

Testimonials

Finlay Thornburn, Buffalo Adventures (University of Brighton)

"We've invested into administrative tools and digital presence to support ongoing investment. [The feedback from judges] was extremely useful. Whilst the opportunity to receive financial support is fantastic, I find the value of IFB really lies in the judges' provision of business acumen and experience and the opportunity to network and connect with likeminded individuals."

Zahid Tapas, Pathways (University of Salford)

"The competition gave us a platform and experience that not many students have, so we are lucky to have this opportunity. There were a few tricky questions after our presentation, but I could tell that Craig (Marketing Signals) was interested. He said to us he sees great scalability as we can move from hospitals to airports and shopping malls. We are going for a meeting with him in the next few weeks to see how we might be able to improve the product. It is exciting times for us."

Helen Andrzejowska, Ocean Spark Studios (University of Huddersfield)

"Being able to take part in the competition has helped us grow in confidence as a team and given us really good insight into how to produce and deliver an effective pitch in order to secure investment."
Ocean Spark Studios subsequently went on to secure £26,000 investment following the competition, including £23,000 from Creative England. [Read more here.](#)