

## Joseph B. - Star Clean Exclusive

Joseph is a very committed and hardworking young father who grew up in a gang environment in South London. After starting to work at the young age of 14, Joseph has taken on a variety of different jobs throughout the years until he got the chance to do an apprenticeship at Guy's & St. Thomas hospital. They hired him as a housekeeping supervisor just a year later. His main duty was to keep the hospital clean and to prevent infections from spreading. With his 4-year old daughter being constantly ill at nursery, he developed the desire of cleaning the nursery to NHS standards in order to provide all children a safe and healthy environment.



*'Pre-school children are 4 times more likely to have a respiratory infection than a child that stays at home'* and so it happened that Joseph has founded **Star Clean Exclusive** in early 2015. On his way to become the most successful eco-friendly cleaning company in the U.K., Joseph's successes to date include:

- ✘ Having successfully finished his apprenticeship at the hospital,
- ✘ Having tested his services in two Lambeth based nurseries, one local business and three households, as well as
- ✘ Having officially registered his business and has employed six new members of staff.

Joseph approached Hatch long before he joined the YEA pilot programme. It was when 'Star Clean Exclusive' was only an idea in his head. Joseph's biggest challenge was to find a way to turn his dream into reality without taking the risk of needing to terminate his job which secured a source of income. He's had all the right skills & expertise that are needed to do the job, but Joseph had no knowledge or experience in setting up a business. So his very first goal was to test his idea— helping him to become more focused and clear about the services that he wants to offer. After he identified all the nurseries in Lambeth, London that he wanted to contact, we worked on feedback forms that would help him to refine his idea.

*"...this motivated me to go out there and hunt for clients; I did not realise how good I was at promoting and how many clients were interested in my idea."*

After testing his idea with a couple of clients, Joseph was ready to join the programme and to gain the much needed start-up knowledge in order to tackle the next big challenge: turning his idea into a sustainable business model. Through Hatch's 12-week incubation programme, including weekly workshops and individual one-to-one support, Joseph has gained the knowledge, confidence and strengths that it takes to start up a business.

*"I feel like if I can achieve so much in 12 weeks, I can achieve so much more within the space of a year or two years. Hatch makes you feel like nothing's impossible. [...] They definitely made me feel more comfortable about running the business."*

Joseph benefitted from the weekly workshops the most. He'd always try to relate the content to his business, grasping the importance of each aspect, refine his thoughts and adapt it to his business. Another challenge that occurred during the programme was for Joseph to build his pricing strategy and financial projections. Joseph tackled this by attending our accounting & pricing workshops as well as by doing his first direct and indirect competitor's analysis.

Another great source of support and knowledge was his assigned mentor. Over the course of 12 weeks they met every fortnight. Margisel's background is in finance and so she helped him not only with research activities but also with his finance strategy.

*"I love having a mentor. [...] We'll definitely stay in touch with each other. She's officially part of my business now."*

The programme culminated in **Demo Day**, a dragon den's type event where entrepreneurs pitch their business or social enterprise to a panel of industry experts. After each pitch the panel rates the overall performance and content, determining the winner of the event. From building a successful



pitch deck to developing a strong presentation style, both Joseph's mentor and the Hatch programme helped him preparing for this big day. His dedication and effort paid off when Joseph was awarded with one of two prize money cheques of £400 in total.

Joseph's business is not only providing cleaning services to nurseries and other professional environments, but is also tackling youth unemployment. Since Star Clean Exclusive's inception Joseph has employed three young staff from his local area 'Brixton' on a part-time basis.

In the future, Joseph plans to provide accredited BICS (British Institute of Cleaning Science) training for permanent staff as well as to implement an apprenticeship programme. Having established a partnership with local employment & training business 'Green Man Skills Zone' allows Joseph to specifically recruit those that are in most need of training and a job.

*"Hatch has helped me to present myself, how to communicate with people and how to present my business."*

3 months post-programme, Joseph is still working at the NHS and part-time growing his business. His biggest challenge is to continue to sustain his family whilst growing his customer base for Star Clean Exclusive and eventually working full-time on his business.