

Ilona B. - BareTalks

1 in 6 people in the workplace in the UK have a mental health problem. However, it doesn't have to be that way. Bare Talks believes in early intervention, and focuses its energy on helping 16-24 year olds open up honest conversations about mental health.

Coming from a teaching background, Ilona is able to use her training and experience of interacting with young people to deliver insightful and empowering talks to schools. Via these talks she hopes to empower the young people to take ownership of their lives and find happiness and fulfillment. The feedback that she had received before applying to Hatch was positive. A teacher at Sevenoaks School sharing that; **"Ilona spoke to our sixth form and immediately made an impact on many of the students; balancing honesty, sincerity and humor in a captivating speech"** – Penny Hargreaves

However, her biggest challenges were getting a hold of staff in school's as it was a slow process and the middle of summer, fully understanding her customers, and time management. When it came to Hatch, there was a lot of work done during workshops such as 'value proposition' on fully understanding customer segments and afterwards in 1-1's. After putting together a set of questions and approaching different people with guidance from the Hatch team and her mentor, she found that approaching universities was a lot quicker and more effective route than only focusing her attention towards secondary schools. Going through this process helped her to pivot her customer segment and experiment with approaching universities and youth groups that work with her target audience.

"Through the process of Hatch and generally spending more time on this I've realised that actually you know it's very draining constantly chasing schools because they're very difficult to get into. Once you get in they're very loyal so I'm not giving up on them, but it's very draining. I've actually decided now to start looking at universities as well and other places and started contacting universities, even though the students aren't there they're open over summer, and they've been far more responsive already "

In addition to this, we also connected her to Tom, founder of local charity School Ground Sounds. Tom primarily works with inner-city secondary schools, so was able to give Ilona some advice on how to approach schools and how to make the most of her existing networks. Further, we provided her with 3 months membership to Impact Hub Brixton, which she has said was incredibly helpful with regards to her time management and being more productive.



Since Hatch she has created a promotional video for her business, been in talks with a couple of universities to host her talks for their students and ran an event alongside Impact Hub for World Mental Health Day. In the next couple of months Ilona will be carrying out more talks and is exploring different places and customer segments that she could trial her talks with.