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News Release

Gary Schoeman wins award for flare entrepreneur 2010

Showing true entrepreneurial spirit, Gary Schoeman collected his award on 7th May 2010 for 'flare entrepreneur 2010' - the University of Hertfordshire's business ideas challenge for aspiring young entrepreneurs. During his time at the University studying for a BA (Hons) in marketing, Gary entered flare four times and was a winner for 'most innovative idea' in 2008 and 2009.

Gary's winning business idea is SG Career, a recruitment agency dedicated to helping students find summer jobs in the USA. This business is already trading and has successfully placed 11 students abroad in 2010. Gary, aged 26, comments: "My aim for the last four years was to win and I came close, but this year I am pleased to say I have finally managed to win the top prize. I believe in doing the things I like and to never give up. This year it has paid off and my hard work has been recognised. I am planning on moving my business to the next level and winning this prize will help me to market my idea."

In addition to studying, setting up SG Career and running his other businesses, Gary entered flare and went through the three rounds of judging which included pitching his idea with nine other finalists, *Dragons' Den* style, to a panel of judges: Julie Meyer, one of the leading champions for entrepreneurship in Europe, Martin Carr, Senior Financial Services Manager at Exemplas; and Adam Titmus, Senior Manager at Deloitte. Gary was chosen as 'flare entrepreneur' because he was knowledgeable, authentic and credible. His sales and analytical ability showed came over in his pitch to the judges.

Gary comments: "flare puts entrepreneurship into a real life scenario. You gain hands-on experience in generating and developing the idea and communicating it. It is a nine-month project, the same as a dissertation, but the difference is it is more practical and you are able to see a return on the investment in this project if you nail it!"

His other business ideas that won him 'most innovative idea' awards in 2008 and 2009 were based around golf. As a professional golf coach, he created the idea of an interactive sport instruction website portal and has developed the Elgator putting mat, which helps golfers to improve their positioning and body alignment. The golf mat is selling successfully in the UK and USA and is available to buy online.

Recently finishing his degree, Gary has moved to the USA where he is working as Assistant Golf Director at a golf school, whilst managing and growing all his businesses; in January 2011 he plans to **continue** studying in the USA.

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Notes to Editor/s

- The University of Hertfordshire is the UK's leading business-facing University and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.
- The University of Hertfordshire is one of the region's largest employers with over 2,700 staff and a turnover of more than £235 million. With a student community of over 24,500 including more than 2,000 international students from over 85 different countries, the University has a global network of over 165,000 alumni. For more information, please visit www.herts.ac.uk
- The University of Hertfordshire was shortlisted for the Times Higher Education 'Entrepreneurial University of the Year 2009'.