

HOW OFTEN?
A new issue every quarter.



VELOCITY

May 2020

Thank you NHS Staff, Key workers, and all our staff and students who are contributing to help tackle the pandemic. You are doing an amazing job!



IN THIS EDITION...

INTERVIEWS

A brilliant interview with Jodie McGregor founder of My Breakfast Box . Read about her story and her new product!

WFH GUIDE

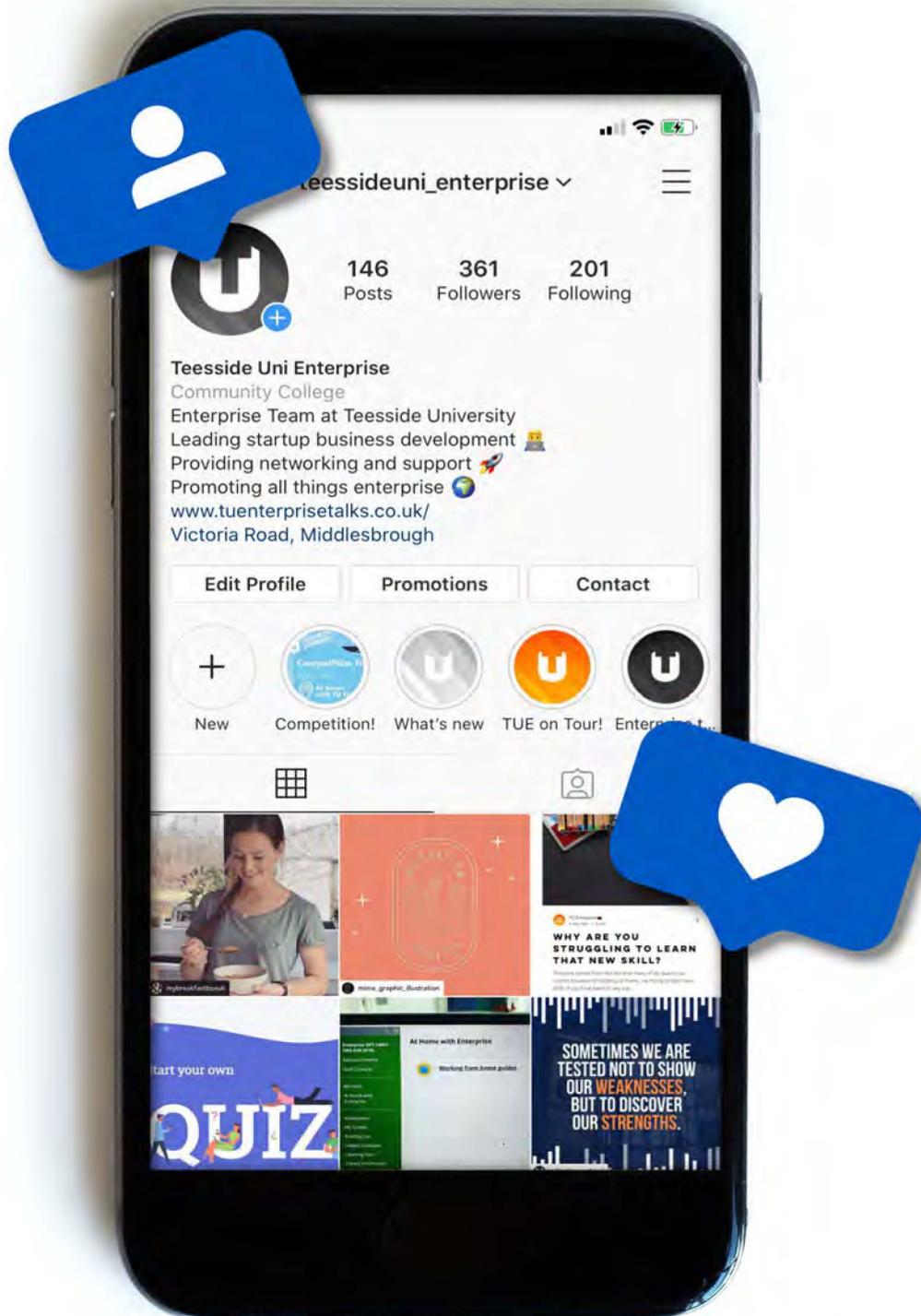
Learn more about the best practises for working from home and read our most recent guide on learning new skills.

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OUR FEED THIS WEEK



@TESSIDEUNI_ENTERPRISE





At Home with TU Enterprise

At Home with Enterprise is our new initiative that aims to bring information, updates and insights into all things enterprising and brings them to you at home.

This may include things you can get involved with, from starting your own business to how to nail that Instagram post and of course our blog.

Whether it is during isolation, the holidays or just whilst you are at home on a weekend we are dedicated to bringing you the best enterprise content to help develop your business, your skills, your mindset and wellbeing.



TU Enterprise Talks .co.uk



Subscribe to our new blog!

Brought you by the Enterprise Team at Teesside University, some of our most recent posts include how to learn new skills, learning from experts about working from home and this one!

Our short guide on some of the best practises for working from home.

Why not give it a read!



Meet Jodie McGregor

Founder of

MY BREAKFAST BOX



3rd Year Food and Nutrition student

and Winner of Student Entrepreneur 2019

We asked her a few questions to find out how she got started, the challenges she's had and what she's been up to recently.

What was the reason behind setting up your own business?

I came to Teesside Uni in September 2017 to start my degree in Food and Nutrition, having worked as a personal trainer for the last 5 years, nutrition had really sparked an interest in me, and I thought the degree would go hand in hand with what I was already doing.

Whilst on the first year of the course, we briefly looked into the workings of the food industry and I found this really interesting.

At the end of my first year, I also started thinking about possible gaps in the market and how a product that I had been making for my clients for a while, a low sugar granola, might fit into this.

How did you get started?

With the help of Launchpad, I started to bring my ideas together and in December 2018, I attended a local market to trial my granola idea with the public... we sold out and it went down a storm!

After Christmas that year, I got to work on getting things moving and started to grow the business out by supplying local farm shops, cafes and also zero waste shops.

During summer 2019 (in the 2nd year of my degree) I was lucky enough to gain a place on the Launchpad Fuel program which provided me with a huge amount of support and at the end, a very helpful grant that I used to move things up a notch. It was at this point I felt like the

business needed to be much more serious if I wanted to scale it. So, following a few nudges from people mentoring me, I went back to the drawing board to really clarify how the business was going to scale and where it stood amongst competitors. It was at this point I decided the best route to go would be focusing on a subscription-based business that delivers different breakfast options to people at home or work.

I launched this model at the end of March 2020 and so far, have had a lot of positive feedback! This new angle for the business really excites me and I can't wait to see where it goes!





MY BREAKFAST BOX

Good morning beautiful

"I feel this suits
running my own show!"

How does it feel running your own business?

Having worked for myself since I left school, I've always been very determined in whatever it is I've taken on and feel like I probably wouldn't suit working for someone else! I put my whole soul into my business and have a lot

of passion for it, so I feel this suits running my own show!

What made you want to re-brand and did you have any difficulty with doing so?

I think doing more and more research into where the business needed to go made it clear that the brand needed to match the products and our consumers much more. I was incredibly lucky to work with a branding guy who really understood what I was about and what the brand should be about. I'm so pleased with the finished results and hope it becomes recognised by many!!



Choc Chip and Peanut Butter, Multi-seed and Cacao and Almond Butter Breakfast Bars Wow!



Last year you won Teesside University's Student Entrepreneur 2019 at the Enterprise Awards, what did this mean to you?

It was a real surprise and so lovely to receive it, especially in front of the people that have been supporting me so much over the last 18 months. I also think it is so great that the university is giving students credit for entrepreneurial achievements, it's never something that was spoken about through school or college and is so important in society today. I hope it continues to encourage students to create their own path and be ambitious.

What are some of the biggest challenges that you have come across running your own business both professionally and personally?

I think professionally it's balancing your time and energy, someone close to me said "Jodie, you can work hard or you can work smart...right now you are not working smart!" and I try to remind myself of this when things get busy! It's very easy to think that because you're running around, spinning lots of plates, it will generate results, but this is often not the case! So being precious about my physical and mental energy and how I use it is very important to me.

On a personal level, I think the main challenge is not to take everything personally! When you are running your own business, it becomes your baby, and if someone tells you your business is bloody stupid, you get quite offended! But trying to step back and look in from a professional, rather than personal view helps you stay in a good space. Oh, and turn off email notifications... that's a godsend!

What advice would you give others who have an idea and do not know what to do with it?

- Talk to the team at Launchpad!
- Research! Delve deep into the inner workings of the industry you are aiming to be a part of and find out as much as possible! Speak to people, research and read as knowledge really is key when you're creating something special but after that...
- Read The 12-Week Year... knowledge is power... But execution is what makes the difference!



What is the best and worst thing about running your business?

The best thing is knowing that what I have created is my own and I can be really proud of every aspect... but the worst thing is when things go wrong... there's only one person to blame!!

Is there any advice you would give yourself if you could go back in time to when you started?

Take your time! I want everything yesterday, but the reality is, things take time to become great so don't panic and feel like you're behind all the time!

Finally, what are your plans for the future?

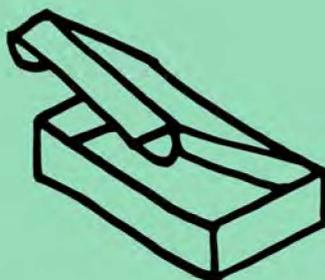
I'd love to see this business scale and to grow a reputable brand that people love and want to be a part of.

There is so much scope for the business and growing a team of people to help me make the most of that is next on the agenda! Hopefully a big future lies ahead for My Breakfast Box!

HOW IT WORKS



1. SUBSCRIBE AND ORDER YOUR FIRST BOX OF BREAKFAST GOODIES!



2. RECEIVE A WEEKLY DELIVERY OF EXCITING BREAKFAST OPTIONS



3. SPEND YOUR MORNING ENJOYING THE IMPORTANT THINGS KNOWING BREAKFAST IS SORTED!

Find out more at: mybreakfastbox.co.uk



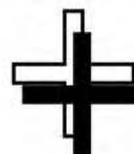
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enactus



Enactus Teesside have a whole new revamped website!

Enactus provides university students with the opportunity to make a meaningful difference in their communities, while gaining the experience, skills and contacts necessary to build a successful career.



**Check out the new website at:
www.enactusteesside.org/**



VELOCITY

BY TU ENTERPRISE

Contact:

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