



Lisa Porter



Activities

During the SPEED programme my confidence has improved and my I have increased my knowledge of many aspects of business start-up such as how to register a company, comply with the relevant legislation, undertake market research, and promote my business using networking opportunities.

So far my business has:

- Initial basic website launched March 2007
- Registered as a Ltd Company April 2007
- Care for Life logo designed by fellow student May 2007

There is so much knowledge, information, people and ideas that just would not have happened were it not for SPEED. Without SPEED I don't think that I would have had the confidence to set up Care for Life.

Care For Life Ltd

Care for Life Ltd provides an on-line database of all care homes across the UK. The facility allows people looking for care homes to be able to access free user friendly information to help them with their search. Care for Life allows care homes the opportunity to advertise themselves and their bed vacancy status effectively on the internet. Income is generated through advertising fees.

The Student Placements for Entrepreneurs in Education (SPEED) programme

What have been the best parts of the programme?

The structured support providing practical information, advice and signposting from someone who has experience in setting up a business from scratch. Also being amongst others who are all in the same boat.

How has the training and mentoring support helped you?

The training fills in the gaps of knowledge (of which there are many!) around complex areas such as business legislation, accounting etc. The mentor support is also very welcome as it enables you to bounce around ideas in a safe environment and provides you with sensible advice.

What have you learned about yourself whilst on the programme?

That I am a very positive person, and that I can achieve more than I think I can. An example of this is understanding (for the first time) accounting and budgeting and its importance. Previously it was a complete mystery to me.

How has the programme built your confidence to try new ventures?

My confidence has grown whilst participating on the SPEED programme. There is still a lot yet to be achieved but it now seems attainable.

What advice would you have for any students considering applying to SPEED?

GO FOR IT !! You will never know until you try. SPEED gives you the chance to go for it with support. It's the best shot you will get. There is no point in letting it slip by and watch someone else make a success of your idea.

Future

In two years time I will be heading up the development of Care for Life.

Care for Life will be a flourishing and successful business leading the way in on-line care home marketing. We will have contracts with 60% of care homes nationwide and will be continuing with increased market penetration.



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