

Papouskova, Julie

Micro-Tyco – ‘Ideas, Execution, Results’

In preparation for our October challenge, my fellow intern Lauren and I had set up ‘Heriot-Watt x Micro-Tyco’ with the aim of running a successful events company primarily targeting the Heriot-Watt University student body. One of our ideas was formed on the basis of addressing a shortage in the number of career-oriented speaker events on campus. Planning to execute two events, one focusing on banking, investment & finance and the other on brewing, distilling and social enterprise, had taught us resilience. As a team of 5 altogether, we had struggled with securing attendees and reaching our ticket sales targets despite what we thought had been sufficient promotion. Having to eventually cancel one of the speaker events had highlighted the importance of an elaborate and resilient Micro-Tyco strategy. Throughout the challenge we had also executed our idea of hosting a sports tournament.

With Lauren being the President of Tennis Club at Heriot-Watt, hosting an ‘American Doubles Tournament’ allowed us to effectively utilise our resources and contacts in order to provide an event suitable for the environment that we were undertaking the challenge in. The tournament took place at Edinburgh Sports Club and was open to all. Tying this event in with a pub quiz that followed resulted in a successful day from both an entertainment and a profitability perspective. In terms of profitability, it was also our online silent auction that helped us reach a final total of £603.35. The auction allowed anyone to bid on prizes via a link provided for the duration of a week. Some of the prizes included tickets to various sporting events and vouchers for beauty treatments and other services.

Overall, becoming entrepreneurs to fund entrepreneurs for a month was challenging as we had to remain proactive in order to meet our goal of hosting events on a weekly basis. Personally, I did not have much experience with event planning prior to Micro-Tyco but found the process enjoyable and rewarding. Knowing that we had raised enough capital to fund at least two micro-loans for entrepreneurs in developing countries and being able to keep in touch with WildHearts regarding case studies on how our funds are being utilised makes me feel accomplished and helps me forget about the stress and intensity experienced throughout the challenge. Just about.