

Micro-Tyco Blog

October has been a very exciting, challenging and rewarding month as a Grant Property intern, as we had the opportunity to take part in the Micro-Tyco challenge. Micro-Tyco is a month-long challenge which involves turning £1 seed capital into as much money as possible by creating and implementing a business idea. All the money created is invested by WildHearts in micro-loans for poor entrepreneurs in the developing world. The challenge enabled us to become entrepreneurs to fund entrepreneurs! Have a read to see how our Strathclyde team got on...

Building our Team

To begin the challenge all the interns were split up into teams depending on their university, so I teamed up with Cristina, a fellow Strathclyde student, and we began to have a think about how we wanted to approach the month ahead.

Our first step was to recruit a few more volunteers to complete our Strathclyde Micro-Tyco team. Having the task of recruiting and interviewing people was one of the many skills I developed by taking part in Micro-Tyco, it also gave me the chance to network and get to know students from across the university that I probably wouldn't have otherwise met.

Ideas and Execution

Once we established our team we spent a few sessions brainstorming different ideas. The Micro-Tyco e-book gave us lots of inspiration and it was really good fun reading about previous successful teams and thinking up lots of exciting ideas!

As a team we decided to leverage our internal and external resources and run a series of events and entrepreneurial activities throughout the month. One of our team members Colin, is a brilliant sketch artist so we used his creativity and talent to produce a range of greetings cards. We focused on local ideas and created Strathclyde & Glasgow University cards and an Edinburgh landscape sketch. We then approached cafes on campus and in our university Union, local cafes, and shops by pitching our idea and asking if they could sell the cards on our behalf. Most of the businesses we approached were willing to take our cards which meant our idea was a great success as we could restock our cards regularly and collect our profits.



Game of Dares

Another successful idea our team implemented was the Game of Dares Challenge at the Edinburgh Grant Property office. As Halloween fell on the last day of our Micro-Tyco month, our team thought it would be a great idea to convince people to dress up for a good cause. This involved the Grant Property team bidding on each other to choose who would take part. The lucky winners got to be a fairy and a minion for the day!

Overall, it was a great laugh and I learnt a key lesson from the Game of Dares challenge; coming up with good ideas is much easier than implement them successfully. This was proven as our team thought it would be brilliant to try this idea with some of our university lecturer's... however they didn't think it would be quite so great. So instead we should have tried to implement this across other offices we had connections to, but that's why Micro-Tyco has been such a great learning curve!



A Brilliant, Worthwhile and Rewarding Experience!

The Micro-Tyco challenge has helped me develop so many useful skills in only a month! I've had the opportunity to practice entrepreneurial skills, recruitment, team work, leadership, improving my time management and working under pressure. As a business student in my second year at university I learn a lot of theory about business and management, however it was great to have the opportunity to put these skills into practice in the real world. University can sometimes make business sound complex in terms of learning about different models, theories and structures but taking part in Micro-Tyco has made me realise how challenging it can be to put these ideas into practice and make them a success.

Overall, I am truly proud of our Strathclyde Micro-Tyco team and would recommend to everyone to take part in Micro-Tyco if you have the opportunity; it's challenging, rewarding and overall a brilliant experience!

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