



Date: June 2008

Rhema Group appointed by the Higher Education Entrepreneurship Group (HEEG) to create case studies for teaching entrepreneurship

The Higher Education Entrepreneurship Group (HEEG), which is supported and funded by South East England Development Agency (SEEDA), works closely with universities in the South East to support entrepreneurship education in the delivery of curricular modules, as well as extra curricular activities, in the teaching and learning of entrepreneurship.

Entrepreneurial Educators needed a range of case studies which would illustrate key aspects of entrepreneurial activity and particularly the problems that arise. Specifically the case studies needed to address the following key issues:

1. Customer acquisition, market positioning and entrepreneurial marketing (including word-of-mouth marketing).
2. Product/service development and intellectual property rights.
3. The entrepreneurial team, including networks of contacts as well as employees.
4. The business model and processes that underpin entrepreneurial ventures.
5. Cash flow and profits – management and acquisition of finance.

Rhema Group has been selected to create a total of six case studies covering the above five key issues, and which are to be based on the experiences of real businesses in the South East.

Rhema Group, MD, Jeremy Francis commented; "Through this initiative, HEEG continues to build upon SEEDA's strategic goals and aspirations to champion entrepreneurship education in the region's Universities. We are delighted to have been appointed to undertake this work which we believe will make a valuable contribution to the educational resources of Universities relating to entrepreneurship in the South East."

Dr. David Stokes, Chair of HEEG, commented, "It is important to hear the stories of the challenges that entrepreneurs face as well as their success stories. This initiative will help us to do this and spread the spirit of entrepreneurship throughout universities. We chose Rhema because they could demonstrate an impressive track record in this area and were able to demonstrate a thorough, rigorous and creative approach to the project."

For more info etc.

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Notes to Editors

The Rhema Group www.rhemagroup.com is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.

The South East England Development Agency (SEEDA) is the Government funded agency responsible for the sustainable economic development and regeneration of the South East of England – the driving force of the UK's economy. Our aim is to create a prosperous, dynamic and inspirational region by helping businesses compete more effectively, training a highly skilled workforce, supporting and enabling our communities while safeguarding our natural resources and cherishing our rich cultural heritage.

The SEEDA Regional Economic Strategy (RES) for South East England 2006-2016: a world class region achieving sustainable prosperity.

The RES has three headline targets. Progress towards all three of these will provide evidence of overall progress against the vision:

Global Competitiveness: Achieving an average annual increase in GVA (Gross Value Added) per capita of at least 3%.

Smart Growth: Increasing productivity per worker by an average 2.4% annually, from £39,000 in 2005 to at least £50,000 by 2016 (in constant prices).

Sustainable Prosperity: Reducing the rate of increase in the region's ecological footprint (from 6.3 global hectares per capita in 2003, currently

increasing at 1.1% per capita per annum), stabilizing it and seeking to reduce it by 2016.

