

Daniel Taylor



Activities

- Successfully managed the design and development stages of the website
- Implemented an effective marketing strategy in order to get 5000 students signed up to yoonee.com in the first year
- Ran a stall at Birmingham Freshers Fayre
- Sponsored The Vale Festival
- Gave away a few thousand free beers!
...to name but a few!

Future

I'm currently looking to secure some investment to take the business to the next level. Writing a business plan to convince investors its worthwhile isn't easy! Who knows where yoonee.com will be in the next 5 years- hopefully the number one hit for students on Google!

Yoonee.com

Yoonee.com started out as a student property website but after a successful launch and a strong brand being developed in the Birmingham area, yoonee.com is expanding! With new features being added daily, the aim is to be the number one student site on the internet across the UK.



The Student Placements for Entrepreneurs in Education (SPEED) programme

The SPEED programme has provided the opportunity to meet likeminded people, attend regular training sessions and most of all having a support network to bounce my ideas off which have been invaluable. The SPEED programme is a small community of people who are keen to help each other and goes way beyond that of just the help of the Entrepreneurship and Innovation Centre.

Although I had a small amount of business experience before joining SPEED, I still had a lot to learn (and still do!). The facilities at the Entrepreneurship and Innovation Centre have been second to none and without the training sessions run by them and industry professionals, I would be lost! (Or at least less so than I usually am!)

I learnt that even though I'm a confident person, I sometimes become shy during networking events. However, contacts are everything. If there is only one thing I've learnt during my time on SPEED it's that you should talk to everyone (within reason!) and get their business card- you never know when you might need to ask for their help or advice.

I've also learnt that my time management skills are not the best, but it is something I'm working on. The property side of things were tough- it's a tough market to break into. At first I was disheartened that my initial system wasn't 100% effective, but now I recognise that it's simply a learning curve.

I've decided to make some changes and carry the business on in a different direction, but other people simply use SPEED as an experience. Either way, the programme gives you the opportunity to try something new whether it works or not. It is hard work, but well worth it. Now stop reading this... go and apply!

"Yoonee.com is a great place to find student digs, loads of info on 'yooneeveristy' and plenty of free stuff up for grabs! I really enjoyed using the service this year and can't wait to see how the site develops over the coming year."

Greg White, Purple Frog Property