

**FOR IMMEDIATE RELEASE**

**The Duke of York launches cracking student business programme**

London Metropolitan University's successful business start-up programme was today officially opened by The Duke of York.

His Royal Highness spent the morning meeting London Met student entrepreneurs before opening the 'Student Hatchery' at the University's Shoreditch building.

The Hatchery is one of the key components of London Met's Student Enterprise Programme, giving entrepreneurial students the opportunity to start-up their own businesses.

Students are given intensive start-up training, mentoring and coaching, access to financial support and office space.

The Duke of York said: "I have been truly impressed by what I have seen at London Met. It is very important that young people in the United Kingdom are given the opportunity to develop their entrepreneurial ideas."

"The students I met today are incredibly talented, and will doubtless go far with their businesses with the support of the excellent team at London Met Student Enterprise."

To date the programme has helped start 34 businesses, which employ more than 60 people.

Multimedia graduate Ilona Filipenkova launched her successful creative web and mobile design company 'Moove Agency', while in The Hatchery. Ilona now employs 4.5 people and has grown sales by 120% in the last year.

London Met Vice-Chancellor Malcolm Gillies said: "Student Enterprise is an integral part of the education we offer at London Met. The Hatchery gives students quality training in business."

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**Notes to editors:**

London Metropolitan University has been providing affordable quality education in London since 1848. The average starting salary of London Met graduates is now well above the UK average (DLHE, 2011). London Met has been ranked among the best universities in the country in terms of giving students the best “added-value” in helping them to secure well-paid jobs. (Parthenon 2011)

More at: [www.londonmet.ac.uk](http://www.londonmet.ac.uk)

The Hatchery is based within Accelerator, London Metropolitan University’s business incubator, based in Shoreditch.

More at: [www.accelerator-london.com](http://www.accelerator-london.com)

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