Ry and his business partner hired an additional three members of staff, and revenues jumped from £25k to £178k. In 2014, the company is on track to make around £400k.

A natural entrepreneur
Ambition and passion are fundamental qualities for anyone who wants to make it as an entrepreneur – and Ry Morgan, alumni of Goldman Sachs 10,000 Small Businesses programme (10ksb), delivered by UCL in London, has them in spades. With a management degree from the University of St Andrews, Ry cut his teeth in entrepreneurship by representing the Scottish Institute for Enterprise on campus, and on leaving university he knew it was the career path for him:

"I didn’t want to go into a corporate career – I like autonomy and having the future in my own hands."

PleaseCycle, his start-up, combines behaviour change techniques with gamification to get more people cycling, running and walking more often. Its software is aimed at companies, local authorities and schools who can use it to reward active travel. Having started with a different value proposition, within months Ry had tweaked it to create the gamification platform, which was more viable for a wider demographic.

Training wheels off!
In 2012, Ry participated in 10ksb to accelerate PleaseCycle’s growth. This was a huge boost – Ry and his business partner hired an additional three members of staff, and revenues jumped from £25k to £178k. In 2014, the company is on track to make around £400k. "10ksb was brilliant for clarifying our vision, mission, and the types of people we recruit," says Ry. "Now we’ve got an amazing core team who fit our mindset. Before, we’d hired for competence over character; now, we hire for character over competence."

Being part of the 10ksb cohort also gave Ry the chance to connect with other entrepreneurs. ‘My group got on exceptionally well – it was an open forum for everyone,” he says.

"I was able to absorb infinite amounts of knowledge from the others. It was a melting pot of ideas and we still keep in regular contact."

A bright horizon
10ksb has also helped PleaseCycle gain a much stronger foothold in its market, with the company now growing internationally, having won a client who will use their software in fifty global offices. Looking to the near future, Ry is focused on raising external funds to create more robust infrastructure in international markets. In the long-term his goal is to make PleaseCycle an international market leader for internal engagement platforms around healthy behaviours.
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

UCL Advances
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. It’s primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

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

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About Business Support
UCL provides direct business support for internal and external organisations through a variety of programmes, such as grants, space provision, mentoring, training, advice and problem solving. The Goldman Sachs 10,000 Small Businesses is one of these programmes.

The Goldman Sachs 10,000 Small Businesses programme is designed to unlock the economic and job creation potential of small businesses and social enterprises operating in the United Kingdom. The programme is based on the broadly held view of leading experts that greater access to a combination of education and business support services best addresses barriers to growth. 10,000 Small Businesses is targeted at small businesses and social enterprises with clear ambitions to expand. The goal of the programme is to provide participants with tools and resources to help them lay the foundations for long-term sustainable growth and job creation in their communities. It is funded by Goldman Sachs and the Goldman Sachs Foundation and delivered by UCL Advances.

www.ucl.ac.uk/10ksb