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**TO WHOM IT MAY CONCERN**

Enterprise at Sheffield

Careers Service  
University of Sheffield  
388 Glossop Road  
Sheffield S10 2JA

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**Telephone:** +44 (0) 114 222 4040  
**Fax:** +44 (0) 114 222 4042  
**Email:** J.Moore@Sheffield.ac.uk

### **Shield Creativity Pre Start programme for University students**

ExcaliburUK Ltd have run the Shield Creativity programme on a number of occasions for the students of the universities of Sheffield and Sheffield Hallam who want to start businesses in South Yorkshire. The programme has proved to be highly effective.

The Shield Programme supports students who are interested in examining the possibility of starting their own business, by taking them through the processes of generating a robust business idea or increasing their confidence and skills to make initial effective progress.

The programme employs unique divergent techniques to facilitate ideas generation and engages the students in exciting and stimulating concept development exercises. This approach allows students to assess and investigate their new business concepts and signposts them to conventional sources of pre start support at the appropriate time. It thus dovetails with existing support structures. Feedback from the students themselves indicates this programme is highly valued by them and that they appreciate the skills they gain.

We would recommend the programme to Universities who wish to maximise the entrepreneurial talent of their student population.

Dr Jenny Moore  
Enterprise Learning Coordinator  
University of Sheffield