

Students and Ideas Initiative in head to head challenge

BUSINESS PROFESSIONALS from the leading entrepreneurial businesses in Surrey took on the best of Surrey University's student business brains at the inaugural meeting of the Ideas Initiative.

The brainchild of a network of local businesses including ramsac, Roffe Swayne, Hart Brown, The Marketing Centre, The FD Centre, Room 11, Lloyds TSB, Perfect Pitch and RM2, the Ideas Initiative offers an alternative, entertaining and educational networking opportunity for entrepreneurial and rapidly growing Surrey organisations.

The inaugural event attracted 80 entrepreneurs and included a head to head challenge for five seasoned business professionals who took on five students from Surrey Entrepreneurs Society. The teams were set a practical business challenge and given two hours to draw up a business

plan, which was presented to a panel of real life business Dragons. The Dragons judged the two presentations based on financial acumen, innovation and likelihood of success. The team of students won with their innovative ideas for business growth and development.

Presentations on social networking and raising investment capital were delivered by Thomas Power, the founder of Ecademy, and Oliver Woolley, the executive director of the British Business Angels Association.

Lucy Hogarth, from co-organiser The Marketing Centre, said the event at the university had enabled the business community to engage with entrepreneurs in the making.

For further information about the Ideas Initiative visit the website or join the LinkedIn group.

www.ideasinitiative.com