A visible web presence is essential for business success, but established media agencies are often too expensive for small businesses. Grigoriou Interiors (www.grigoriou.co.uk), a sustainable commercial interior design agency, looked to UCL’s internship scheme for support.

Following a video interview, they selected UCL student Cleo Lepart (BSc Polish and Cinema Studies, second year), to join them over the summer – and they are now firmly on the digital map.

**Digital need**

At four years old, the existing Grigoriou Interiors website was dated. Having recently expanded their services, the directors needed a site that would showcase their expertise in designing sustainable interiors and mark out their online territory.

Director Angeliki Grigoriou said: “On our old site, text descriptions of what we do were all trapped within images, requiring specialist software and know-how to update. We needed something simpler. And we wanted to create an interactive online presence to engage potential clients.”

To enable them to maintain the website themselves, the directors opted for a WordPress website. But they lacked the time and resources to create it.

**Positive outcomes**

For both Cleo and Angeliki, the Santander-funded partnership was the perfect fit. “Because she did such a great job for us, we asked to extend the internship,” said Angeliki. It was an unusual request, but within 24 hours UCL had agreed to an extension of three weeks.

The opportunity has transformed Cleo’s skill set. In fact, the internship was so productive that Cleo continues to work with the team on a part-time basis, and with Cleo on board, Grigoriou Interiors’ online reputation is set to soar.

“It gave me confidence in a professional environment and enabled me to develop solid foundations in digital marketing”. Cleo Lepart, UCL student

**Dedicated solution**

Having taken part in UCL Advances’ Goldman Sachs 10,000 Small Businesses and mentoring programmes, Angeliki was confident that UCL Advances would match them with a suitable placement student.

She was pleased to have Cleo, who worked alongside her to finalise the website design and template. Cleo proved a fast learner. “She quickly absorbed the business and company ethos,” said Angeliki, “so we asked her to write copy for some of the sections, establish a social media presence and publish regular entries on these platforms.”

**“We really needed someone dedicated to the website project”**

Angeliki Grigoriou, Director, Grigoriou interiors
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
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. Its 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.

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

About Student Engagement
UCL Advances helps students learn about business, start their own enterprise or help them grow an existing venture by offering a complete programme of support which includes access to training, mentoring, one-to-one business advice from our in-house business advisors access to loans and the use of our Hatchery space.

One of these support initiatives is the Student Internship Programme (SIP) – aimed at supporting interns while they gain valuable hands-on work experience. The interns are based within a micro, small or medium sized enterprise to carry out a range of activities intended to help their host business grow.

This includes training, shadowing and work-related tasks specified by the business. It is an 8–12 week full time programme for which the intern is paid a training allowance by UCL Advances.

www.ucl.ac.uk/advances/support/internship-programme

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 analyzing 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 to twelve weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organization while learning about enterprise.

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