

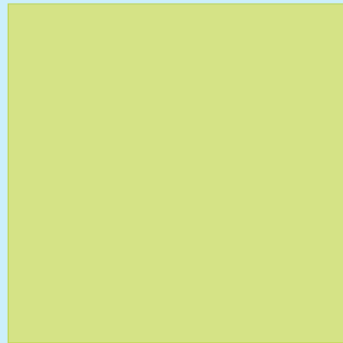
Student Enterprise Project - Text and Sell



dream ☁

plan ⊕

achieve 🏆



School:
Commercialisation Team

Staff:
Emma Hunter
International Centre for Digital Content staff

Project:

Liverpool Business School graduate, Tobias Hardy was supported by the Student Enterprise project to develop a new technology idea that linked mobile phone technology and the internet.

His initial idea was later reformatted and the concept of 'Text and Sell' was developed, the instantaneous creation of classified adverts using MMS (picture) messages.



Tobias Hardy

“A potential rival to ebay...”

The Inquirer

On the back of receiving several awards for his business idea and entrepreneurial talent, including awards from Business Link for Greater Merseyside, the Daily Post and Echo and the Merseyside Entrepreneurship Commission, Tobi began seeking partners to roll out a pilot. One of the top 5 media companies in the UK took his idea forward and the company is rapidly growing from its new base in DigitalInc (an incubator within LJMU's international Centre for Digital Content that is specifically dedicated to the digital industries).

Tobias has recently returned to Liverpool Business School to give a guest lecture on entrepreneurship.

benefits:

- Tobias has employed students from the School of Computing and Mathematical Sciences to develop a bespoke system
- He is acting as a role model for other students who may be considering setting up their own business upon graduation
- The project shows how there can be a successful transition graduation from LJMU to setting up a company within the DigitalInc incubator



“Cheaper, easier and more convenient than Loot.”

IT Week