DID YOU OVERCOME THEM?

Because we started in lockdown many of the problems that other businesses faced when transitioning were more straightforward for us starting out. For example, my business partner Niki, who I met on my placement at GSK lives in London, and as I was based in the Cotswolds we were always going to do a lot of stuff virtually, but the pandemic accelerated our Zoom prowess.

I would say the hardest obstacle has been the limited amount of face to face interaction with customers, brewers and

the team. I was lucky as I did most of our local deliveries, so could engage a small amount with local customers, but the craft beer community is such a social hub that the limited interaction aspect was quite tough. Similarly, Niki and I didn't speak face to face for over 3 months at one point, but with the likes of Zoom and WhatsApp it was easier than to stay 'connected' all the time. Whether that is a good thing regarding work life balance and being able to 'switch off', is another thing altogether!



WHAT DOES THE FUTURE LOOK LIKE FOR YOU AND YOUR BUSINESS?

The future looks good. Since launching we've sold over 15,000 independent beers, worked with over 50 awesome local breweries and delivered bespoke craft beer collections to customers all over the UK, from the likes of the Shetland Islands and Birmingham, to Dublin, London, Cornwall and even into Europe. It's been an amazing 14 months' journey so far and we're excited to keep growing and discovering.

We're looking to move into a warehouse, take on our first employee and launch our gifting specific line in time for Father's Day. We've decided to focus on the gifting aspect of our craft beer business and with pubs finally back open we're very hopeful that the craft beer industry will continue to go from strength to strength, taking the pandemic lessons learnt in its stride and we're excited to be able to contribute to this.

The support from the Student Startup team and University of Exeter has been amazing and it has helped us develop no end, we wouldn't be where we are today without them. So, to them I'd love to say a big thank you and encourage anyone with a business or innovation idea to go to them and see how they can help you.

You can check out QWERTY Beer Box at <http://www.qwertybeerbox.co.uk/> and use the promo code 'EXETER' for 10% off & free national delivery!



MEET ARROWTOWN DRINKS



TELL US ABOUT ARROWTOWN DRINKS.

Arrowtown is the hard seltzer brand with an environmental twist. Hard seltzers are essentially alcoholic sparkling water and are the up-and-coming sector within the drinks industry. All of our flavours are low in sugar and contain nothing artificial but deliver the fuller flavour that “healthier” drinks so often neglect. So, Arrowtown provides a guilt-free option without compromise.

Each of our flavours is in partnership with wildlife conservation charities. A portion of every can sold is donated to Tusk or Sea Shepherd UK to support African and marine wildlife conservation respectively. Now doing your bit for the environment is as easy as changing your drink.

HOW DID THE PANDEMIC IMPACT YOUR STARTUP JOURNEY?

Whilst I was already working on Arrowtown before the pandemic hit, it certainly affected our journey to launch. We had initially planned to launch in the summer of 2020, but covid had other plans for our little startup project.

One of the key inspirations behind the brand came from the fact that both my brother and I were at uni, which inevitably involved drinking (most likely too) frequently. However, we had become tired of drinking sugary mixers or canned cocktails that were packed full of damaging ingredients. Having come across alcoholic sparkling water in New Zealand, the fact that it was low in sugar and without all the nasties was really appealing to us. That combined with the fact that it was delicious and worryingly easy to drink, confirmed our desire to bring this to the UK. The pandemic acted as a stark reminder of how important it is to consider our health, which gave us further validation that we wanted to provide a healthier option in the alcohol space. I appreciate this may be hypocritical being an alcohol brand, but most of us want to treat ourselves occasionally. So, having something that fits in with a more balanced lifestyle is really important and I think the pandemic demonstrated that.

WHAT PROBLEM IN THE WORLD DO YOU SEE THAT YOU'RE FIXING?

We see the problems we're trying to solve as two-fold. The first being that people should have healthier choices within the alcohol sector, but that shouldn't come at the expense of taste. During my time at uni, when I was choosing my drinks it

felt like a battle between health and taste. The typical choices tend to be packed with sugar or sweeteners, whilst the supposedly healthier options are often quite frankly bland. We try to solve that issue by offering low sugar, all natural drinks that still deliver the full flavour you want from a drink. For reference a G&T or canned cocktail typically contains 25-30g of sugar, which can be your daily recommended intake in one hit. Whereas our drinks are less than 5g of sugar per 330ml can.

The second issue that we are trying to make a difference towards is that of wildlife conservation, through our charity partnerships. Having been inspired by the likes of Toms and Patagonia, we loved the idea of creating a purpose-led brand that uses daily consumption habits as a force for good. Having grown up in the sticks in Sussex, our childhoods were spent immersed in nature and the countryside. After Rob (my brother and co-founder) got his degree in sustainability, we wanted to build a brand that cares about more than just its products. That's why each drink is in partnership with an environmental charity to which money from every can will be donated. We know we can't solve these issues alone, but we believe that together we can make a difference.

WHAT OBSTACLES DID YOU FACE LAUNCHING A STARTUP IN THE PANDEMIC AND HOW DID YOU OVERCOME THEM?

Like every business, the pandemic presented a number of challenges to us. Before launch, we were pushed back massively due to a plethora of issues caused by covid. Our issues ranged from global can shortages, supplier restrictions and cardboard shortages. The process of getting our first drinks made was painful but was a great early lesson in patience, which I think was the key to overcoming those issues. Whilst we were desperate to launch sooner, we had to look at the opportunities and positives that were presented to us. Applying a somewhat stoic principle and accepting that a lot

of these issues were macro trends that were far out of our control, enabled us to focus on the good things. For example, the delays gave us time to really consider and refine our brand proposition. Although we may have launched six months later than planned, I have no doubt that the version of Arrowtown we launched was much closer to what we envisaged than would otherwise have been the case.



WHAT DOES THE FUTURE LOOK LIKE FOR YOU AND YOUR BUSINESS?

I am not too sure what the future holds for Arrowtown and myself, but I hope both have a promising future. In the very immediate future, we are launching our new flavour in the coming weeks which is very exciting for us. Beyond that, we hope to establish ourselves at the front of the burgeoning hard seltzer category and become a household name. Increasing our footprint across the country and abroad, whilst beginning to develop a team, is hopefully next on the agenda.

For more information, please visit <https://arrowtowndrinks.co.uk/>

ENTREPRENEURIAL:

Why I sent a stranger a pot of jam through the post.

By Nicholas Pearson

In September we hosted a special event with Richard Reed, CBE, co-founder of Innocent Drinks. Richard was kind enough to join us for a Q&A and spent a full hour answering questions from our student and alumni audience, but not a lot of people know how this came about... So here is the behind the scenes story.

Richard and his Innocent co-founders Adam and Jon now run JamJar Investments, a venture capital firm that has invested in brands such as Oatly, Deliveroo and theUp.co, a hospitality platform founded by University of Exeter students who first started the business with the support of our programme and an initial investment from the university.

As my summer reading I picked up 'A Book About Innocent', which tells the story of the first ten years of the founders' business journey in starting the Innocent Drinks company.

I have since been recommending it to everyone I speak to. The book resonates with the familiar warmth and wit of the brand's tone of voice. It is packed with invaluable tips as well as jokes and stories; from how they started, how they grew the business and the many challenges along the way; sharing not just their many successes but also the flukes and failures.

Feeling inspired by the Innocent story and the wisdom shared in the book I wanted to invite them to share their experiences with the students on our programme. The problem was that between running

JamJar investments, multiple business and charitable interests; plus fielding hundreds of investment pitches and speaking invitations a month, the trio are very busy, so how would I go about getting their attention?

I knew from their book that every day Innocent would receive letters, drawings, embroidery and even pictures of people's smoothie-inspired tattoos and so thought that at their new grown-up venture capital firm they perhaps missed getting strange and unsolicited packages through the post.

Taking inspiration from their company name and feeling emboldened by a line in their book where they said they would "choose weird over boring any day", I created JamJar Jam...



I bought three jars of jam and in Photoshop mocked up some new labels, changing their company logo and adding each of their faces with a pun on their names. I also wrote a short (slightly tenuous) description of how each of the flavours of jam corresponded with each of their responsibilities in founding and running their businesses.

Sales guy Adam Balon became 'Damson Plum' as the face of Damson Plum, Operations guru Jon Wright was rechristening 'Jam Wright' as figurehead for raspberry flavour and finally the strawberry jam was named for brand man 'Richard Seed, CBE'.



Richard Seed, CBE - Strawberry



If you ask someone to name a type of jam it's the first flavour to come to mind. Pure brand power. Nobody has conquered the jam and preserve world like the humble strawberry.



I stuck the new personalised labels over the manufacturers' and wrote a letter addressing the three and asking if any of them would be willing to give an hour of their time to come and inspire our student entrepreneurs.

The letter was written in a humorous style, intended to be reminiscent of the Innocent brand tone of voice, and was succinct but packed with jokes and references that showed I had done my research – for instance I knew that Innocent's long standing mission statement has been 'to be the earth's favourite little healthy drinks company' so I opened the letter with a cheesy joke referencing that to grab their attention:

"I have a question that only the founders of the earth's favourite little healthy drinks company are qualified to answer...

"If the tomato is a fruit, does that make ketchup a smoothie?"

Then I introduced myself and the support we offer students and start-ups. Later in the letter I clearly set out the parameters of the favour I was asking - an hour of their time, online via Teams, and what we could offer in return - an audience of motivated student entrepreneurs who are hungry for knowledge and who want to make an impact in the world, a charitable donation to the Innocent Foundation and the enclosed three jars of handmade (hand relabelled) jam as a shameless bribe.

I signed off the letter and included my contact information (replacing the telephone icon in the footer with a banana as a further nod to the Innocent story).

I knew from their story that Richard and his co-founders value novelty, creativity and humour; there are also plenty of examples from their journey of them being bold, plucky and quite cheeky as well as very generous. So I was fairly confident that they would appreciate time and creative efforts in doing my research, crafting a quirky letter, creating fake product labels and reimagining each of them as a flavour of jam, based on their professional skillset.

The next day I received an email from Richard Reed saying he appreciated the effort I had gone to and from there we set a date from the event.

The stunt certainly would not have been the right approach for contacting many individuals but it paid off on this occasion but it was a calculated risk. One of the Innocent Drinks brand values is 'Entrepreneurial' which they describe in the book as:

"We want people to take risks, and to try new approaches. This is not to say we condone stupid, reckless decisions; we want and expect people to think things through, but we will always back the person who tried something and failed over the person who never tried anything new in the first place."

So I would encourage you to try something, don't do anything stupid or reckless, think it through, but take a risk. You never know it might pay off!



INNOCENT DRINKS:



SMOOTHIE STARTUP SUCCESS STORY

The Innocent Drinks story neatly encapsulates several key tenets that we in the start-up team, and wider SETSquared network, regularly preach: solve a problem, validate your market and understand your customer. Those who have taken part in our programmes will be familiar with all of these terms, but for the benefit of anyone who hasn't, let's look at them through the lens of the Innocent Drinks story.

SOLVE A PROBLEM

Adam, Jon and Richard, who went on to co-found Innocent Drinks, embarked on an early entrepreneurial venture by organising DJ nights to improve the nightlife at their uni. Through this, they learned that where there is an unmet need there is an opportunity: a lesson that was to serve them well later on.

As graduates in London working long days, enjoying late nights and subsisting on a beer and takeaway pizza, they encountered another unmet need and so happened upon the problem that would lead to the founding of Innocent Drinks. They wanted to live more healthily but their lifestyles didn't make it easy. They perceived that here a problem they could solve, this time for a simple, easy and delicious way to get some nutrients and vitamins that could be enjoyed on the go.

They hypothesised that there must be lots of people like themselves with the same problem - and that some crushed up fruit in a bottle might be the solution.

VALIDATE YOUR MARKET

'Market validation' is a jargony way of saying 'see if people will buy what you are selling'... If enough people are willing to buy what you are offering, you have a business, if they're not, you don't.

The market validation story of Innocent has become legendary for its simplicity and elegance and is now used as a case study by business schools all over the world.

While still working full-time, Jon, Richard and Adam began spending their evenings and weekends diligently researching and developing recipes for their smoothies. Having tested them on family and friends to rave reviews, they needed to get some unbiased feedback.

While their stint as DJ promoters at uni may have been short-lived, they had



maintained an interest in live events and organised a yearly free music festival in a nearby park to raise money for charity. The event proved the perfect opportunity to test out their homemade smoothie recipes.

Initially, they drafted a two page questionnaire for people to complete, but, after friends pointed out that festival goers would be unlikely to want to stand and fill in the forms, they came up with a simpler method.

The trio only needed to know whether people liked the drinks and would part with cash for them in the future, so they built a stand at the festival with some bales of hay and some buckets of ice to keep the smoothies cold. Above the stand, a big sign asked drinkers “Should we give up our jobs to make these smoothies?” Bins at either ends of the stand, one labelled “YES” and the other labelled “NO” gave customers a very easy way to have their say, simply by discarding their bottle in one of the bins.

By the end of the day the ‘YES’ bin was full and the ‘NO’ bin had just a handful of bottles in it. This simple experiment cost nothing to run and allowed the partners to gather timely, relevant and anonymous feedback that validated the market for their business and ultimately provided the impetus for the three to quit their jobs and focus on the next stage of developing the business.

UNDERSTAND YOUR CUSTOMER



The Innocent co-founders were originally targeting customers much like themselves – young professionals, in urban areas with busy lives who wanted a healthy hit of natural goodness; but as the business gathered momentum their customer base expanded. The founders knew it was important to stay in touch with what was important to their customers, so they explored more and more ways to keep their finger on the pulse of the people who loved their brand.

As well as holding occasional focus groups, Innocent have an open door policy, and invite customers to drop in to their offices, known as Fruit Towers, for a chat and to share a smoothie. This brings customers, literally, closer to the business and provides an opportunity for the company to hear ideas and find out about what is important to them in a relaxed and informal setting.

The business has also been proactive in adopting new channels and ways of engaging, starting an email newsletter and then a blog and then social media, thereby defying critics who denounced each in turn as a passing fad and which have allowed the business to get to know what mattered most to their customers who have fed back on everything from Innocent’s adverts, the packaging and new recipes.

When a blog post about the launch of their new range of veg pots started getting a lot of comments they discovered a problem. Some of the pots contained honey, making them unsuitable for vegans. They took the feedback on board, went back to the development kitchen to perfect the recipes without using honey and relaunched the product, thus turning a negative into a positive.

These three simple principles can be applied by any business and are applicable at any stage, from early start-up to an established business, and could mean the difference between success and failure.



SETSQUARED EXETER TECHNOLOGY EXPLORATION LAB



By Colin Dart

Located at the Exeter Science Park Centre, the Technology Exploration Lab (TEL) is an innovative development space designed to help Devon's entrepreneurs and startups to try, test and create with the latest technology. The TEL sits neatly in the middle of the full SETsquared Exeter support lifecycle which aims to help innovative students, researchers, startups and SMEs to grow their entrepreneurial skills and achieve their goals.

Combining cutting edge technology, expert advice and a wide range of informative and enlightening seminars and workshops, the TEL's take home message is that we learn best when embedded in a community that are able to provide new context from all angles.

The TEL was launched in January 2021 at an event that brought together academic expertise, industry experience and startup innovation to discuss how virtual reality is changing the way we engage with our world. Since then, the TEL has delivered events and workshops on subjects such as computer simulation, 3D fabrication and AI ethics, all of which are available to view at the TEL's Vimeo page at <https://vimeo.com/user131663420>. Future events can be found at <https://setel.eventbrite.com>.

Within the four walls of the lab itself, you'll find that the activity has been broken up into stations, each one focussed on a particular area of technology.

- The Computing station has at its disposal a high-powered workstation capable of processing large amounts of data. The kind of power which lends itself to data analysis, 3d modelling, VR development and more. Complimented by several professional and consumer virtual reality devices, an accurate 3D scanner and whole host of enabling software licences, it helps to get those development projects off of the ground.

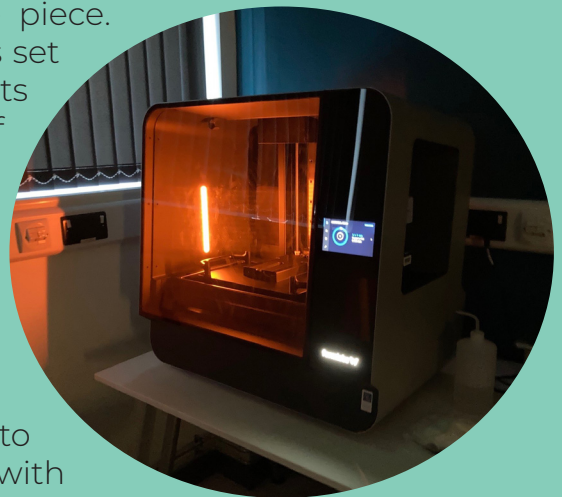
- The 3D fabrication station has at its heart a large format SLA printer. Capable of printing larger items in one piece. With a full wash and cure workflow around it, this set up helps to undertake rapid prototyping projects in house, without the expense or waiting times of using outside services. Anything from enclosures to functional test models.

- The final station is Electronics focused, with a full suite of machines and tools to assemble and test ready for integration.

The overall space allows users to take their ideas to real world innovations all in one place, together with the right help and expertise at hand to learn as they go.

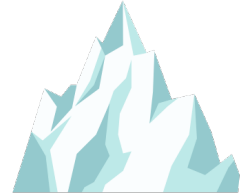
For students undergoing the Student Startups programmes, these facilities and the project support wrapped around them are available to take their projects through the product development cycle. Ranging from simple advice, connections to the right people and places, all the way through to full development projects.

Find out more about the TEL at <https://setsquared.exeter.ac.uk/tel> or ask a member of the Student Startups team how you can get started.





HOT OR NOT?



BUSINESS AND SOCIAL TRENDS 2021

GOING UP

TikTok – If video sharing platform TikTok were a country, it would be the third largest by population behind India and China. The app has been downloaded over 2 billion times and has nearly double the number of users of Spotify and its meteoric rise isn't showing any signs of slowing.

Some start-ups and small businesses are finding the platform to be a boon. However, it doesn't come without its pitfalls: all the hazards common to other social media platforms – notably trolling, hate comments, imitators and videos reaching viewers who are not the target customers – which are amplified on a platform with such a large and diverse group of active users.

Cryptocurrencies and NFTs – The current hype around cryptocurrency far outstrips the scale of the 2017 swell that first brought Bitcoin firmly into the mainstream spotlight. But buyers beware, these are still largely uncharted waters and experts warn of at least two areas of harm or potential harm. Not only are these digital products harmful to the environment due to the high energy demands involved in their operation, they also carry an exceptionally high level of financial risk. Expect continued hype around these products, together with large and erratic price fluctuations, as lawmakers, investors and consumers tussle over the future of crypto.

Alcoholic vs Non-Alcoholic beverages – More and more people are choosing to change their customary alcohol habits; some are cutting it out completely, while others are choosing to reduce their intake and expand their horizons by seeking out delicious drinks to spend their units in a way that really counts.

Low alcohol and alcohol-free beverages are popping up to meet demand for those wishing to reduce their intake, while artisanal options such as hard seltzers and craft beers are seeing an increase in demand from adventurous drinkers looking to branch out.

[Jubel](#) is one such brand. Founded by two University of Exeter graduates and brewed in Cornwall, Jubel is expected to sell four times the volume of their award-winning fruit-flavoured craft lager during September than they did in March this same year!





GOING DOWN

Dropshipping – Dropshipping is a business model where a retailer doesn't hold any stock but advertises products for sale and when a customer places an order the retailer in turn orders it from a third party supplier to be delivered directly to the customer. Dropshipping is popular because without having to invest in inventory, start-up costs are relatively low.

Drop-shippers have had a very good run, but shoppers are savvy and they are cutting out the middleman. The pandemic saw many people experience financial instability and lots also had more time on their hands. Customers with an appetite for a bargain, the time to shop around and only the aisles of 'essential' shops to browse added up to a bitter cocktail for drop-shippers. More consumers discovered that many of the products they lusted after from flashy social media ads could be bought direct from sites like Shein, Spocket and AliExpress for a fraction of the price, and as a result many drop-shippers will continue to experience tough times as customers pick price over convenience.

Single-use anything – Packaging, cling film, even cotton buds – customers are looking to ditch single-use and make more sustainable swaps wherever they can, however, the compromises they are willing to make on cost, quality and convenience may be minimal.

We are seeing big companies trying to change course: consumer goods giant Unilever has pledged to halve its use of virgin plastic by 2025. But with 2.5 billion people using Unilever products every day, that's a lot of plastic bottles of shampoo and mayonnaise. Change at that scale doesn't happen fast, which means there is a real opportunity for new businesses that can be agile and appeal to the millions of people who are sick of single use products and looking for products that add value to their lives while minimising their negative impact on the planet.

Screen time – FaceTime with family, Teams calls, Zoom quizzes, live streamed gigs... It all adds up to a lot of screen time and, with restrictions easing, people want to meet, shop and socialise in person. People spent more time in parks and green spaces during the pandemic and with the world re-opening we expect to see people prioritising activities and experiences that emphasise the outdoors and in-person, over indoors and online.

By Nicholas Pearson

STARTUP FINANCES:

WHERE TO START



By Harry Neill



During the earliest stages of your Startup you may not want to spend time on managing your finances, but creating good habits and implementing effective systems from the start will save you time, effort and money in the end.

Here are some simple points to follow for the successful management of your startup's finances:

1

How much do you know? The first step is to reflect on your own financial literacy. If you don't feel confident or this is your first business then a little bit of reading goes a long way, and you can start with the below....



2

Set up a bank account: This should be a bank account which is used exclusively for your business, though you can set up an account in your own name to start with. This is the first step towards managing your startup finances effectively.

3

Keep good records: Many banks enable you to see where your income and expenditure is going, and even add notes and photos of receipts. Little and often is the rule, so update your records as you go, not at the end of the month once you've forgotten the most useful details. The better your records are from the start, the easier your life will be down the line, and eventually the tax man is going to need some of that information! The logical next step is to...



4

Use bookkeeping software: The best bookkeeping software lets you manage your finances in real time, bringing together your records with a live feed from your bank account. Products such as Xero, Quickbooks, and Sage all charge a small monthly fee but will generate financial reports, invoices, receipts and enable you to keep track of your finances. In addition they all have add-ons which will help you as your business grows. Plus they will allow you to...



5

Manage your cash flow: This simply means keeping track of what is going in or out of your business bank account and responding appropriately.

Do you have too much stock? Don't order more until you need to.

Keep an eye on your regular monthly payments.

Do you have enough cash for your future projects?

Once you start doing this consistently you can start to prepare cash flow projections – a vital tool which allows you to plan for the future and, most importantly, make sure your business isn't going to run out of money. Remember, Cash is king.



6

Get help: Ultimately, whether you are in business on your own or have plans to conquer the world you will need professional help with your finances. An accountant or colleague with financial experience and qualifications will free up your time to focus on the rest of the business and make sure you don't miss any of your tax and reporting deadlines.

INTRAPRENEURSHIP:



What is all the fuss about?

By Korneel Verhaeghe

Intrapreneurship, simply put, is all about thinking and acting entrepreneurially while working in a company. The benefits for companies are clear: they can leverage the ideas, talent, creativity and drive of their employees to thrive, grow or even renew themselves. It's about maximising the human resource already present in the organisation.

However, intrapreneurship would be meaningless without the actual intrapreneurs... and that's where IKEEP comes in.

IKEEP is an 'intrapreneurial' pathway for students who don't necessarily want to start their own company – or at least not yet – but are ambitious and want to make their mark when they start their career.

The IKEEP programme offers students from Exeter, Bath, Bristol and Surrey an intrapreneurial training course, upon completion of which they are eligible to apply for a business-facing project to be completed by a team of 3 students.

The 8-10 hour training programme is open to undergraduate, postgraduate and research students and covers everything from Communication to Innovation Management, from Business Modelling to the benefits of Diversity and Inclusivity in innovation. The aim of the training is to teach applicable frameworks and provide tools and techniques that will help students be more effective in their future careers. Training is delivered mostly online and can be completed at the students' own pace, fit around their busy schedule of lectures and extra-curricular commitments, and is followed by a live, interactive session. Upon completion of the training students receive a digital badge showing their attendance, which can be used to put on their CV, LinkedIn or other social media.

Students who complete the training are eligible to apply for business projects. These comprise of four weeks part-time work in a team of three students and can range anywhere from market research to new product development, from marketing strategy development to technical analysis. Business projects are designed to give students practical experience in a company or industry they may otherwise not have considered and to give them an opportunity to put their newly gained intrapreneurial skills into practice. Places for business projects are extremely competitive and successful students will not only be rewarded with valuable experience, but will also receive a £450 stipend and second digital badge showing their newly gained experience. Exeter students will also be eligible for the Exeter Award.

IKEEP student Georgia Balmer said: "I am incredibly pleased to have completed the IKEEP training programme. The course has expanded my knowledge of intrapreneurship, business modelling, effective communication and management skills."

If you are interested in joining the programme or have any further questions, please contact the IKEEP team via IKEEP@exeter.ac.uk.

BOOKS AND PODCASTS

The Student Startups team share their favourite books and podcasts with you, which are sure to inspire and get you into that creative, entrepreneurial mindset!



BOOKS

A Book About Innocent: Our Story and Some Things We've Learned By Dan Germain and Richard Reed

A hugely insightful and entertaining book about the first 10 years of Innocent Drinks, reading this was the catalyst for Innocent co-founder Richard Reed joining us as a guest for a student start-ups event as detailed elsewhere in this edition.

Women Who Launch: The Women Who Shattered Glass Ceilings By Marlene Wagman-Geller

Women Who Launch is filled with inspiring true stories of women activists, artists, entrepreneurs who launched some of the most famous companies, brands, and organizations today and changed the world. It is at once a collection of biographies and a testament of female empowerment.

Dear Female Founder: 66 Letters of Advice from Women Entrepreneurs Who Have Made \$1 Billion in Revenue By Lu Li

A unique blend of encouragement, wisdom and practical insights, shared by remarkable female entrepreneurs. Whether you're a budding female entrepreneur or an intrapreneur within a bigger company, the rich advice will stand you in good stead and undoubtedly inspire you.

PODCASTS



Rebel Entrepreneur with Alan Donegan has all sorts of useful information about how to approach business in a different way, advice on all aspects of running a business and even a series of skills coaching episodes.

Conversations of Inspiration is hosted by Holly Tucker MBE, UK Ambassador for Creative Small Businesses and founder of Notonthehighstreet. Holly chats entrepreneur-to-entrepreneur with the people behind some of the UK's best loved businesses. The conversations make for brilliantly funny and inspiring listening as entrepreneurs share stories of their highs, lows and everything in-between.

Freakonomics is the brand under which economist Steven Levitt and New York Times journalist Stephen J. Dubner explore 'the hidden side of everything'. Through their podcast, documentary and bestselling books, the pair investigate how economics comes into play in our daily lives, from academic success, parenting and saving money.

Back to Work is an award-winning podcast with Merlin Mann and Dan Benjamin discussing productivity, communication, work, tools, and more.



BANANA PANCAKES

**Recipe by Daisy Anderson,
Founder of Roobarb's**

Bananas are one of the biggest culprits when it comes to food waste, both in supermarkets and at home. And their skins can take up to 2 years to decompose! So rather than throwing away these flavourful, potassium rich wonders, why not make some banana pancakes (with the skin on!). Perfect for a Sunday treat!

You will need:

- **1 medium banana**
- **90-100g oats/buckwheat flour/plain flour**
- **1 tsp cinnamon**
- **60ml plant-based milk**
- **1-2 tsp coconut oil**
- **Toppings of choice: Df yoghurt/berry compote/stewed fruit/nut butter/toasted seeds**
- **For this recipe, it's easy to use whichever flour suits you, so if you're gluten free, you won't be missing out.**

1. Start by blitzing the oats if you're not using flour and set aside.
2. Chop the top and bottom of the banana off and then slice the banana, keeping the skin to go waste free.
3. Blend the banana and milk together until all combined in a blender or food processor.
4. Gradually add the oats/flour and cinnamon and blitz again until the batter is smooth but not runny.
5. In a medium heat pan, spoon 1tsp of coconut oil and swirl to coat the pan.
6. Either dollop or pour your mixture into even portions.
7. Cook on one side for 2-3 minutes or until golden and then flip, adding more oil if needed.
8. Serve up with your favourite toppings and get munching! (Never underestimate a toasted seed!)

TOP TIP: If you make too many and can't eat them all, they will keep perfect in the fridge for a few days or can be popped in the freezer and defrosted for whenever you're in need of a pancake fix

TACKLING FOOD WASTE: ABOUT ROOBARB'S

"I'm Daisy, a 26 year old living in Falmouth, Cornwall and the founder of ROOBARB'S, a food business that aims to give life to unwanted fresh produce by turning surplus food into world-inspired vegan dishes. Currently serving at a local farmers market, ROOBARB'S is well-known for its signature dahl, banana pancakes and breakfast pots. Each item that features on the menu uses Cornish fruit or vegetables in their wonky, too large, too small form and all dishes are inspired by travel and love for food. Giving surplus a purpose, reducing food waste and proving 'not-so-perfect' produce can taste pretty darn good.

I joined the Exeter Startup cohort at the start of 2021 after spending the start of winter brainstorming ideas about business ideas that linked to both my excitement for food and want to limit further detrimental impact on the planet for the future generation. After spending weeks tweaking my business idea and pitching to the cohort, I was lucky enough to receive some market validation funding that enabled me to get the business off the ground. Starting off selling cold soups for people to heat up at home (there's only so many portions you can make in a Magimix!), I am now one of the main hot food traders at a well-known farmers market, have catered for private events, served at festivals and collaborated with local, independent businesses. The journey so far has been a rollercoaster, made up of excitement, fear, courage, passion, stress and pride. This is my 'thing' now and I can't wait to see where it takes me.

The aim is to continue spreading the word about food waste, usage and the deliciousness of fresh produce. I have visions of hosting summer brunches, with beautiful spreads in gardens and cosy winter supper nights. And one day, maybe one day, something in a permanent spot like a café."

To find out more, follow @roobarbsfood on Instagram.





exeter.ac.uk/studentstartups



studentstartups@exeter.ac.uk



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