



Press Release

Graduate Entrepreneurship Boot Camp

1-4th July 2013

8th July 2013

Three of our 3rd year BA (Hons) Graphic Design students have taken part in Yorkshire's annual Graduate Entrepreneurship Boot Camp (1-4th July 2013) where they can turn their fledgling business ideas into reality. Luke O'Brien and Joe Warburton are starting a graphic design business and William Cotterill a skateboarding clothing company.

The three Leeds College of Art students were selected with 27 other entrepreneurial students and graduates from around the region to attend the four day residential event at The Stables in High Melton.

Now in its seventh year, Boot Camp is hosted and organised by Yorkshire's Graduate Entrepreneurship Project, an ERDF funded initiative which encourages and support students and graduates into business and self-employment. The project is a collaboration of ten higher education institutions from the Yorkshire and Humber region and is co-ordinated by the University of Huddersfield.

The event included a key note speech from Shell LiveWIRE Young Entrepreneur of the Year 2012, Ben Allen, whose Scarborough-based business provides activities for the elderly and infirm in care home and day centres across the country. Other guest speakers included Dr. Kelly Smith, Head of Enterprise at the University of Huddersfield, as well as experts in finance, marketing, law and intellectual property.

Leeds College of Art student William Cotterill won the audience vote for 'Best Pitch' and the panel judged him as having 'Best Product', said *'Bootcamp, gave me the ability and opportunity to mix and work with a variety of different business minded people from a huge range of different subjects. The course was intensive and fast paced which I thought really helped to keep everyone focused across the whole week'*.

Luke O'Brien, from [Formula Studio](#) and recent Leeds College of Art 3rd year said, *"The GEP Bootcamp was a fantastic opportunity for us as a company, when we went we had no real understanding of business. On the camp we learnt a huge amount, it was intense but intense for a reason, there was so much to be learnt about such a huge subject. One of the best things for us was to meet a group of young professionals and interact with like minded individuals. I urge anyone thinking of setting up a business or going freelance to go on this camp. Its an invaluable resource. My advice is take lots of business cards!"*.

Also attending will be invited guests from the UK 's enterprise and education sector, as well as past beneficiaries of Yorkshire's Graduate Entrepreneurship Project who have gone on to launch successful businesses.

Louise Bermingham, Graduate Entrepreneurship Project Manager said, "*Boot Camp provides the region's entrepreneurial students and graduates with an inspirational environment in which to explore and develop their business ideas. They leave camp armed with a wealth of knowledge to start them on their journey into business*".

For more information visit www.graduateentrepreneurship.co.uk

[Yorkshire's 2013 Graduate Entrepreneurship Boot Camp Film](#)



Editor's Notes

Leeds College of Art

Founded in 1842, Leeds College of Art is an innovative institution that has changed the way art qualifications are taught and structured in Britain today.

We combine academic and vocational excellence in all our undergraduate programmes. Our focus is to put student's talents to practical use, so their creativity is channelled towards a successful career or postgraduate study.

Our students and staff create a unique community of vibrant, ambitious and deeply creative artists and designers. We are based in Leeds, an internationally acclaimed centre for teaching and learning in addition to being a leading hub for creative and digital industries.

www.leeds-art.ac.uk