

## Bright Ideas 2008 Winner– Atta Behravanfar [Spin Clip]

The Bright Ideas competition, organised by WestFocus's Entrepreneurship Centre, encourages all WestFocus students with innovative ideas to present them to a panel of judges. The event provides the students, from a range of disciplines, the possibility of winning one of ten £1000 prizes. It also offers advice to young entrepreneurs on developing new ideas and provides workshops on how to pitch them to potential investors. In the past, participants have successfully developed their ideas into projects and businesses.



**Atta pitches his winning idea to the audience**

Atta Behravanfar, a Postgraduate student in Engineering, Virtual Product Design, at Kingston University, was a double winner at this year's Bright Ideas.

He designed a secure spin clip to keep bags in public spaces safe from thieves. The simple yet effective concept allows customers in restaurants or coffee shops to place their belongings on a clip next to them, and ensure that unlawful attempts to grab the bag would fail as a result of the device's grip.

Atta's effective design against crime is targeted for owners of social spaces such as bars or restaurants. Keeping their long-term profit in mind, such places would significantly benefit from guaranteeing their customers secure and safe facilities. His intuitive concept won him the top prize of £1000 at the competition.

*"Winning the award has given me the drive to carry on with my idea and eventually put it on the market. It has also helped me consider developing other ideas I had in mind."*

Furthermore, Atta's idea was also named the most interesting new product, and awarded a three-months free mentoring at the London Innovation Centre, with mentor Nick Boles, from the London Development agency.

Currently, the spin clip is still at a development stage, as well as registering and patenting the product.

This is the first time Atta participated in the competition, but assures it won't be the last.

*"By entering the competition I have met fellow students with different disciplines and skills sets as well as giving me the opportunity of networking. I have enjoyed the creative element as I now see my future in becoming a design engineer and more importantly, an entrepreneur."*

**Bright Ideas 2008 Winners - Elliott Coleman and Benjamin Tingling**  
**[Aristo Beverages]**

**The Bright Ideas competition, organised by WestFocus's Entrepreneurship Centre, encourages all WestFocus students with innovative ideas to present them to a panel of judges. The event provides the students, from a range of disciplines, the possibility of winning a £1,000 prize. It also offers advice to young entrepreneurs on developing new ideas and provides workshops on how to pitch them to potential investors. In the past, participants have successfully developed their ideas into projects and businesses.**



**Elliott and Benjamin pitching to the audience.**

Brunel University's Business students, Elliott Coleman and Benjamin Tingling, demonstrated entrepreneurial flair and passion for success at the Bright Ideas competition.

Benjamin said, *"We both have a strong passion for enterprise. We strongly believe that we can fulfil our objective through Aristo, and have a successful business that stands the test of time."*

Having produced and discarded various business ideas, Elliott and Benjamin found Aristo Beverages to be a potential success. Aristo – whose name was inspired from the Ancient Greek word, Aristos, for 'the best' – is a start-up company in the beverage industry. It aims to provide a 250ml, fruit-based, 7% alcoholic pre-mixed beverage.

The students' inspiration was triggered from visiting bars and feeling there was little alternative to fruit-based alco-pops or strong spirits and mixers. They identified the gap in the market and decided to investigate further.

The extensive research carried out on the alcoholic drinks market revealed that a demand for a tasteful product, without undesired artificial additives yet sufficient alcoholic strength, was present. Furthermore, the target market of the product is aimed at customers in their twenties, while female consumers in particular are expected to endorse it as a much needed alternative to their usual glass of wine. Meetings and feedback from important suppliers in the beverage industry also reflected very similar findings.

In the long term, Aristo's objective is to become the number one quality pre-mixed beverage. At the moment, Aristo have settled on a fully natural recipe, achieved with their drink developers. Filling, distribution and glass suppliers have all been organised, leaving the final touch of label design to be finalised.

Having won £1000 at the event, Elliott and Benjamin were very pleased with their success, *"The Bright Ideas prize is going towards paying for our very first batch of Aristo, so it is definitely much appreciated!"*

The students are now looking towards their first test batch of approximately 10,000 units, to which the Bright Ideas prize will contribute. This first set, to be released into the market by May 2008, will be premium branded and priced accordingly.

Aristo beverages is a valuable example of a well-developed and researched business idea, reflecting the quality of ventures competing at Bright Ideas.

Benjamin claimed that *"the WestFocus Entrepreneurship Centre is inspirational for a lot of aspiring entrepreneurs, it hits home that being an entrepreneur really is a viable career path, not an easy one, but a fulfilling one nonetheless."*

## **Bright Ideas 2008 Winner - Matthew Beckford [BeUnique.com]**

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The RHUL student collects his £250 prize from the Director of WestFocus, David Stokes.

Matthew Beckford is a third year student at Royal Holloway University of London. He came up with his Bright Idea whilst talking to fashion students at his university. Shocked to discover that a lot of their work ends up being stored or recycled, his entrepreneurial mind started working.

The idea he came up with, Beunique.com, is a website linking fashion students with individuals who wish to buy cheap unique clothing.

*"I entered the WestFocus competition because I had this random business idea. I wanted to see what funding I could get for it and find out if I could develop it further."*

After attending the award ceremony, Matthew said how confident he is that his Bright Idea could be up and running by the end of the summer,

*"I've met many interesting people here who have offered advice and pointed me in various directions. It's been more than just a competition - It's been the trigger, the launch, the thing that's got things rolling for me!"*

The Politics and International Relations student won £250 for his unique idea. As well as the money he believes he has gained in confidence and inspiration.

*"I feel I now have the ability to go further with my idea. I'm holding meetings with Art/Fashion colleges so things are looking good."*

He also believes it has been a great opportunity to network, *"I've met some very interesting students from across London. It's been a great chance to discuss our ideas with each other and to share our knowledge."*

Matthew remains thankful to WestFocus and urges other students to get involved.

*"If it wasn't for WestFocus I wouldn't be doing this, I wouldn't even be thinking about it. I hope more and more students enter the competition because it really does open doors into a new world."*

## **Bright Ideas 2008 winner - Andrea Zick [EatSmart]**

**The Bright Ideas competition, organised by West Focus's Entrepreneurship Centre, encourages all WestFocus students with innovative ideas to present them to a panel of judges. The event provides the students, from a range of disciplines, the possibility of winning one of ten £1000 top prizes. It also offers advice to young entrepreneurs on developing new ideas and provides workshops on how to pitch them to potential investors. In the past, participants have successfully developed their ideas into projects and businesses.**

Andrea Zick, from Roehampton University, reluctantly submitted an idea she came up with in class, not realizing it had so much potential. The Nutrition and Health student was sick of food labels contradicting each other,

*"Labels on most foods, all across the country, are never totally clear on nutritional content. It's wrong! Consumers should have an easy way to find out how healthy their shopping is – Especially since more and more people suffer allergies nowadays, and obesity is on the increase."*

Andrea's idea involves using a credit card-like system and a barcode extension on food products. Each time the consumer shops, they hand in their nutritional EatSmart card at the checkout so that nutritional data from the food can be scanned, summarised and stored on it. When the consumer gets home they can access the information online to see how healthy their shopping is. Healthy alternatives will also be displayed to help educate the consumer.

The modest second year student described how embarrassed she felt at the awards ceremony.

*"When I met everyone and heard all the ideas, and saw how passionate they were about theirs, I questioned why I'd even bothered. As a woman, you often don't consider yourself to be capable of developing new ideas in business. Additionally, coming from the east of Germany, growing up in a 'Communist State', and having no background in business made it more difficult for me to believe I could make a living like this. As the day progressed though, and more people gave feedback I figured I did have a chance, at least for the second prize of £250."*

The final runner up was announced, and Andrea wasn't one of them.

*"Well that's it Andrea", she said to herself, "just to prove you're not an entrepreneur. Good idea but too crazy and unrealistic."*

But her name was soon called out as one of the ten top prize winners for the £1000.

*"I couldn't believe it, I was amazed! I was obviously really pleased but I didn't know what to say at the time. I just stumbled my way through the pitch with a bright red face and sat down."*

Andrea believes the whole experience has helped increase her confidence massively,

*"Winning Bright Ideas made me realise how much I underestimate my creativity and ability sometimes. I can't believe a simple idea from my course could end up generating so much interest and money"*

Since networking at the awards, Andrea now hopes to pursue her idea and turn it into a reality.



Andrea Zick collects her £1000 award from guest speaker, Trevor Walsh.

## **Bright Ideas Runner-Up- Harmeet Arora**

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Harmeet Arora used his knowledge and personal experience of both the Indian and the British markets to come up with a £250 award winning enterprise idea. The young graduate formed a successful team of Thames Valley University students who are building the idea into a resounding success.

Harmeets Company aims to link British and Indian enterprises together so that both can benefit from each others' strengths. Initially, Harmeet wanted to help British clients enter the rapidly growing Indian market because, *"The business culture out there is so different to ours."* After much research however, the third year business student realised that the Indian market could also benefit from having British links. *"So many small Indian companies would love, but don't have the time or money, to work with the U.K."* His Bright Idea therefore exploits this gap in the market.

When applying for the annual WestFocus competition Harmeet had no idea how successful his business venture could become. *"It was the entry form which originally grabbed my attention - I felt it would encourage us to think about our idea in depth. I never dreamed we'd win money for it!"*

Doing well has provided Harmeet and his team with the confidence to pursue their idea. *"We now have belief in our idea, and ourselves, and believe that if we focus on it, we can succeed."*

Harmeet says he originally wanted to "dabble" with enterprise. *"I signed up because I wanted to open up my options for when I graduate. Thanks to WestFocus, I now have a completely different career path to go down."*



Harmeet gratefully accepts his Runner-up prize from David Stokes.

**For more information on the WestFocus Entrepreneurship Centre, or to participate in the next Bright Ideas competition, please visit <http://www.westfocus.org.uk/Entrepreneurship> or contact Martha Mador [m.mador@kingston.ac.uk](mailto:m.mador@kingston.ac.uk)**