



This form can be used as an orientation in the presentation of projects of young entrepreneurs developed in the locations of each partner country. It will be presented at the YouthNest project meeting to be held in Italy in May 2018.

## SECTION A: GENERAL INFORMATION

1. Name of the project: Slackpress Media
2. E-mail address: [amy@slackpress.co.uk](mailto:amy@slackpress.co.uk)
3. Location covered: UK/RoI
4. Number of jobs created: 6
5. Project in operation (date): since: 2013 until: ongoing

## SECTION B: OBJECTIVES/GOALS SET

6. Write down briefly what the young entrepreneurs want to achieve with this project, what their objectives/goals are:

Having left university, the founders who created this social enterprise found themselves in short-term, poorly paid jobs. Their initial goal was to secure well paid full-time employment for themselves in the film and media sector. Over the five years that this company has been in operation the initial objectives have been met with the actual number of employees having doubled.

## SECTION C: STRATEGIC LINES AND FINANCING

7. Describe how young entrepreneurs develop the project and what type of financial support they used at the beginning:

This project started in one of the founder's bedrooms, after some time they decided to hire workspace in their local enterprise agency/incubation centre. They didn't receive any funding per se, but they received mentoring support from the local regional business start programme. Later in the process they received business development mentoring from a local government programme which supported social enterprises. They started off with small filming commissions for local charities and social enterprises, providing professional media content at what was affordable prices. As time passed they broadened their portfolio, skill sets and equipment inventory having moved into corporate video production. They now also provide valuable experience and training for students, graduates and the unemployed in a sector which has traditionally been very difficult for young people to get established with opportunities virtually non-existent outside large cities..

## SECTION D: RESULTS/IMPACTS OF THE PROJECT

8. Which are the results/impacts young entrepreneurs achieved thanks to the project?

The result of this project is that 6 young people now work in a sector with employment opportunities traditionally viewed as only available in large cities - they have almost single handedly developed the sector they now serve in their home town. They have well paid jobs (by local standards) and haven't needed to move to London or Dublin as many of their cohort did.

## SECTION E: DIFFICULTIES AND PROBLEM SOLVING

9. Were there any difficulties they needed to face? If yes, how did they solve them?

The difficulties were mostly down to lack of funding and poor cash flow. These issues were mitigated by paying careful attention to the finances with salaries not being drawn in the early days. To keep costs down e.g. filming equipment was borrowed, bought second hand and computers were taken in from home. The fact that the founders were living at home also helped to keep costs down to a minimum.

## SECTION F: OTHER CONSIDERATIONS AND SUGGESTIONS/REMARKS

10. Do you have any other remarks/considerations/suggestions you would like to share? If yes, feel free to share them because it is very helpful for other young entrepreneurs.



Slackpress – the core team, L-R Amy, Simon, Ryan and John



Slackpress – filming to help promote projects within our local community





Slackpress – on location



Slackpress – the crew on location with local actor James Nesbitt