



<b>Name:</b>	Jethro Macey	<b>Age:</b>	28
<b>Business:</b>	Designer	<b>Website:</b>	www.jethromacey.com
<b>University:</b>	University College Falmouth (2005)	<b>Degree:</b>	BA (Hons) 3D Design

*"I attended the first FlyingStart Programme for Design in Manchester in July 2006. Since then I've built a prominent design practice based in Cornwall and London. My lace-embossed floor tiles attracted a lot of attention and won the **2007 Elle Decoration Award** for best in flooring. They have been installed in a bar at Heathrow and Urban Outfitters. Last autumn, I was one of five designers in residence at the Design Museum in London, and my work is currently on show at Musea Brugge in Belgium. In April I will be exhibiting in Milan and I am developing a new range of designs for next autumn."*

**The Business**

"I produce distinctive designs for batch and mass production, and I undertakes commission, sell work directly from my website, and my pieces retail in galleries and famous outlets including Liberty of London and Decode London. I also license some work to be made by others and that side of the business is something I plan to expand. I'm also in the process of moving into a new office with studio space."

**How the NCGE has helped**

"Attending the NCGE's FlyingStart Programme for Design was a good experience, and it provided a mentor who was valuable in helping me take my business to the next level. It's really important to be able to ask someone completely objective for advice on your business. Someone with the guts to challenge what you're doing."

<b>At a glance...</b>	
<b>Started Trading:</b>	2006
<b>Turnover:</b>	£23,000
<b>Funding:</b>	NESTA, Unlocking Cornish Potential

"I am now passing on some of my knowledge and skills as a visiting lecturer at University College Falmouth, in Cornwall, where I studied. I am also a Mentor on the NCGE's FlyingStart Online website."

**Business Growth**

"The design work I do is diverse and it's regularly highlighted in magazines and newspapers. I have received funding through NESTA's Creative Investor scheme for my 'Coin Lamp', the first part of a new range of pieces based on the concept of values and reward. It's turned on using a coin operated switch. Recently I have had the opportunity to review my business strategy. Last September I took my first break in two years and spent a couple of months taking stock. I had no massive commitments, so it was an ideal time to think about how to develop my business. I was able to rethink the direction I want to go in, concentrating less on manufacturing final pieces myself and more on pursuing a licensing model."

**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, Enterprise and Regulatory Reform (BERR) and the Department for Innovation, Universities and Skills (DIUS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 66% 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.