



Welcome (SPEED & EFS)

Welcome to the first edition of the Be Inspired Newsletter and to our new Business Start-Up companies.

September 6th was the beginning of a new relationship between Staffordshire University and 35 exciting and diverse new businesses including; film production, wedding planners, eco mobile car valeters, fashion designers, training companies and an ice cream parlour, to name just a few.

Each year, a number of budding entrepreneurs are given the opportunity to take advantage of a range of business start up schemes run by Staffordshire University, currently funded by ERDF and HEIF to help them start up in business and support them in their first year of business.

The schemes offer mentoring, business training, business advice & support, business clubs & networking opportunities as well as grant funding. Visit www.beinspiredatstaffs.co.uk for more information about the programmes.

App Haus' First Application Release

App Haus have released their first application 'The Staffordshire Student Experience'.

Created for Staffordshire University Students Union, this application was launched as the Welcome Week application featuring an events guide, Union News, Photos and Videos, Officer Information, Campus Maps, Clubs and Societies, it even offers a way to listen to OMG student radio on the go!

It is available to download on the Android marketplace, iPhone App Store and for other devices at staffsunion.info.

To find out how a web or mobile application could help your business call **App Haus** on **01213 142 223** or visit apphaus.co.uk



Financial Support for Staffordshire's SME's

Small Medium Enterprises in the Staffordshire area can cash in on the Staffordshire Business Support Fund.

New and existing businesses who've been refused a loan from the bank can apply for a loan of £10 - £50K from Staffordshire Business Support Fund.

For further information contact **Steve Grice** on **0845 313 8410** or email at steve@bcrs.org.uk or visit <http://www.bcrs.org.uk/apply-online.html>



Watch Watchorn Productions

Watchorn Productions is the one to watch over the coming year in the film production industry.

Since starting on Staffordshire University Business Start-Up Programme, Tim Watchorn of Watchorn Productions has produced the popular martial arts based talk show series called 'Danny Harrison's Fighting Talk' aired on Channel M.

Watchorn Productions will also be filming 'The Kings Battleground'. This explosive event is held in the Nottingham Trent Arena and will host multiple martial arts competitions.

Always keen to remain productive, Tim has another film short on the horizon. Working with Julie Fernandez ('The Office') and David Proud (Eastenders) this is a funny tale of two disabled actors. Filming is due to start in the new year. To find out more about Watchorn Productions visit www.watchornproductions.com

Upcoming Events

Innovate Fest 20th Oct 2.00 – 7.30 pm

Find out about improving efficiency, productivity and securing funding. A great Networking opportunity. Register to attend at www.staffs.ac.uk/fcetinnovatefest

Global Entrepreneurship Week 15 – 19 Nov

As part of a global celebration of entrepreneurial activities, The Business School at Staffordshire University is organising a number of events including:

Prof. Mike Professorial lecture 15th Nov 6.00 pm at F14, Ruxton Centre, Beaconside campus, Stafford.

National Employability & Enterprise Conference – WM 19 & 20 Nov Millennium Point, Birmingham.



Facebook Marketing Strategy Tips

Facebook has become the mainstay of the web experience for many people.

It's rapid rise means that the site is constantly presenting marketers with new challenges and opportunities; some that can be overcome, some that need to be accepted and others that change the way people use the web.

If social media marketing is going to be part of your marketing strategy, and it should be, visit <http://mashable.com/2010/10/07/facebook-marketing-tips/> for tips on developing a Facebook marketing strategy .

