Who is Poq Studio?
Poq Studio, founded in 2011 by Michael Langguth and Oyvind Heriksen (MSc Technology Entrepreneurship, 2012), makes it easy for fashion brands to get branded mobile apps and web sites to sell more online and engage with their customers. Their clients range from high street shoe brands to the quirky and cool jewellery designer Tatty Devine.

How did UCL help?
Poq Studio has benefitted from a broad range of UCL initiatives – it all started from the very beginning in the UCL Advances Student Business Hatchery, in close proximity to the UCL Advances team. Poq Studio not only received help and support from the staff, but also from the growing number of other student companies joining the Hatchery.

In 2012 Poq Studio won a UCL Advances Bright Ideas award giving them their first financial leg-up. The awards recognise businesses that have potential, but might not be ready for venture capital investment at this stage, lending them some funds to get their business up and running.

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Members of the Poq team regularly attend the OpenCoffee Club hosted at UCL every week which was started to encourage entrepreneurs, developers and investors to meet up. Here they met similar entrepreneurs facing similar difficulties and exchanged tips and support.

“Our success was only made possibly by the Advances network.”
Michael Langguth, Founder

What were the results?
In order to take the business forward, investment was needed.

Poq Studio has subsequently made use of the UCL internship program which connects bright UCL students with local businesses to deliver real results and impact to their host organisations. The interns are selected for the field that they would like to engage in and are paid by UCL. In the words of Michael, “the quality of the interns is really high, they were really motivated.”

Poq Studio still taps into the vast UCL alumni network and continues to thrive having recently moved to London’s Tech City and growing the team.

For more information see:
www.ucl.ac.uk/enterprise
About UCL
UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances
The centre for entrepreneurship at UCL, UCL Advances, offers training, networking and business support for staff, students and external entrepreneurs to encourage and enable new enterprises to get going. Unique in the UK Higher Education sector, its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries, and currently delivers over 30 activity programmes.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

About Business Support
UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem solving through student consultancy, student internships, mentoring and others.

• We help London-based businesses grow and develop by analysing business needs and connecting them to relevant interventions such as industry mentors;
• Through pairing teams of UCL and LBS students with businesses we deliver short-term consultancy projects addressing specific organisation needs;
• We broker relationships and fund exchanges between new and aspiring entrepreneurs with experienced entrepreneurs in another member state of the European Union;
• Individual angel investors connected to UCL provide seed investment to SMEs engaged with UCL Advances programmes; and
• We offer fully funded SME Internships where UCL students spend eight weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organization whilst learning about enterprise.

www.ucl.ac.uk/advances/business/support

About Student Engagement
UCL is keen to help those students who are entrepreneurial to develop their ideas further. This is supported through the UCL Advances’ Student Venture Program. – a complete programme of support for UCL students that wish to start a business. It includes access to training, mentoring, one-to-one business advice from our in-house advisor, access to loans and grant funding and the use of our Hatchery space.

The UCL Bright Ideas Awards aim to help bridge the gap that many new companies find themselves in when they search for their first funding.

The winners of these awards share up to a total of £50,000 in funding that will be offered as a loan to help get their businesses up and running. Specifically, it is hoped that the money will allow the winners to reach the next crucial milestone in their development, whether that be the first prototype or support for landing the first customer.

www.ucl.ac.uk/studentventures

For more information see:
www.ucl.ac.uk/enterprise