



Innovate
UK



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DO IT

Innovate UK #IdeasMeanBusiness 2018 Award Winner Case Studies



Name: **Adam Root**

Company name: **Inheriting Earth**

Inheriting Earth is in the 'clean growth' sector, specifically focusing on changing the UK's circular economy by capturing the tons of plastic heading towards the ocean with a device that could save over 100,000 lives per year. This device focuses on the reduction and removal of microfibre plastic from waste-water discharge in washing machines.

"We are an innovation company. We pioneer plastic capture for the good of the planet. Billions of microplastics enter our food and ecosystems every day. Through design thinking, powerful partners and an impatience to make what we do matter, our mission is to stop this pollution at source."

Adam Root, Inheriting Earth -

"Innovate UK has been a true foundation partner for Inheriting Earth and the development of our products. Whilst the financial support of the grant was, of course, essential, we would not be where we are now without their team's help, support and expertise. We have also been able to develop faster and at much greater scale thanks to Innovate UK's connections to industry, governments and global organisations."



Name: **Claire Skelton**

Company name: **Claire Skelton**

Claire Skelton is a jeweller and a silversmith, with a company of her own name. She uses traditional skills to make contemporary designs, holding a strong respect for the precious metals she works with. Using a traditional technique that involves melting down fragments and gold dust into tiny spheres and placing them as the gem at the focal point of the jewellery is her way of respecting the material and saving every last speck of dust from being wasted, instead reincorporating it back into the piece.

Have you hit any major milestones?

“Most recently, I was successful in winning a place on Craft NI’s accelerator programme: ‘Launchpad’. I also recently received a SIAP Award, securing funding from the Arts Council of Northern Ireland. From the point of beginning the Young Innovators Award, becoming full time as a jeweller and making my first engagement ring for a client have been some of the most memorable and meaningful milestones.”

Overcome any obstacles or challenges?

“Finding a sustainable balance of work that is also enjoyable and healthy has been a challenge. Building confidence has also been a constant challenge - particularly when needing to present myself, as I am naturally shy.”

Claire Skelton, Claire Skelton artist - maker –

“The Ideas Mean Business Award enabled me to achieve a lot in a short space of time; my brand and business as a whole was accelerated, from my website, to my capabilities in the studio. Each opportunity that came my way during the Innovate UK programme and since has given me the opportunity to push myself. Overall the Young Innovator Award taught me how to be open to opportunities and act on them.”



Name: **George Howell**

Company name: **Ideal First Car**

“Ideal First Car is the market-place for all things first car. We’re here to help first time car buyers cut the bull and get mobile so they can turn a 2-week problem into a 20-minute solution. With 22,000 cars across 1,000 dealers nationwide, you can now find your Ideal First Car based off the things that matter to you!”

Having started off as a “1 desk, 1 person and 1 dodgy laptop in my bedroom in Devon”, Ideal First Car is now a team of 9, having gained more and more success following the Ideas Mean Business Award win.

George Howell, Ideal First Car -

“Innovate UK gave me the kick start I needed to help me get out of the starting blocks. Being a Young Innovator opened doors that I could only have dreamed of and provided unrivalled mentorship to help guide me to where I am today.”



Name: **Laurie Freeman**

Company name: **Zingi Bear**

In April 2019, Laurie Freeman started a non-alcoholic drinks brand called Zingi Bear after winning a competition with Innovate UK to start a business.

After plenty of reading, lots of experimenting, and a few Jackson Pollock pieces later, he came across a style of drink that until now had been mostly forgotten about. Zingi Bear is based on an old-school drink called a Switchel. This punchy style of drink originated in the Caribbean before hopping over to America, where it was drunk by thirsty farmers as a refreshing elixir by day, and then as a mixer for spirits by night.

Already stocked in some great spots, including several Michelin Starred restaurants, to indie pubs, with a growing following of customers, including the likes of Helena Bonham Carter, a huge fan!

Overcome any obstacles or challenges?

“Obstacles - Many, and forever being challenged by them all of the time. Constantly juggling, moving, and accommodating to make it work, but it is working, and selling - really excited about what's to come!”

Laurie Freeman, Zingi Bear -

“Quite simply without [Innovate UK], I would not have started. Through the grant from the award, I was able to access regional grants also which gave me a much-needed boost at the very beginning (it is still the beginning)!”



Name: **Leah Bertram**

Company name: **Bark and Tumble**

Bark and Tumble is a luxury, contemporary and unique brand of hand-made fashionable products for dogs. Bark and Tumble was created with the desire to produce chic pieces for your pets. Their garments are designed to complement the modern lifestyle of pet owners around the world with functional and innovative products. All items are made in Britain, using top-quality materials. They put your precious dog - and your relationship with them - at the heart of their design.

Overcome any obstacles or challenges?

“Managing my health condition and a start-up naturally comes with its challenges, I have always had a hard work ethic and have always been driven and ambitious to achieve great success. I suffer from lupus where I can have unpredictable bad days/weeks. This means that I have to be able to manage my time efficiently so when I do have those bad days, I am not too much behind.”

Leah Bertram, Bark and Tumble -

“It has opened up great opportunities regarding exposure. The days innovate UK put on to develop our skills. Connecting with other winners was great as we have all been able to learn from each other. Overall it has boosted my confidence as an aspiring entrepreneur. I have since been able to speak confidently in front of rooms of people, being able to not only pitch my business but myself as a businesswoman. It has been overall such a great experience and it’s giving me that stepping stone to success.”

For further information on
#IdeasMeanBusiness 2020
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