

# flyingstart

**WUDWORK**  
Sustainable Contemporary Furniture



**Name:** Jamie Chaplin-Brice  
**Age:** 23 years  
**Business Name:** Wudwork  
**Service:** Contemporary sustainable furniture  
**Website:** [www.wudwork.co.uk](http://www.wudwork.co.uk)  
**University:** Sheffield Hallam University

*Jamie on his Unique Selling Point - 'Keeping it local - you've heard of food miles, I do furniture miles! Most pieces have travelled less than 20 miles from tree to chair!'*

**Brief description of business:** A Small to Medium Enterprise, started in 2007, producing sustainable contemporary furniture and bench joinery of a quality nature. Wudwork's products are sold from their website, through galleries etc, making the most of the UK's natural resources.

**Products:** Some of Wudwork's innovative products include 'Veneer'- curtains made from wood, which resemble fabric, a 'Tilt' table to sort out clutter, 'Nearly Finished', a quick assembly shelving unit and a 'Willow Wobble' coffee table holding 100kgs of weight.

**Business awards:**

- Second place in the Sheffield Hallam University Enterprise Challenge in October 2007.
- In the finals of the Trefor Campbell Award in January 2008.

**Jamie Chaplin-Brice on how has FlyingStart helped:**

'FlyingStart was a real boost to my understanding of business. I took a three day course in Manchester in 2007 and taught me more about business and networking than three years at University.'

**Veneer—curtains made from oak logs** 

**At a glance....**

<b>Graduated:</b>	<b>2007</b>
<b>Started Trading:</b>	<b>2007</b>
<b>Turnover:</b>	<b>£30,000 - £40,000</b>
<b>Investment:</b>	<b>£5,500</b>



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**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.