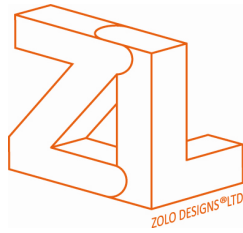


flyingstart



Names: Leona Dean and Zoe Robson
Ages: 33 years and 29 years
Business name: ZoLo® Designs Ltd .
Service: Product innovation
Website: www.zolodesigns.com
University: London South Bank University

'At Zolo Designs, we aim to produce innovative products that solve environmental issues by combining good design and new emerging technologies.'

Brief description of business: Zolo Designs is currently developing a slimline modular display lighting system called Sequ-EL™. One primary application for the technology being pursued by Leona and Zoe is an illuminating carpet (in picture above) called FootLume® that responds to interactive triggers such as footfall or sound, stimulating a programmable sequential series of lighting patterns. Other new household and public area illumination products will follow. The technology consists of a control module that has configurable components to drive large areas of electroluminescent panel (EL) as well as provide a range of sequenced lighting effects triggered by interactive (movement, pressure, sound etc) switches.

Business achievements/awards:

- FootLume® won Future Concept Product of the Year at the Ideal Home Show 2008, with 1876 public votes and a database of 500 potential customers.
- ZoLo Designs® reached the final five of the HSBC Unipreneurs competition in 2008.
- The company was asked to present at the Printed Electronics Conference held in Berlin on Sequ-EL™ and its applications. Zolo Designs will launch their Sequ-EL at the next Printed Electronics Conference in April 2010.

At a glance....

Graduated (MSc.): 2009
Starting Trading: Apr 2010
Funding: £40,000

Zolo Designs on how FlyingStart has helped: 'By attending the FlyingStart course for engineers, Leona received incredibly useful insights into how to develop a technology based product into a commercial success. It has provided invaluable advice on the commercialisation processes including legal, marketing and manufacturing procedures while providing the tools that we need to ensure our goals.'

About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months of specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.