

Make It Happen website is the business for graduates

Tomorrow People have created an interactive online resource that is helping aspiring student entrepreneurs to make the leap into running a business.

The brief

The National Council for Graduate Entrepreneurship commissioned Tomorrow People to create a website to inspire graduates to set up their own businesses.

The results

Tomorrow People created a new web portal to offer interactive, structured resources to help entrepreneurial graduates turn their dream of running an innovative idea into a thriving business.

Personalised content: The core of the site is a resource section, 'My Virtual Day', which links the video content on the site with the individual user's goals and the strategy they need to get them there. Users can keep track of their ideas as they go along and refer back to them at any time by using a live 'notepad'.

Versatile online resources: Graduates can keep track of their developing business ideas with a save function that allows them to return to the website and pick up exactly where they left off. They can continue watching the main video and view links, inspiration videos, notes and the progress of their own strategy at the same point as their last visit to the site.

For more information, visit www.tomorrow-people.com/makeithappen

Are you looking for ways to reach out to people online? We can help. Call us now on 0121 753 7499 or find out more at www.tomorrow-people.com

About Tomorrow People

Tomorrow People is a design and marketing consultancy based in Birmingham. The company specialises in providing design, marketing, programming and development innovation for clients that include Westfield Shoppingtowns, Crosby Homes, Highcross Leicester, The Open University, Thomson Holidays, and QlikView.

www.tomorrow-people.com