Who are Aquabatix?
Aquabatix are an event company providing high quality synchronised swimming performances. The company was founded in 2004 by Katie Fried and Adele Carlsen who both competed internationally since the age of 11. As well as being duet partners, Katie’s experience in event management and Adele’s talent of choreography make them the perfect business partners.
Throughout their swimming careers they have performed in an array of events including modelling for Alexander McQueen and appearing on television. Through this experience they found their business niche of entertaining through this fantastic sport.
When Katie and Adele met with their mentor Cecilia Kragsterman through the UCL Advances SMILE programme, they were seeking to make their business more commercial and sustainable as well as working out how best to utilise each other’s strengths.

How did UCL help?
SMILE mentor, Cecilia’s 20 years experience in the services sector as a Senior Executive and Non Executive Director and her business background with mentoring experience meant she was the perfect sounding board to help Katie and Adele reach their key objectives.
Cecilia identified that Aquabatix needed help with their strategy including how to use their limited resources to maximise sales and how to improve their marketing approach. After reaching the semi-finals on Britain’s Got Talent in 2011, they needed to leverage the national coverage.

What were the results?
Both Katie and Adele were trying to find their feet with working together in the most effective way – the shared commercial experience and how to work in partnership was crucial to the business. Cecilia’s advice and support helped bring structure to the future plans of Aquabatix. The discussions between them and their mentor made them stronger and gave them more confidence and conviction. Aquabatix have also seen an increase in turnover which has been more in the last 5 months than the previous 18 months.

Turnover has been higher in the last 5 months than the previous 18 months

Cecilia Kragsterman, UCL Business Mentor

“The single piece of advice I gave them which impacted most positively on the business was to focus on distribution and not the product as the customer was already happy.”

www.aquabatix.com
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

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