



University of
Hertfordshire



Jo Iles, Enterprise Advisor, University of Hertfordshire

Jo, how and why did you engage Jay from Red Potato initially?

"We were looking for trainers for our Summer Enterprise Bootcamp, aimed at students wanting to start up their own business, and Red Potato was recommended to us by a contact at Oaklands College, who had previously worked with them."



And what was Red Potato brought in to do?

"We wanted Red Potato to deliver workshops in a number of key areas as part of our extra-curricular programme to help students to create their own enterprises.

"Specifically, they delivered workshops focused on Market Research, Social Media, and Pitching & Presentation Skills.

"They also helped students on a one-to-one basis with general business advice, and their supportive engagement with the students was particularly well received."

What impact has Red Potato's involvement had?

"I think it has clearly demonstrated the value of the one-to-one sessions, and as a department, we realise that this is something we want to put a stronger emphasis on for future programmes."

