



**Caroline Stevenson**  
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 D.O.B: 03/06/1992

## ABOUT ME

*Growing-up, I've always had some sort of enterprising activity on the go; whether it was co-founding a Fair Trade initiative on the school grounds aged 12, receiving a distinction in Young Enterprise aged 15, or building an import/export eBay business aged 18.*

*I launched Foodinate in 2016 and in less than 12 months of being in operation it has won multiple business awards, landed multiple full-page features in the national press and generated thousands of meals for homeless people in Manchester.*

## KEY SKILLS

### Business Strategy and Start-ups

In less than 12 months I have taken Foodinate from pilot stage to being a nationally recognised organisation that has already generated **6,000 meals** for homeless people in the local area and is already ready to **scale nationally**.

### Fundraising

I have written **4** successful grant bids totalling **£31,000** from various social funders including *UnLtd*, *Big Lottery Fund*, and *School for Social Entrepreneurs*.

### Market Research

I conducted a 4-week pilot study with 5 restaurants. During this period, a total of 1,020 Foodinate-selected meals were sold, and, as such, a total of 1,020 meals were provided for people in need. Approximately 220 unique individuals were fed and as a result we received national press coverage in *The Independent* and I was honoured to win an "Entrepreneur of the Year" award the following month.

### Press Releases and Public Relations

Press releases I have written have ended up with features in **The Independent**, **The Guardian**, **Homemade**, **ILoveMcr**, and **Eat Out Magazine**. They have been shared a combined total of over *1,000 times*.







### Business Psychology

As a Psychology graduate, I apply this knowledge to every area of my business. During my pilot study for Foodinate, one of the measures I tested was the Psychology of consumer decision-making in restaurants. I found that by marking an item on a menu as "Foodinate", it **boosts the sales** of that item by an average of **22%** - crucial information which has now been fully-integrated into my sales strategy.

## AWARDS

-  Young Entrepreneur of the Year - Winner 2016
-  National "Boost a Business" - Winner 2016
-  "Grow It" Award - Winner 2016
-  Acceler-8 Award - Winner 2016
-  Entrepreneur of the Year - Winner 2015
-  "Do It" Award - Winner 2015
-  Top 50 Future List - 2016
-  Corporate Social Responsibility - Finalist 2016
-  Social Enterprise of the Year - Finalist 2016
-  Best Newcomer - Finalist 2016
-  One to Watch - Finalist 2016
-  Entrepreneur of the Year - Finalist 2016

## PUBLIC SPEAKING AND PITCHING

-  International Womens Day - Keynote
-  KPMG Restaurant and Bar Dinner - Speaker
-  RBS National Pitching Competition - Winner
-  Natwest Enterprise Day - Pitcher and Panelist
-  Publicis Innovation Day - Pitcher
-  Entrepreneurial Spark Bootcamp: - Panelist and Judge

## INTERESTS

CYCLING / SCUBA DIVING / COOKING  
 TRAVELING / WRITING

