



 **IGNITE FUND**
PROGRESS REPORT

2024



MESSAGE FROM JORDAN

"SUPPORTING TODAY, SHAPING TOMORROW"

Donations to the Ignite Fund are crucial because they provide essential seed funding for students to pursue opportunities that enhance their employability and professional development. The fund helps alleviate financial stress, allowing students to focus on their studies and achieve high academic performance.

“

To supporters of the Ignite Fund,

Thank you for your enduring support of the Ignite Fund. Your generosity has significantly impacted the future ambitions of countless students at the University of Westminster, providing them with invaluable opportunities for personal and professional growth.

Your contributions have helped students launch businesses, acquire essential resources, learn new skills and achieve their academic goals.

We are deeply grateful for your dedication to empowering the next generation of leaders.

With heartfelt thanks,

Jordan Scammell
Head of Development and Fundraising



OVERVIEW OF THE YEAR



Amar Kataora - Regular Giving Officer

"We are deeply grateful for your dedicated support, which has enabled us to support 122 students so far in 2024 through the Ignite Fund.

This year, we awarded nearly £50,000 to Westminster students, thanks to generous donors like you. Your commitment empowers students by alleviating their financial burdens, allowing them to focus on achieving their ambitions.

In the current climate, your support is more crucial than ever. With applications opening again in September 2024, your continued generosity will enable us to help even more students. We couldn't do this important work without you, and we sincerely appreciate your ongoing commitment."



2024 IN NUMBERS



"Receiving the Ignite Fund is a huge boost to my entrepreneurial ambitions. With this funding, I now have the resources to take my design project to the next level and turn it into a successful business venture. The financial support is invaluable, but equally important is the validation and recognition that comes with being selected for the fund. This gives me the confidence and motivation to pursue my dreams and make a real impact in the world of design and entrepreneurship."

EDWIN ZHOU

IGNITE FUND

275

Number of Ignite Fund applications received in January 2024

122

Number of students awarded funding - beating the previous high from January 2023

75

First in family students awarded funding



APPLICATION BREAKDOWN

January 2024 Round

Total Awarded: Almost £50,000 awarded to 122 students (including group projects) which beat last years record of 120 students awarded funding in a single round since the fund was established.

275 applications were received with a total of £300,201 requested.

Breakdown by category:

Conference, Workshops or Training

£3,705.00

Additional Course or Qualification

£12,184.41.00

Enterprise

£20,000.00

Research Project

£5,778.00

Equipment

£7,155.94.00



SUCCESSFUL APPLICANTS

NAME	AMOUNT AWARDED
Anastasiia	£500.00
Chiamaka	£805.00
Muhammad	£240.00
Richard	£1,500.00
Sian	£400.00
Zahra	£150.00
Amir	£1,164.28
Emily	£1,406.00
Li	£300.00
Mathusan	£173.00
Rebekah	£169.00
Success	£300.00

NAME	AMOUNT AWARDED
Adiba	£400.00
Aleksandre	£378.00
Miiko	£488.00
Nafisa	£274.00
Sara	£500.00
Simran	£240.00
Sophie	£500.00
Tanbir	£228.00
Yuqing	£239.99
Max	£225.00
Kinga	£300.00
Elizabeth	£600.00

NAME	AMOUNT AWARDED
Hoi	£150.00
Scott	£977.00
Shounok	£1,200.00
Umme	£600.00
Anisa	£355.00
Carolina	£525.95
En	£750.00
Isabella	£271.60
Jessica	£665.00
Kiara	£600.00
Bentley	£500.00
Cezar	£590.00

NAME	AMOUNT AWARDED
Dia	£393.53
Francesca	£292.00
Jessica	£1,314.00
Olivia	£750.00
Temitope	£500.00
Abdullahi	£500.00
Alexa	£500.00
Anesti	£500.00
Bose	£500.00
Bridget	£500.00
Bradley	£500.00
Chandana	£500.00

NAME	AMOUNT AWARDED
Chiara	£500.00
Daniel	£500.00
Denise	£500.00
Esther	£500.00
Gabriela	£500.00
Gareth	£500.00
Georgia	£500.00
Gulcihan	£500.00
Iga	£500.00
Jordan	£500.00
Katherine	£500.00
Liana	£500.00

NAME	AMOUNT AWARDED
Liyah	£500.00
Muhammad	£500.00
Mussummud	£1,000.00
Oliver	£500.00
Qusai	£500.00
Rada	£1,000.00
Richard	£1,000.00
Sadiya	£500.00
Samantha	£500.00
Samuel	£500.00
Shauna	£500.00
Subear	£500.00

NAME	AMOUNT AWARDED
Tahliah	£500.00
Tanzina	£500.00
Theodore	£500.00
Yara	£500.00
Zainab	£500.00
Zoe	£500.00
Amelia	£350.00
Ayesha	£250.00
Chen	£200.00
Chimemena	£300.00
Diego	£300.00
Hasniha	£350.00

NAME	AMOUNT AWARDED
James	£400.00
Kirra	£300.00
Lina	£300.00
Louis	£350.00
Sarah	£500.00
Amirreza	£1,000.00
Avirat	£400.00
Haile	£209.00
Muna	£300.00
Shiron	£300.00
Valeria	£400.00
Vladimir	£400.00
Vy	£300.00

SUPPORTED PROJECTS

CASE STUDY

JORDAN SAMUELS SIXTH GEAR



Jordan's project "Sixth Gear" focused on establishing a robust foundation for his activewear business. The project included securing trademarks, creating a strong brand identity, designing sample products, setting up an e-commerce platform, and ensuring efficient administrative processes through Google Workspace. The ultimate goal was to position his venture for a successful launch and significant market impact.

Objectives:

1. Legal Protection: Securing trademarks for the business name and logo.
2. Product Visualisation: Creating physical samples to visualise the products and gather feedback from fitness influencers.
3. Brand Development: Establishing a strong brand identity through logos and mockups.
4. Market Preparation: Investing in e-commerce setup and administrative tools to ensure readiness for market entry.

Impact on Personal and Professional Development:

The project provided Jordan with a structured framework to transform his business idea into reality. By strategically allocating resources towards essential business aspects, he gained valuable insights and tools to navigate the competitive market landscape. The process significantly enhanced his confidence and provided a solid foundation for his entrepreneurial journey.

Employability Enhancement:

Jordan believes that the project has significantly improved his employability by demonstrating his entrepreneurial mindset, strategic thinking, and project execution capabilities within budget constraints. His hands-on experience in various business management aspects, coupled with his success in launching a business venture, showcases his initiative, adaptability, and leadership potential, making him an attractive candidate for roles that require creativity, problem-solving, and business acumen.

Jordan Samuels' "Sixth Gear" project exemplifies the transformative impact of targeted funding and strategic resource allocation on entrepreneurial ventures. By leveraging the support from the Ignite Fund, Jordan was able to establish a strong foundation for his business, gain valuable market insights, and significantly enhance his employability prospects. His journey serves as an inspiration to aspiring entrepreneurs, highlighting the importance of structured planning, strategic investment, and the power of community support in achieving business success.



SUPPORTED PROJECTS

CASE STUDY

ELIZABETH OLA TRU SKN



Impact of the Ignite Fund

The Ignite Fund has been instrumental in supporting the growth and development of TRU SKN. Elizabeth received £2,500 in total from the fund, which was pivotal for launching two new products: a cream blush and a highlight. These funds were utilised for essential aspects of the product development process, including product photography, hiring models, photographers, and videographers, and covering manufacturing and shipping costs. The financial support from the Ignite Fund enabled TRU SKN to expand its product range and attract a broader customer base, ultimately reinforcing the brand's commitment to inclusivity and diversity.

Growth Over Time- Initial Support and Product Development

Since receiving funding, Elizabeth has begun formulating and sampling the cosmetics line, a critical stage for establishing the brand's foundation. This has grown to the sampling of formulated lip gloss, purchasing postal boxes for packaging, and ordering lip gloss tubes and wands.

This initial support allowed TRU SKN to perfect its product formulations and designs, ensuring high-quality offerings for its customers. The rest of the grant money was allocated towards the initial inventory, laying the groundwork for a successful product launch.

Expanding Product Range and Market Presence

With the foundational support from the Ignite Fund, TRU SKN has grown significantly. The brand's dedication to creating inclusive and high-quality products has resonated with consumers, leading to increased brand visibility and customer engagement. TRU SKN combines beauty and technology to formulate pigmented products that provide universal shades suitable for all skin tones.



SUPPORTED PROJECTS

CASE STUDY



ELIZABETH OLA TRU SKN

Business Model and Marketing Strategies

TRU SKN operates on a B2B and B2C business model, with direct sales via its website and social media platforms, in-person events, collaborations with other beauty brands, and retail partnerships. The brand's marketing strategies focus on social media growth, community building, and leveraging influencer marketing to increase brand awareness and customer engagement.

Achievements and Partnerships

TRU SKN has achieved several key milestones, including:

1. **Partnership with Adobe:** Collaborative campaign for Adobe Express.
2. **Oxford Street Pop-Up Shop:** A successful public engagement event in collaboration with Adobe and Enterprise UK.
3. **Glossier Partnership:** A 4-month accelerator program with a £10K investment.
4. **Retail Pitches:** Successful pitches to major retailers like Selfridges and Tesco, leading to potential stocking opportunities

Future Outlook

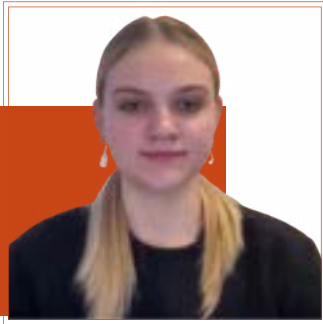
Thanks to the foundational support from the Ignite Fund, TRU SKN is well-positioned for continued growth. The brand's commitment to inclusivity, authenticity, and creativity remains at the forefront of its product design and business strategy. TRU SKN plans to further expand its product range, enhance its market presence through strategic marketing and networking, and continue fostering a loyal customer community through engaging events and high-quality offerings.

For more information, visit [TRU SKN's website](<http://www.truskn.co.uk>) or follow them on social media @truskn.



EMPOWERING TODAY

Grateful Students Express Heartfelt Thanks After Receiving Ignite Fund Grants



Margaret Digore

"As a recipient of the Ignite fund, I am incredibly grateful for the opportunity to advance my freelance business and pursue my ambitions. This funding will enable me to take my business to the next level and make a positive impact in my field. I am honoured to have been chosen for this support and I am eager to see the results of my efforts with the help of this funding."



Esther Adedeji

"Receiving this fund is especially important to me and I am extremely grateful that my application was successful because I finally feel like my dreams are coming through and I will be able to start my business that I have been wanting to start for months. Which is why I just wanted to say a big Thank you."



Gabriela Pereira

"I would like to say that being a successful applicant from the Ignite Fund, makes me happy."

Not only about the fact that I will be receiving financial help for my business but as well that I had people believing in it. It feels great to know that people saw potential in me, and I am my business for me to be successful. And I will be always thankful for that."

"Empowering students today is crucial because they are the architects of tomorrow's world, innovators who will solve the challenges we can't yet imagine and leaders who will shape a brighter, more inclusive future for all."

 **IGNITE FUND**



CONCLUSION



“Your support is not just a financial contribution; it is an investment in the future of young leaders. The stories and successes shared in this report are a testament to the transformative power of your generosity. We hope these examples illustrate the profound impact of your donations and inspire you to continue supporting the Ignite Fund, helping more students achieve their dreams and contribute to a brighter future.

Thank you for your unwavering support and belief in our students.”

Warm regards,
Jordan Scammell
Head of Development and Fundraising
University of Westminster
ignitefund@westminster.ac.uk

Feel free to reach out for any further details or to discuss the impact of your support.





**IGNITE
FUND**

**UNIVERSITY OF
WESTMINSTER** 



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