



Fusion Programme

Business Start-Up Case Study

Helping pre start-up entrepreneurs to
develop their businesses



Poriète Designs

Eton, Berkshire



Background

Mix Consulting was contracted through WSX Enterprise and Southampton Solent University to deliver a programme called Fusion. It's purpose was to help the development of under-graduate start up businesses.

With the support of Nicky Curtis providing business start up support and advice the following student businesses received start up funding under this programme.

Name	Course	Business Name	Idea
Leanna Nelson	TV and Video Production	Nelson Productions	Editing Films
Ieva Poriète	Fashion Design	Poriète Fashion Designs	Designing/launching a lightweight travel collection
Oliver Girling	Film	Filmkit	Hiring out technical film equipment
Joshua Neal	Popular Music and Record Production	Curators	Themed cultured events/online store. Cultural education
Emily Sutcliffe	Fashion Design	Sick Pigeon	T Shirt Designs
Martin Wake	Popular Music and Record Production	Coffee Jingle Records	Record Label
Sophia Rolfe	TV and Video Production	Instinctively Creative Events	Event Management
Charlotte Flander	Fashion Media Styling	Charlotte Fl	Creative Digital Agency
Emma Berry	TV and Video Production	Plenty for Pups	Online niche market dog store
Chloe Marie Patrick	Psychology	Retailor	Consultancy in visual planning using customer psychology

Delivered By:



Accessed Through:



Funded By:



The Fusion project is funded by the Interreg IVA 2Seas programme (Cross-border Cooperation Programme 2007-2013), part financed by the European Regional Development Fund.

About the Company

Ieva Poriète a fashion graduate from Southampton Solent University always had a passion for making clothes. It all started when she was very young with her interest growing from designing clothes for her dolls to creating her own clothes as a teenager, experimenting with all different fabrics from her mother's storage cupboard.

This experience encouraged her to make and design her own clothes and publish a book called Poriète Designs. With a driving desire to be her own boss and launch her own label Ieva worked hard during her time at university, not only achieving a BA (Hons) Fashion Design degree, but also taking up the opportunity to join

a new, optional, Fusion supported Business Start Up module; the Creative Entrepreneurial Freelance Practice programme aimed at encouraging and supporting pre-start-up entrepreneurs and resulting in the launch of her own businesses.

Graduating with a sustainable Business Plan and a handful of clients who enjoyed wearing her bespoke pieces, Ieva moved to London and opened her first shop, 'Ieva Poriète Designs' in Eton High Street.

I. Poriète
IEVA PORIÈTE

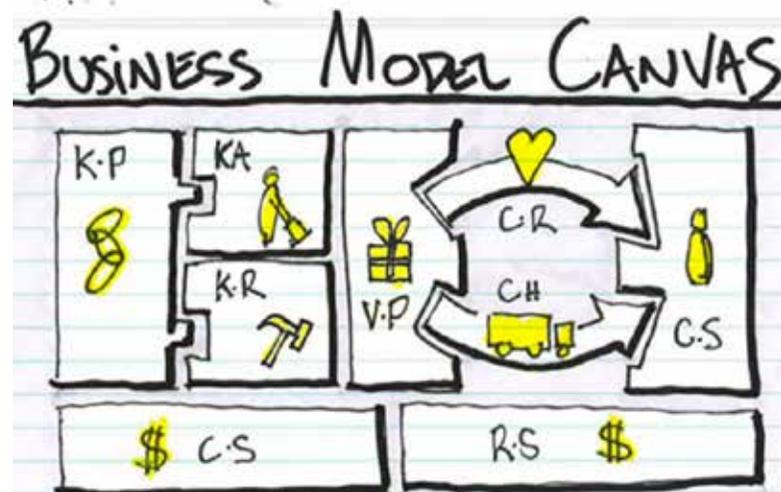


Support received through Fusion:

Pre-start up businesses were helped to develop their own business ideas using the Business Model Canvas to brainstorm out their ideas and test its viability before developing their own detailed Business Plan. The businesses were also supported with a mentoring and incubator

space and underpinned with a Business Start Up Programme including:

- Financial Dynamics
- Marketing
- Intellectual Property
- Business Structures
- Pitching and Presenting



Evaluation of Support:

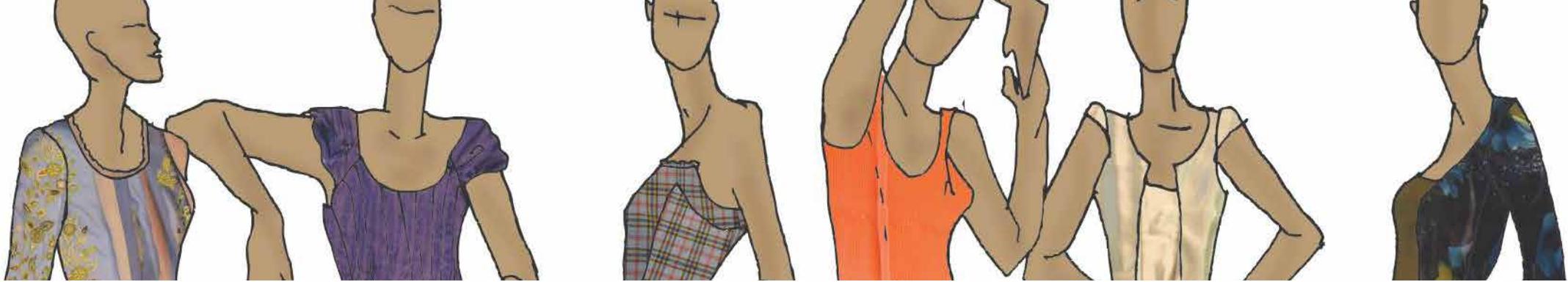
'We make fashion. You wear it.'

The support developed under the Fusion programme has enabled leva to develop a sustainable business plan and open her own business offering made-to-measure and bespoke dressmaker services. Now building a long term client base, leva's philosophy is that fashion comes and fades, but great style withstands the test of time, believing in a balanced coordination wardrobe that is tailored to 'your' needs and lifestyle.

Embracing the thinking behind Less=More from the Life Cycle Matrix incorporated in the CEFPP course, leva looks to use materials and services like the clothes stands made from recycled tyres in her shop and use local suppliers, saving

money and reducing the impact on CO2 emissions wherever possible. Although early days, leva also plans to expand and recruit some staff.

Playing an active role in the local retail community, leva has also won the best 'Windsor's Buy Local' window display competition aimed at raising the profile of the areas independent shops. leva dressed her windows to match Buy Local colours, using her creativity and talent to make a very eye catching display.



“My Business Consultant and Mentor worked with me every step of the way from helping me re-write my business plan as I found writing in English a challenge to encouraging me to develop my own collection which could turn my passion for sewing into a viable business rather than make ‘one off’ items for clients which limits my capacity to grow.”

Ieva Poriete, Bespoke Womenswear



Successes of Support:

The Fusion programme provided support to develop a CEFPP programme that may not otherwise have been available for Ieva and other pre start-up student entrepreneurs looking to start up their own business.

A vital element of the success of the programme was encouraging student businesses to take up the range of other opportunities

available to student start-ups; incubator space, micro grants, business assignments and mentoring, providing start-ups like Ieva with an all-round package of business support so they could ‘hit the ground running’.

The work undertaken with and through the University to support pre start-up entrepreneurs worked really well. The timing of the Fusion project coincided with the Southampton Solent Universities ambitions to provide practical business support and encouragement for those students opting to take part in a business support programme, who would then have all the information they need and a real option to freelance and/or start their own business rather than be constrained by a very difficult job market.

The Fusion project enabled WSX Enterprise to use its expertise to influence, develop and pilot a practical CEFPP programme incorporating sustainable business planning and key life cycle principles. Refined and improved after each programme, the Workshops are now embedded into the Solent Creatives programme - providing an optional module for any third year pre start-up student entrepreneurs from any Faculty interested in starting their own business.