

# flyingstart



**Name:** Joke de Winter  
**Age:** 37 years  
**Business:** Joke de WINTER  
**Service:** Standards compliant web design and web development  
**Website:** [www.jokedewinter.co.uk](http://www.jokedewinter.co.uk)  
**University:** The University of Derby

*'I looked for a profession that could combine my degrees in IT and Photography as well as my love of code and discovered Web Design.'*

**Aim of business:** To design and develop simple and straightforward websites, which communicate their message to the world in an accessible and search engine friendly way.

**Brief description of business:** Joke de Winter runs a web design business specializing in designing and developing websites according to current web standards. Using web standards, Joke ensures that websites will perform better in search engines, will be accessible to all users, will be cheaper to maintain, will load faster in browsers, will be future proof and will look the same across all browsers and devices.

Joke's website offers web design, website redesign, website review. With degrees in IT and Photography, and years of experience as a press photographer, Joke also offers photography services.

#### At a glance....

<b>Degree:</b>	<b>BA Web Design</b>
<b>Graduated:</b>	<b>2009</b>
<b>Started Trading:</b>	<b>2006</b>
<b>Funding:</b>	<b>£2500</b>

#### Business achievements:

In the past few years Joke de WINTER has build up a varied portfolio of websites including limited companies, sole traders, charities and artists. In addition Joke has considerable experience with WordPress, which was named as Open Source CMS (Content Management System) of 2009.

#### Joke de Winter on how has FlyingStart helped:

'The Flying Start workshop gave me an insight into what is required in setting up your own business.'

#### 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.