

Enabling innovation. Expanding horizons

# 2022 ANNUAL UPDATE

UPSKILL INNOVATE Grow

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## FOREWORD



**Deputy Sasha** Kazantseva-Miller Member of the Committee for Economic Development

The Digital Greenhouse continues playing a central role in supporting the States of Guernsey's strong commitment to investing in the digital, skills and entrepreneurship ecosystem as part of its Economic Development initiatives.

2022 saw the successful launch of a number of new initiatives such as the Guernsey Venture Challenge, the island's first funded venture accelerator and the Véyaon Awards, an awards night to celebrate the best of Guernsey's entrepreneurial spirit.

The continuous evolution and development of the programs and services provided by the Digital Greenhouse are in large part thanks to the partnerships and engagement with industry and members and I would like to thank all businesses and individuals that have been involved in making it happen.

The recognition would not be complete without a shout-out to the small but multi-talented Digital Greenhouse team, who continue to innovate and push the boundaries of how States-funded initiatives are being delivered.

PURPOSE To bring together

individuals, community and industry to support effective collaboration, accelerating innovation and business growth.

A creative and diverse entrepreneurial & innovation ecosystem that supports individuals to access advice and skills needed to thrive.

If you are looking to start a new business, build your digital skills or accelerate your business growth, visit digitalgreenhouse.gg and get in touch.

MISSION



Lucy Kirby Director, The Digital Greenhouse

Welcome to the Digital Greenhouse's celebration of 2022, another fast-paced, busy year for the team. It has been a pleasure to continue to work in partnership with a growing number of businesses and individuals.

We are pleased to share this annual update with you and hope it brings our work to life. You will hear from a wide range of people who have taken part in programmes. Events across 2022 have showcased and celebrated the breadth of innovation and entrepreneurship in the island, with tech, data and sustainability being top areas of focus. You will also see a snapshot of new ventures and entrepreneurs and their experiences on our programmes.

We are incredibly grateful to the Committee for Economic Development for their continued support and financial investment and to our Industry sponsors, who enable us to deliver programmes without cost to the public. We would like to thank all the contributors and everyone who has given their time and expertise to the Digital Greenhouse this year.

> To develop & deliver a broad range of services to support people to upskill themselves, innovate ideas and grow new ventures.

# **ABOUT THE DIGITAL GREENHOUSE**

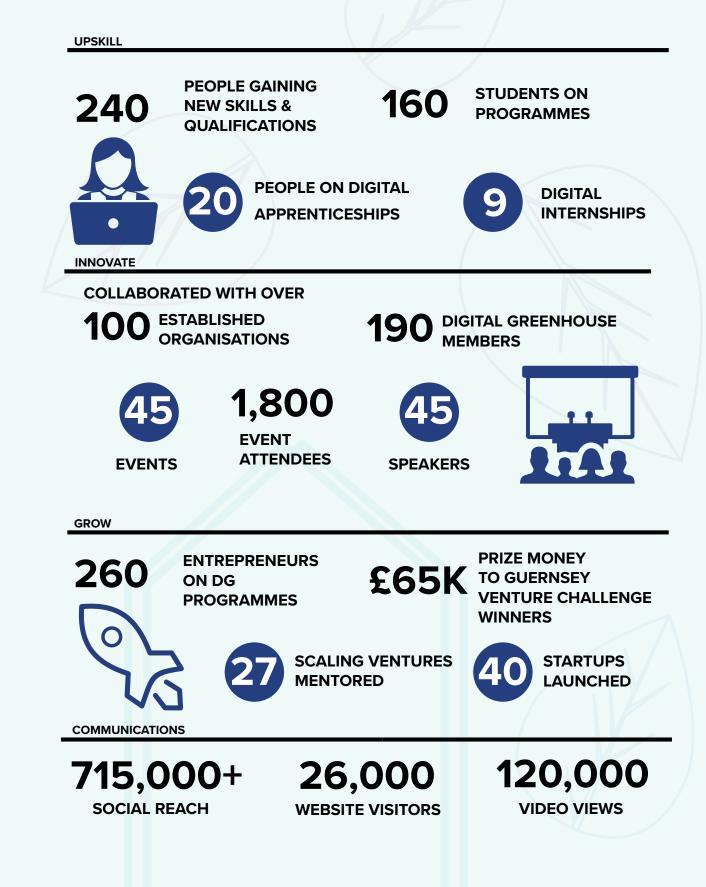
Now, six years into the programme, joined by over 1,800 people at it has grown into a hive of activity, with strong industry collaboration and now delivers over 18 discrete

initiatives per year, focused on new and existing business development and inspiring people to innovate and upskill.

In the past year, we have been events, worked with around 260 entrepreneurs, enabled over 240 people to gain new skills and

gualifications, collaborated with over 100 established organisations and assisted in the launch of numerous ventures. Our website has received over 113,000 views by over 26,000 people and our combined social media platforms reach over 700,000.

# **OUR 2022 IMPACT IN NUMBERS**



LUCY KIRBY Director

#### MEET THE TEAM



**BEN WRATTEN** Programme & **Engagement Manager** 



**ESTELLE MOSELEY** Creative & Events Executive





**BEN ALLEN Premises & Operations** Assistant

#### WHAT WE DELIVER

#### THROUGH OUR PROGRAMMES WE:

**REBECCA BAINES** 

Communications &

Marketing Executive

- Support new start up businesses and entrepreneurship
- Support the growth of businesses and innovation
- Provide networks and events for knowledge sharing
- Deliver upskilling and talent development programmes
- Work in partnership with industry and the community to meet shared aims





# **WORKING IN** PARTNERSHIP

"Digital skills are vital to Guernsey's present and future success, and the more investment we make in that, the more prosperous Guernsey will be."

8

10

Justin Bellinger, Chief Executive, Sure Guernsey

> Our Sponsors **Community Partners**

# **FOSTERING COLLABORATION**

The Digital Greenhouse's success relies on our close collaboration with Industry and working alongside third sector groups. In order to maximise the opportunities for individuals, entrepreneurs and businesses, we continued to work in partnership, increasing the number of sponsors and delivery partners who help us to meet our aims.

#### **OUR CORPORATE MEMBERS**



#### **SMART GUERNSEY**

The SMART Guernsey contract between the States of Guernsey and Agilisys Guernsey has enabled a rich economic development partnership, with particular focus on SMEs and new entrepreneurs. This fully funded access to programmes would otherwise be unavailable on Island. And the reputable and globally focused expertise has been a huge benefit to the local ecosystem.



**NIGEL MUIRHEAD Client Director for** Agilisys Guernsey

## Agilisys

"The significant impact of the SMART Guernsey Economic Development programme over the past year is testament to the importance of investing in upskilling and entrepreneurial growth. We're immensely proud of our partnership with the Digital Greenhouse and the Committee for Economic Development, and the hundreds of delivered by the Digital Greenhouse are all proof of the importance of funding innovation here in Guernsey."



# FOSTERING COLLABORATION WITH INDUSTRY

#### **PROGRAMME SPONSORS**



DIGITAL

GREENHOUSE GUERNSEY

CELEBRATING 2022

JUSTIN BELLINGER Chief Executive, Sure Guernsey

"At Sure we're committed to connecting our islands for a better future, and supporting the Digital Greenhouse helps us achieve this. The Digital Greenhouse team manage an incredible facility and put on such a wide range of events and initiatives and we're proud to play our part in helping them connect to as many people as possible. Digital skills are vital to Guernsey's present and future success, and the more investment we make in that, the more prosperous Guernsey will be."



JOHN DAVISON Chief Information Officer, First Central Insurance & Technology Group

"It's been five years of working with the Digital Greenhouse to provide the Digital Innovators Programme to students from local schools, and they are always a pleasure to work with. The programme has grown year on year thanks to their relationships with the local schools, meaning more students have been able to develop and expand their digital skills with insightful and hands-on learning techniques."

2 airtel vodafone



PETER ZUNINO Head of Sales and Marketing, Airtel-Vodafone

"It's been fascinating to see and interact with such a variety of new businesses and entrepreneurs coming through and so professionally supported by The Digital Greenhouse in 2022. Airtel-Vodafone is delighted to have contributed its knowledge in areas such as Internet of Things (IoT), mobile and home working as well as fixed connectivity to support business efficiency and innovation at the start up stage."



"We are extremely proud of our role in supporting Guernsey's growth over the last year, through our work with the Digital Greenhouse to create a worldclass environment for digital innovation. 2022 has seen a huge amount achieved through the programme, be it developing skillsets across the island that futureproof its workforce, fostering a culture of entrepreneurship and innovation, or launching and scaling exciting new ventures. It's never been more important to build a strong and capable technology ecosystem and Guernsey are doing that with huge ambition and momentum, further strengthening its international position. The year ahead promises to be an exciting and important one, and we look forward to continuing to work with the Digital Greenhouse."



**KATE MARSHALL** Head of Guernsey Enterprise, JT

Digital "The supports entrepreneurs, startups and growing businesses in achieving their goals. At JT we have a tradition of helping our 'homegrown' talent find their true potential, which is why it's been a real pleasure to work closely with the Digital Greenhouse team over the past 12 months, supporting them in their efforts to profile the very best of Guernsey's digital talent. Technology does not stand still, it takes innovative and sometimes bold decisions to transform, modernise, and maintain existing technology platforms. Our partnership has given us the opportunity to meet innovators, ambitious tech startups and entrepreneurs, and allowed us to help them, in a small way, on the next stage of their journey."



pwc













Greenhouse

**CHRIS CLARK** Chief Executive Officer, Prosperity 24/7

"Being sponsors of the Tech Mex events for the last two years and once more in 2023, we at Prosperity 24/7 feel it is both an honour and a privilege to be able to support the ever growing digital ecosystem in the Island, helping our community to quite simply, re-connect, which is a critical aspect of networking and nurturing talent, trust and relationships, in a safe and dynamic space. Ultimately events like this fuel growth, innovation and inspiration, all of which is essential to drive the digital economy forwards, whilst supporting critical Industry sectors which continue to flourish in Guernsey."

# **BUILDING COMMUNITY PARTNERSHIPS**

Working alongside third sector organisations to create community partnerships has allowed us to connect with existing projects and support new ones. These valuable collaborations help us to meet our aims and in turn aid these organisations with their social missions.



#### **PENNY LYTHGOE &** SUE VERMEULEN

University of the Third Age

"The U3A iPad Group was formed 6 years ago. We have now given over 200 members tuition for beginners for over a period of six lessons each. This was extremely helpful, particularly during the Covid lockdowns, and increasing use of technology. We have trialled the iDEA for the UK U3A - a course in various aspects of technology, with some members receiving Bronze and Silver Awards. We have also been able to offer sessions in on-line security which have been attended by at least 80 members. We would like to thank the Staff at the Digital Greenhouse, who have assisted and enabled us to achieve goals that would have been impossible otherwise. We hope that the iPad Group will continue in the future."



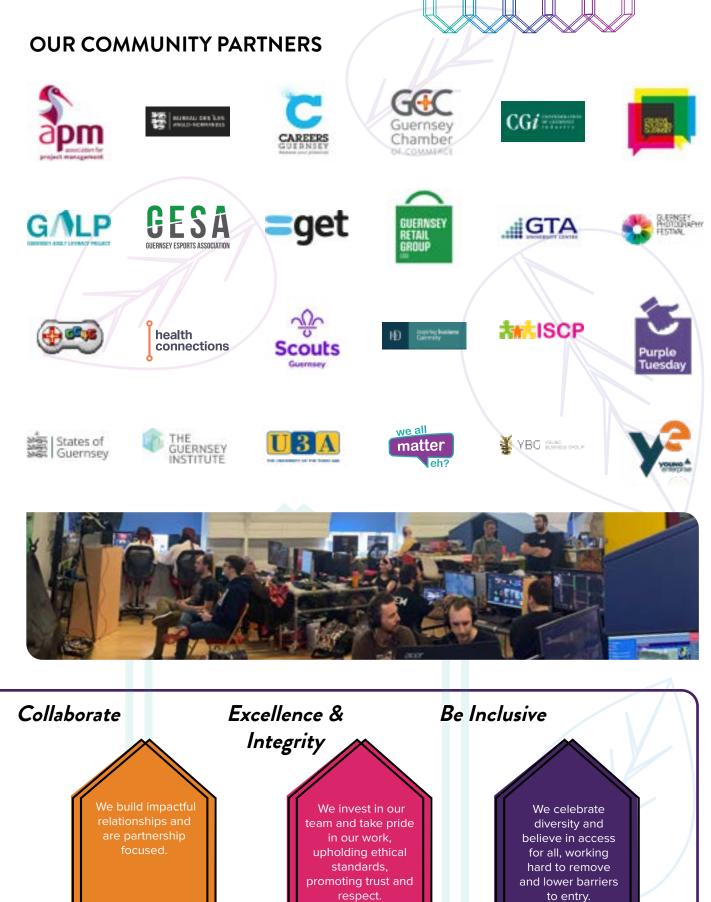
DAN HUNTER Programme Leader, Computing and Office Administration at College of **Further Education** 

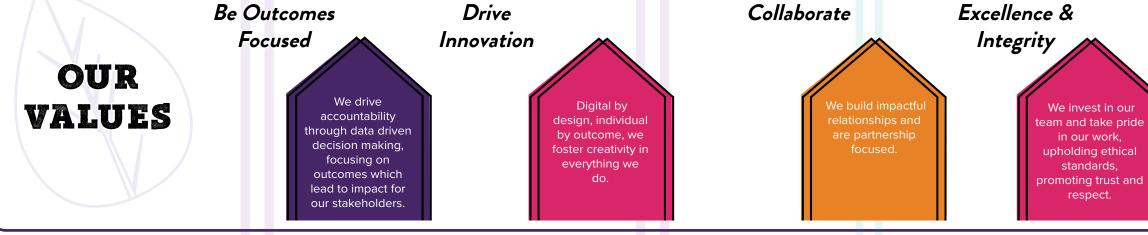
"The Digital Innovators experience provided by the Digital Greenhouse compliments our computing curriculum perfectly. The environment gives our students an understanding of what it is like to work in a cutting edge tech location, providing opportunities to work with and alongside industry key players. This can only be a great thing for the island's future.'



SIMONE SARCHET Guernsey Gaming for Good

"The Digital Greenhouse has provided invaluable support to GG4G over the past few years. Having such a great space to run our events, as well as having the team on hand to help us with the technical aspects has been amazing. We would not have been able to raise so much money to benefit local charities without them."





DIGITAL

# UPSKILL #LearningHub

"Be authentic and take responsibility for digitally upskilling yourself. Remember that intellectual complacency is not our friend and that learning - not just new things but new ways of thinking - is a life-long endeavour."

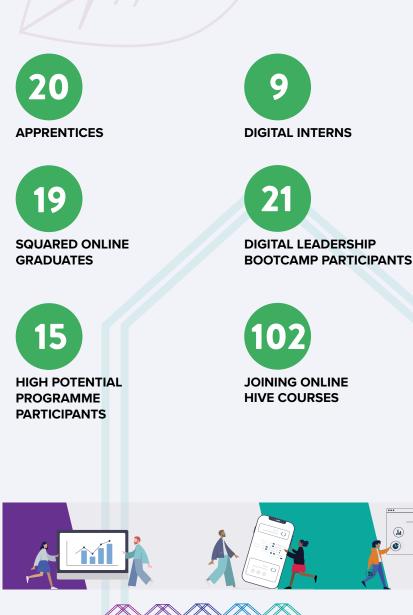
Abigail McDermott, Head of Marketing, PwC Channel Islands

- 14 **Digital Innovator Programme**
- **Student Digital Internship**
- 16 **Digital Apprenticeships**
- 17 Squared Online
- 18 Leadership Bootcamps
  - **High Potentials Programme**

# **BUILDING THE SKILLS FOR TOMORROW**

digital skills, meaning they are one of the most important areas of skill development to underpin any new venture or career. This has been demonstrated by the number of people gaining new skills and qualifications through the Digital Greenhouse and partners in 2022 -240 individuals and 160+ students. In this section, we will take a look at the success of a selection of

Over 90% of jobs now require fully funded SMART Guernsey programmes with learning partner Avado Learning. Building a pipeline for the future, we have been expanding our work with young people through the Digital Innovators Programme and successful Student Digital Internship, all in collaboration with Industry. We work across the key areas of digital leadership, data analysis, digital marketing, project and change management.







OLLY DUQUEMIN CEO. **Resolution IT** 

"With a large portion of our workforce coming straight from school, we always embrace the opportunity to upskill members of the community and help them kick-start their careers. We are ever eager to support the brilliant Digital Greenhouse team in creating new opportunities for our community and helping to create and sustain a thriving island economy."



**STUDENTS TAKING** PART IN THE **DIGITAL INNOVATOR** PROGRAMME

# **INSPIRING YOUNG PEOPLE AND DEVELOPING**

## DIGITAL INNOVATORS PROGRAMME POWERED BY Sirst Central

In its fourth year, the programme saw 160 students take part in a series of workshops designed to develop problem-solving, collaboration and essential digital skills in a real-life context. Students from the Sixth Form Centre, Blanchelande College and College of Further Education had the opportunity to discuss their product development with employees from First Central Group, who sponsor the programme.

The top five teams went on to present their ideas to a judging panel of politicians and Industry, demonstrating new found skills and innovation. The overall winners were Team Smart Plant from the Sixth Form Centre.

'Declining biodiversity is having a dramatic effect on Guernsey's environment. How can islanders use technology to have a positive impact on nature?'



**GUERNSE** 

CELEBRATING

2022





JOHN DAVISON Chief Information Officer, First Central Group

"The Digital Innovators Programme was developed to help minimise the digital skills gap locally. The programme helps students to learn technical skills so they will be equipped for the digital future. There are lots of exciting career opportunities in the technology and creative sectors, so it's vital we have enough local talent to ensure our island is future proof."

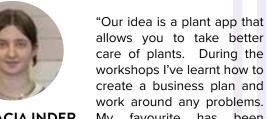
	4 YEARS OF THE DIGITAL INNOVATORS PROGRAMME			
	20 STUDENT WORKSHOPS		TACKEL AREA INCLUDI	
<u>9</u> 22	<b>400+</b> STUDENTS TAKING PART	BIODIVER	SITY RET	
		RECRUIT	MENT	
		T TRAFFIC	CONGEST	
ŗ	3	"Our idea is a p allows you to care of plants. workshops I've	take be During	

ANASTACIA INDER From winning team, Smart Plant

**BIODIVERSITY RETAIL** RECRUITMENT TRAFFIC CONGESTION

TACKELING AREAS

**INCLUDING:** 



create a business plan and work around any problems. My favourite has been designing the app/product."

# THEIR DIGITAL SKILLS

#### STUDENT DIGITAL INTERNSHIP

The Discover Digital Summer Internship returned for its sixth year in 2022, continuing to help build a strong pipeline of local digital talent. Since its beginning the Digital Greenhouse has placed over 60 students with some of the Island's leading companies as part of it's skills partnership, offering this opportunity for local students wanting a career in the digital sector.

This year's students were placed with First Central Group, PwC, Cortex, EY, Resolution IT, The Digital Greenhouse and Deloitte.

The six-week paid summer internship has been designed specifically for Guernsey's post-16 students who are passionate about the digital world and are seeking to work on projects for local employers to develop their digital and creative career pathways. This year's cohort spoke about their journey and the projects they had been working on including programming, web development, data forensics, marketing and more.





WILLIAM STODDART Digital Intern, Deloitte

"The Digital Internship scheme provided me with an excellent opportunity to gain experience and further my knowledge in a field of work that I am interested in and would consider as a career path. I doubted my digital skills before my internship, but now I have more confidence in my own abilities. Additionally, I experienced a valuable taster as to what working full time is like."

SAMANTHA PREECE Digital Intern, Cortex software development

"I completed the Digital Internship with Cortex, a small local business whose passion for technology and was evident from day one. The team were amazing, extremely welcoming, and keen to share their experiences to help me learn. As an added bonus, I received an offer for full time employment at Cortex! I would definitely encourage anyone looking at jobs in the technology sector to participate in the internship. It's a great opportunity to gain experience, especially since digital is the future."



#### **COMPANIES TAKING PART**



### <sup>66</sup> It's a great opportunity to gain experience, especially since digital is the future. **99**



#### **THOMAS UPSON** Site Reliability Engineer, **First Central Group**

"The Digital Greenhouse Internship scheme is a great way of embedding yourself in the digital sector. The opportunity to experience the working environment and simultaneously develop skills in multiple areas is instrumental in career building and for me personally, helped kick-start my career in tech, having now been working full-time as a Software Developer at my placement company First Central Group for over 4 years."

## **GROWING SPECIALIST DIGITAL SKILLS IN INDUSTRY**



After the successful launch to the Digital Apprenticeships in 2021, this year 20 individuals joined the scheme, working with our digital learning partner Avado Learning. Made possible through the SMART Guernsey programme, individuals took part in the fully funded Data Science, Digital Marketing, Business Analysis and Data Analysis apprenticeships.

The apprenticeship programme has been used by businesses to upskill existing members of the team, looking to go into new or growing area within the business. Or, using the programme to take on a new member of staff and enable them to gain gualifications whilst working.



DELIVERED BY Avado

**CHLOE LE POIDEVIN Guernsey Water Business Planning** and Engagement Coordinator

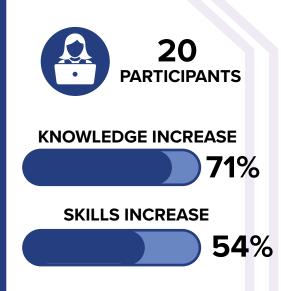


"A major benefit to me and my employer is the opportunity to develop Business Analyst skills within our organisation. This is opening up opportunities for us to support a wide range of projects with data-driven evidence and insights, which will improve the quality of our decision-making."



#### **OLLY DUQUEMIN** CEO, Resolution IT

"It's a pleasure to continue our partnership with the Digital Greenhouse and provide the opportunity for students to experience life at Resolution IT through the Digital Internships and Apprenticeship programmes. The programme is a fantastic opportunity for students to grow their skill-sets and increase their experience in a real-world environment, with the support of our team and the opportunity to watch them in action. With a large portion of our workforce coming straight from school, we always embrace the opportunity to upskill members of the community and help them kickstart their careers. We are ever eager to support the brilliant Digital Greenhouse team in creating new opportunities for our community and helping to create and sustain a thriving island economy."



#### SQUARED ONLINE DIGITAL MARKETING PROGRAMME

Digital Marketing continued to be a growth area in Guernsey for both entrepreneurs and existing businesses developing their own in-house capability, with 20 individuals graduating from Squared Online in 2022. Squared Online is the digital marketing course developed with Google, delivered by our digital learning partners Avado. Taught over five months by industry experts, it's the only digital marketing course that also develops your future leadership skills so that you can become a change agent in your organisation.

## 82% **AVERAGE CONFIDENCE** INCREASE **54% COURSE RATING** 80%

LEADING PROJECTS



**66**This course allowed me to connect with professionals within my sphere, both on and off island. ??

audiences."



"Thanks to Squared Online I was able to dive into the latest technology and trends and meet many interesting colleagues in our team sprints. Focusing on the customer was a core thread, and every project and class was packed with discussions from different sectors and countries around the world. This course encourages personal growth and leadership, and being flung into team work from day one helped me realise the knowledge and skills I thought I lacked were just buried under the surface. This programme helped me realise my fascination with marketing and connecting with our customers."

DIGITAL GREENHOUSE GUERNSEY

CELEBRATING 2022





### **COVERING TOPICS INCLUDING CONTENT MARKETING - PAID SEARCH**

**GOOGLE ANALYTICS - DIGITAL TRENDS** 

AND MORE

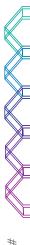
**KRISTA OSBORNE** Account Manager, Black Vanilla



"The Squared Online course allowed me to connect with professionals within my sphere, both on and off island. It was great to be able to share knowledge and work as a team. I finished the course with an increased awareness of the customer journey and a better understanding of different

#### **REBECCA BAINES**

**Communications & Marketing** Executive, **Digital Greenhouse** 



### LEAD AND INNOVATE IN A DIGITAL WORLD DELIVERED BY Avado **DIGITAL BOOTCAMPS**

During 2022 we held four bootcamps focused on Digital Leadership and Leading with Data where 25 local leaders spent time developing their leadership behaviours to both create a culture of continuous improvement and to better utilise

DIGITAL GREENHOUSE GUERNSE

**CELEBRATING 2022** 

bootcamps are designed to open minds, challenge thinking, and bring to life key principles that sit at the heart of how to lead teams and organisations in the digital era.

data when making decisions. The The workshop left leaders with the skills to promote a data-first team culture for better decision-making, ask the right questions to avoid bias and obtain actionable insight and apply a data-driven problem-solving method to business challenges.

#### HIGH POTENTIALS PROGRAMME

Potential In April the High Programme launched, with 18 individuals taking part in the 12 week bootcamp. Delivered by Red Team and Avado learning, the programme developed the participants skills in leading teams and individuals

innovation and cultivate growth to success, change management, project management, agile strategy mindsets within their organisations. and creating commercial value.

Participants finished the course with a greater understanding and awareness to foster collaboration,







**BUSINESS IMPACT:** 

**APPLYING AGILE** PRINCIPLES

#### **MAKING DATA DRIVEN DECISIONS**

90%

83%

**ADOPTING A 'TEST, LEARN** AND ITERATE' APPROACH



ASK BETTER QUESTIONS WHEN WORKING WITH DATA

80%



#### JOHN ANGLISS Product Manager, IDR

"The Digital Leadership Bootcamp was an some of the softer skill-sets required alongside technical knowledge to carry out digital transformations. Those on the course worked on case studies and cross-disciplinary material that considered agile principles, the effective management of the development process and the public positioning of the product."

**NEIL PERKIN** Course Leader and Author of Agile Transformation



"This bootcamp focuses on equipping leaders with the essential skills and mindsets for the digital age. It brings to life how managers and future leaders can not only understand how to make smart decisions around the application of technology, but also how to innovate rapidly and support a customer-focused culture of collaboration."



Senior Finance Manager, High Potentials Programme



"As a Civil Servant, I embarked on the High Potentials Programme (HPP) with the ambition to develop those soft skills that can often be overlooked in the public sector – people management, change management and project management. The hybrid approach that HPP took, combining both interactive online lectures and personal study, helped me to strengthen my existing skill set. HPP offered a lot more besides -I feel that I now have enhanced my leadership and problem solving skills, which I will rely on for the remainder of my career."





"I had the great fortune of working closely with DG to launch and run the inaugural High Potentials Programme (HPP), a training initiative designed to support the most promising crop of emerging business leaders to drive positive change across Guernsey. From agreeing the training curriculum to marketing and reviewing applications to planning in-person events, the DG team were always on hand to support the successful delivery of the programme."

Fantastic content, I learnt a huge amount. **Stimulating webinars** full of extremely useful theory. I have already been implementing lots of takeaways and will continue to do so in the future. ??

**High Potentials Programme 2022** Participant

# INNOVATE #InnovationHub

"Technology does not stand still, it takes innovative and sometimes bold decisions to transform."

Kate Marshall. Head of Guernsey Enterprise, JT

- 22 Véyaon Awards
- 24 **Greenhouse Membership**
- 26 **Future Rewired**
- 27 **Data Driven Guernsey Week**

# FUELING INNOVATION, GROWING NETWORKS

a central town-based hub, Δs together individuals, bring we businesses and community groups into an exciting and diverse ecosystem, through events, coworking space and programmes, to innovation and networking events

promote collaboration, the sharing of ideas and success stories. In this section we will meet some of the members of the Digital Greenhouse and look back at some of the





we've hosted. We will also highlight the successes of the inaugural Véyaon Awards, which celebrated innovation and entrepreneurship in Guernsey.



The Tech Mex meetups were hosted for the 3rd year at the Digital Greenhouse, bringing together the local tech community for an evening of networking and conversation. Once again kindly supported by Prosperity 24/7, the events enabled individuals of all backgrounds and levels to meet in an informal setting and make important connections.



"Being sponsors of the Tech Mex events for the last two years and once more in 2023, we at Prosperity 24/7 feel it is both an honour and a privilege to be able to support the ever growing digital ecosystem which is a critical aspect of networking and nurturing talent, trust and fuel growth, innovation and inspiration, all of which is essential to drive the digital economy forwards, whilst supporting critical Industry sectors

> "I regularly attend the Digital Greenhouse Tech Mex meetups. It's been a great way to network with other people interested in the technology, stay connected and gain insight into what is going on in the local tech space."



# CELEBRATING INNOVATION & ENTREPRENEURSHIP IN GUERNSEY

### THE VÉYAON AWARDS

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ERNS

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LUCY KIRBY

Director

**Digital Greenhouse** 

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WINNERS

Organised by the Digital Greenhouse in partnership with Blenheim Chalcot, the awards are an opportunity to celebrate excellence, innovation and hard work within the business community.

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**APPLICATIONS** 

"It is a pleasure to have launched the first

Véyaon Awards, celebrating innovation

and entrepreneurship in Guernsey. Véyaon

meaning 'go for it' in Guernésiais highlights

where individuals and businesses have

strived to take risks to grow and succeed.

We hope that this home-grown showcase

180

AWARD NIGHT

inspires others to follow in their footsteps."



CHARLES MINDENHALL Co-Founder Blenheim Chalcot Headline Sponsor

"By thinking differently, taking risks and proactively investing in and developing themselves and others - people across Guernsey are making a game-changing difference to the future of their organisations and the Bailiwick as a whole. By celebrating 'gogetters', we can inspire others, and The Véyaon Awards provide an exciting opportunity to do just that."









# 2022 **WINNERS**









**Entrepreneur for Good** Sponsored by **Islands Insurance** Catherine & Trevor Nicholls, Founders of EaseeDo



Learner of the Year Sponsored by JT Global Michael Creber







IOUSE

G

CELEBRATING 2022





#### **Creative Entrepreneur** Sponsored by TPA Aaron Smillie, Founder of **Digital Motion Workshop**



**Digital Leader of the Year Sponsored by Sure Business** Patrick Cunningham

business



Innovation in Technology Sponsored by PwC Crewdentials





# THE GREENHOUSE EFFECT

2022 saw a continued growth of the Digital Greenhouse membership with over 190 individuals using the co-working space facilities. With four levels of memberships the space sees a range of businesses within the digital and creative sectors passing through and making those important connections.



"The Digital Greenhouse has been an invaluable support in lots of ways since I started my consultancy business in 2022. It's a great base in the centre of town with a ready made network of entrepreneurs, small businesses and individuals all coming together to work and chat. I've made some great connections along the way and really value the social and networking events as well as the opportunities for business support which are available. It's a one stop shop with hot desks, meeting rooms and great coffee! Highly recommend."

CHARLOTTE DUNSTERVILLE Managing Partner at UN1TY Hot Desk Member

"I find having a desk at the Digital Greenhouse to be the sweet spot between working in an office and dedicating space at home for work – a structured environment that is good for my productivity, but without the rigidity that so often accompanies them.

The other members are friendly and everybody is working on something different, which creates a good atmosphere, and the staff are always happy to help. The facilities are excellent, with a printer, good wireless connectivity, meeting rooms, and programming fuel (coffee)."

#### PATRIZIA KAYE

Software Developer at Schlafender Hase Allocated Desk Member



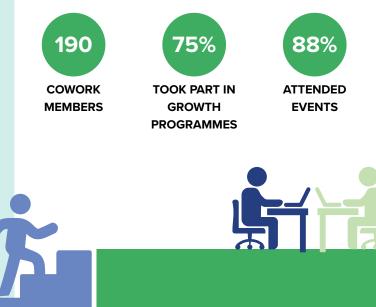


WILL DEREHAM Student Member

"The Digital Greenhouse is a great space to work or study, with great facilities and a vibrant atmosphere. The staff are friendly and always happy to help, and it has helped me gain many opportunities and connections. They have many programmes to help early-stage entrepreneurs, such as the 'Starting Up Saturday' bootcamp, which was invaluable in the development of my startup. During the summer, I was placed at PwC as part of the Discover Digital Internship, and developed many skills which will help me in my career."

MARC COHEN Soul Partner at Unbundled VC Hot Desk Member "I moved back to the Digital Greenhouse in September having spent a few months there in 2018 when I first moved to the island. I invest in early-stage digital tech businesses and it's great to be in a place that supports entrepreneurship. It has the booths I need for privacy when I take calls with founders and an atmosphere I enjoy. I'm happy to be back."

#### DIGITAL GREENHOUSE MEMBERSHIP





"The Digital Greenhouse works for me on a number of levels. Working remotely can sometimes feel a little isolating - as a hub for Guernsey business there is always something going on, or people passing through, which really keeps me connected to the local business community. On top of this, working from home doesn't really work for me and the Digital Greenhouse provides me all the facilities I need for a professional office environment - a dedicated desk, meeting rooms etc... (without having to convert my own greenhouse!). The Digital Greenhouse really is a great solution."

#### SIMON LITTLE

Chief People Officer at Hurtigruten Group Allocated Desk Member





**RAFAEL RITO Business Development Manager** at Cherry Godfrey Corporate Member

"Cherry Godfrey became a corporate member in 2021, the facilities are great, giving us access to use the meeting rooms for internal and external meetings. There are lots of networking opportunities that bring all the local business communities together. These events allow me to speak to businesses and offer our financial services and expertise."









# **DIVING DEEP INTO DIGITAL INNOVATION**

### **FUTURE REWIRED**

DIGITAL

GREENHOUSE GUERNSEY

CELEBRATING 2022

Future Rewired 2022 welcomed over 60 people from across the digital and creative sectors to the Digital Greenhouse to hear interactive workshops.

In its fourth year, Future Rewired is a games throughout the day. day long Tech Festival with a packed lineup of local speakers. Topics digital transformation, included applications, persona scaling building, web app development, running a tech company and more. The day was punctuated by challenges hosted by the Digital





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DEVOPS. INNOVATION **GROWING TECH BUSINESSES SUSTAINABILITY** DATA **DIGITAL TRANSFORMATION PERSONA CREATION** 

SARAH HOLLINGSWORTH People & Organisation Consulting, Future Rewired 2022 Speaker

"Speaking at Future Rewired's event in 2022 gave me an insight into some of the innovative start ups and ideas the people of Guernsey are actively working on, and enabled me to not only share my knowledge and experience with them, but also network with a group of individuals I may have not met otherwise."







Software Developer, Future Rewired 2022 Speaker

session at Future Rewired 2022, as well as attending the other talks hosted by a group of very knowledgeable speakers. Both the speakers and attendees engaged in a lot of interesting discussions and it was great to see such passion for technology and various other subjects."

#### DATA DRIVEN GUERNSEY WEEK

April saw the second Data Driven Guernsey Week, kindly supported by Blenheim Chalcot. The week focused on the opportunities, uses and considerations of data. The week saw over 350 people attending both in person and virtually, a range of talks, panels and seminars that brought new data practices in a range of Guernsey's sectors to light.

The sessions saw speakers from Blenheim Chalcot, KPMG, ID Register, Guernsey Finance, Cortex, Avado Learning, Renew Guernsey and Ravenscroft covering topics such as Data Warehousing, Cryptocurrencies, FinTech, ESG Data and Skills.





DAN COBLEY Managing Partner for FinTech at Blenheim Chalcot

"I hugely enjoyed taking part in the Innovation in Financial Services webinar during Data Driven Guernsey Week, talking with a great group of industry leaders about the opportunities for fin-tech innovation on the island. The event was testament to the work of the Digital Greenhouse in promoting and facilitating knowledge-sharing, and a valuable reminder of the importance of driving innovation across all levels of business."

### SPONSORED BY





SUBJECTS **INCLUDING:** 

**FINTECH** DATA DATA WAREHOUSING **SUSTAINABILITY CRYPTOCURRENCIES** 



"It was a pleasure to run the Data Warehousing 101 session. After the dark-age period of isolation due to the pandemic, it was wonderful to return to in-person events. We were delighted by the high attendance and the level of engagement particularly thrilled by the level of interest shown in the topic and the opportunity to showcase our data warehousing tool, Bragi."

MARC BEAVAN 2022 Speaker



# GROW **#StartupHub**

"Start doing what you want to do - don't wait to be in a job or for someone to give you permission. With practice comes experience, experience is what will propel you forward."

Claire Mockett. Digital Creative, TPA

- **Guernsey Venture Challenge** 30
- 32 **Business Mentoring**
- 33 Startup Bootcamps
- **Global Entrepreneurship Week**

# **GROWING BUSINESSES OF THE FUTURE**

The Digital Greenhouse offers free and inclusive support for new and growing businesses and entrepreneurs alike. Composed of In this section we will take you online services, face to face support and accelerator programmes, all designed to provide individuals with a one-stop-shop to connect them

with the rich and diverse expertise of the Guernsey innovation ecosystem.

through a snapshot of some of the activity, from initial business support, through to bootcamps and mentoring; and new for 2022,











the Guernsey Venture Challenge. You will meet some of Guernsey's thriving entrepreneurs and find out about how our programmes and events have helped them grow.

**BUSINESS** BOOTCAMPS

6

**VIEWS OF THE** STARTUP GUIDES AND RESOURCES

**BUSINESSES ON** THE MENTORING SCHEME

27

1ST

FUNDED ACCELERATOR LAUNCHED

## SUPPORTING NEW STARTUP BUSINESSES AND ENTREPRENEURS

#### **GUERNSEY VENTURE CHALLENGE**

The Guernsey Venture Challenge is the island's first funded accelerator. Designed business for new businesses based in Guernsey looking to scale, it gives the opportunity to obtain early stage funding to accelerate their development and help get established.

DIGITAL

HOUSE

GUERNSEY

CELEBRATING 2022



SHORTLISTED

DR JAMIE COLEMAN CodeBase CoFounder, Judge



"The quality of the startups was impressive. Each company had a significant understanding of the problem and had built technology that was suitable to test with potential customers. Whilst at an early stage, each of the founding teams showed real promise. I expect great things in the future."



**DAVE ZAK** Founder of NionNet Origin

"At the presentation night I was so nervous, it was my first ever pitch, but what we have created is so innovative we won first prize. I am eternally grateful to the judges, Fiona Bateson, Jamie Coleman and Nick Gregg for seeing the potential of Origin. But it wasn't just about our journey. That night we stood alongside other passionate and talented entrepreneurs, supported by the Digital Greenhouse team making our win even more humbling. Guernsey is a land of opportunity, with such positive support from the Digital Greenhouse it is a great place to innovate and to get noticed."

"The greatest thing about the Guernsey Venture Challenge for us is the outcome; we were thrilled to come away with second place, especially given the level of competition. The whole experience, from start to finish, was valuable. Even the application form was a great exercise, forcing us to collect our thoughts about how far we had come, where we wanted to go in the future, and how we might achieve that goal. After being shortlisted and given a Blenheim Chalcot mentor, the process hit a new level. Our mentor, Josie, was incredibly supportive and positive, whilst questioning our assumptions and ideas to help us hone our pitch. On the presentation evening, we valued the chance to answer the judges' carefully considered and challenging questions. We learnt an enormous amount and would highly recommend it to companies looking to scale."



**CATHERINE & TREVOR NICHOLLS** Founders of EaseeDo







"Pitch Night was something I have never experienced before but nonetheless a brilliant opportunity. Seeing all the other business pitches was eye opening showing the hard work and dedication of all the participants was of a very high standard. Winning the Youngpreneur prize was obviously the highlight of the evening but the whole experience was equally rewarding. I look forward to what the future holds for ISO-PASS."







# SUPPORTING NEW STARTUP BUSINESSES AND ENTREPRENEURS

#### **BUSINESS MENTORING**

DIGITAL

GREENHOUSE GUERNSEY

CELEBRATING 2022

The Digital Greenhouse's Business new ways of working. Mentors have support. This year they have Mentoring Scheme was launched at the end of 2021 and since then has seen a steady stream of professionals and startups register throughout 2022. Benefits for mentees have For more established entrepreneurs, included gaining a professional ally, a different perspective on their business and an understanding of

27

SCHEME

**BUSINESSES ON** 

THE MENTORING

**TREVOR NICHOLLS** 

Participant on the

Scale Up Programme

"Our Scale Up mentor

has had a tangible impact

on our business through

encouraging us to push

far outside our comfort

zone. We signed up for a

big trade show and within

the next few days will be

on the other side of a new

experience. Hopefully, with

hundreds of new leads to

found being part of the scheme worked with 10 scaling businesses, rewarding and enjoyed being able supporting them to reach new to share their knowledge.

the Scale Up Programme run in partnership with Blenheim Chalcot has continued to provide valued

100

NPS RATING

markets, grow internationally and/or gain investment.

10

**ON A FAST TRACK** 

PROGRAMME

45% SCALE UP BUSINESSES **INCREASE IN CONFIDENCE IN** VENTURE BUILDING

SKILLS "The business mentorship programme was a life and business changing experience for me. Without meeting my mentor, I would be still in my old ways in my business and I would never start thinking big and in a different way. It gave me so much more than improving my business. It helped me to get to know myself more and what I am really capable of

achieving. Success is 5% Strategy and 95% Mindset and I got help with both through the mentorship programme."



ANETT TARCSAY

Mentee and Founder

of The Wedding

Company

**DANIELA DEVON** Mentor and Distributor Senior Associate at HSBC

"The best part of joining the Digital Greenhouse's Mentoring Scheme was the ability to add value to my mentees growing brand through a series of informal consultancy sessions. The commitment was manageable for both sides and a lot of insights and experience were shared for what would hopefully be a positive impact lona-term."

#### **STARTUP BOOTCAMPS**

Giving people a dedicated time to focus on their idea, teaching business development tools and helping them build a support network is a winning combination for our bootcamps for startups. We've seen 40 entrepreneurs take part in our business bootcamps this year, working on business value, identifying customers and business models, in an interactive and collaborative environment.





Founder of nb.create

"I attended the Digital Greenhouse's Starting Up Saturday bootcamp earlier this year and it was an excellent experience for me, it helped me define the size and scope of my business and helped me create a plan for the future. The subsequent mentorship program that they provided has been absolutely transformative. I would recommend these programmes for anyone interested in creating or developing their own start-up ideas."

"The pandemic has really accelerated the pace of technological change. In 2022, it been fantastic to see the irrepressible drive of so many budding entrepreneurs supported by the Digital Greenhouse working with and embracing technology to develop innovative start-up ideas. Airtel-Vodafone is delighted to have contributed its knowledge in areas such as Internet of Things (IoT), mobile and home working as well as fixed connectivity to support business efficiency at the crucial start up stage."

PETER ZUNINO Head of Sales and Marketing

🤊 airtel

follow."



#### **KEZIA** MORSE-WOLFE

Founder of Sew Guernsey & Boho Bride



"The bootcamp highlighted, for me, how valuable time spent setting goals, discussing your ideas with others and mapping out your path can be, and is one of the most important factors in being a small business owner."





airtel-vodafone.com

# **GLOBAL ENTREPRENEURSHIP WEEK**

2022 marked the 15th Anniversary of the world's largest celebration entrepreneurship, of Global Entrepreneurship Week. This international event has over 200 countries involved each year, and more than 10 million people at over 40,000 events. For us, this 5th year saw 375 entrepreneurs hear from 12 industry speakers to discuss a range of topics, share knowledge and insights.

Through a week of entrepreneurfocused events, sponsored by JT, the Digital Greenhouse gave local experts and entrepreneurs the platform to share their knowledge with businesses at all levels. The

week focused on presentations, panels and networking sessions.

From business success and growth tips, to networking with experts and a panel review, we explored the fundamentals of building and scaling a business on the island with experts from Airtel-Vodafone, Black Vanilla, Blenheim Chalcot, TCS and more.

This year the Digital Greenhouse worked with Black Vanilla to survey new businesses in Guernsey gaining insights on their journey as well as the obstacles and opportunities of starting a business in Guernsey.



12

INDUSTRY

**SPEAKERS** 



#### **HEARING FROM EXPERTS FROM**





DARAGH MCDERMOTT CEO of JT

"At JT, our people and our local talent are our greatest assets and critical to our success and the growth of the local economy. We believe in championing individuals and small businesses with big ideas, they are the entrepreneurs leading the way in innovation and pushing the boundaries in technology. As a business we have a strong track record in developing ideas and turning them into successes, and this is why we are proud to be a partner and sponsor of Digital Greenhouse's Entrepreneurship week, helping to encourage and support local talent that might one day become a global household name."





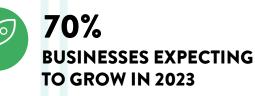


51 **BUSINESSES** COMPLETING **THE SURVEY** 



67%

**BUSINESSES FELT GUERNSEY'S** SMALL COMMUNITY HAS **HELPED THEIR BUSINESS** SUCCEED



DIGITAL

GREENHOUSE GUERNSEY





NICHOLE **CULVERWELL** Agency Director, Black Vanilla Ltd



"It has been a pleasure to collaborate with the Digital Greenhouse team once again in 2022, particularly around the research into the island's entrepreneurial landscape. We are looking forward to building on the research in 2023 and gathering more insights into how we can foster entrepreneurship in Guernsey and make the island attractive for start-ups and businesses of all sectors and sizes. The Greenhouse has once again proved to be a place to be inspired, to learn, network and collaborate."

# OPERATIONAL UPDATE

"My advice would be to not give up. There is definitely a growing technology sector in Guernsey that is increasing in diversity of options and I believe that it will continue to grow."

Matt Pyle, Developer, Cortex

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- 2023 Calendar 41

# **DELIVERING IMPACT**

The Digital Greenhouse is operated by a team of six, focused on the delivery of around 18 programmes a year, working to accelerate growth in the areas of digital innovation, entrepreneurship and digital upskilling.

2022 has continued to see new industry partners join the mission of the Digital Greenhouse. These partnerships have enabled the small team to be able to launch and deliver additional programmes, bringing new initiatives and opportunities to the tech and entrepreneurial ecosystem of Guernsey. Through our sponsorships, we have also been able to deliver all major programmes and courses without charge to the community, lowering barriers to entry and enabling more people to get involved.

Alongside the hub, the development of virtual resources has broadened the reach of support available and enabled the team to scale their efforts. We are extremely pleased by the growth across all our communication channels and the ability to shine a light on all the positive activity on Island has been a continued strength. We hope to develop this work further in the coming year and start to share these successes with a more global audience.















#### HOW WE INVEST OUR RESOURCES



25% PLANNING AND DELIVERY **OF TRAINING, EVENTS** AND WORKSHOPS

20% **DIGITAL CONTENT AND** COMMUNICATION

20% **CUSTOMER SUPPORT** SERVICES

15% **STRATEGIC PLANNING** AND INDUSTRY **ENGAGEMENT** 

12% **STUDENT EVENTS AND PROGRAMMES** 

8% **HUB OPERATIONAL** ACTIVITY



DIGITAL GREENHOUSE GUERNS

CELEBRATING 2022

# SHINING A LIGHT ON GUERNSEY'S ECOSYSTEM

Digital Greenhouse is showcasing Guernsey's thriving business ecosystem and success stories. Over 2022 we continued our extensive channels to shine a light on these businesses and the people behind them. These stories appeared in over 70 local media articles, and our virtual channels reaching hundreds of thousands of people worldwide. One of the new elements to 2022 was working with the Guernsey Press on the business podcast to upskill, innovate and grow.

DIGITAL

GREENHOUSE

GUERNSEY

CELEBRATING

2022

One of the main focuses of the series, where local entrepreneurs We continued our adoption of video told their stories about starting and scaling ventures and the journey along the way.

use of both online and offline In 2022, the Digital Greenhouse website attracted over 35,000 visitors, continuing to act as a focal point and virtual hub for all of our activity. Across the year the team continued to work with industry partners to develop resources, guides and information for businesses and individuals looking

with live streamed events, case studies and guides. These attracted over 112,000 views with over 780 hours of watch time over the year.

Our popular weekly newsletter provides virtual members with upcoming activity, success stories and opportunities for people to upskill, innovate and grow! The newsletter continues to gain popularity, with over 16,500 opens per annum.







Guernsey Press

AMANDA EULENKAMP Business Editor, "Working alongside the Digital Greenhouse to showcase the journeys and achievements of our local entrepreneurs has been truly inspiring. Over the past 12 months, numerous articles and interviews have appeared in the Guernsey Press, our entrepreneur supplement, and **Business Brief.** 

I've also been involved with the Guernsey Press' entrepreneur podcast series, talking with those who have had the faith in their ideas to launch businesses and follow their dreams.

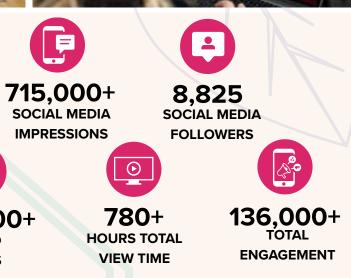
The inaugural Véyaon Awards was another highlight in a jam-packed entrepreneurial year.

35,000+ 700+ WEBSITE VISITS TO THE VISITS JOB PAGE

> 120,000+ 30 +**VIRTUAL GUIDES IN COLLABORATION WITH INDUSTRY EXPERTS**

VIDEO

VIEWS









DGIMPACT

# **2023: OUR FUTURE PLANS**

Not known for standing still, here at the Digital Greenhouse plans for 2023 have a keen focus on maximising opportunities for entrepreneurs, expanding events and growing our offering to support more sectors. This year we want to open more opportunities for Islanders to realise their big startup ambitions. Our goal is to make it even easier to get started on your new business and have the right support when you need it.

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CELEBRATING

2022

We know that tech is transforming all areas of the economy, so we are pleased to be able to launch new programmes focused on innovation in established businesses, as well as new larger scale events to complement the established initiatives from 2022.

#### Guernsey's Startup Academy

extremely pleased to be running Working with Blenheim Chalcot's operate over a 10 week period, mmersing entrepreneurs in This kick-start programme is with growth ambition!

The programme will see experts in the field share insider knowhow, tips, tricks and essential elements for investment and go to market strategy. The Academy will fuel the to 'nail, then scale' their ventures sessions and workshops.

#### **Business Innovation Programme**

Supporting leaders in business to adapt, develop and adopt new practices to grow their business is the focus of this new innovation programme. Focused on driving adoption of new technologies and mindsets for business, we are looking to build 'innovation champions' who can drive forward digital adoption.

2023 will also see a new annual Fintech event at ScaleSpace London, bringing together experts from Imperial University, leading Fintech businesses and key stakeholders, with the purpose of connecting Guernsey leaders with cutting edge activity in this area.

#### **JOIN US IN 2023**

Looking to upskill, innovate and grow you or your businsses in 2023? With a range of programmes to suit businesses of all sizes across all sectors, the Digital Greenhouse is here to help.

## 2023: CALENDAR

Some of our key dates to add to your diary for the year ahead

0	Global Game Jam 3rd-5th February	0
0	Starting Up Saturday 9th February	0
0	Starting Up Saturday 11th March	0
0	Startup Academy Application Deadline 17th March	0
0	Future Rewired 18th March	0
0	Tech Mex Networking 30th March	0
0	Startup Academy 3rd April	0
0	Digital Innovators Programme Finals Evening 6th June	0
0	Starting Up Saturday 17th June	0
0	Guernsey Venture Challenge Deadline 7th July	0
0	Tech Mex Networking 13th July	0
0	Discover Digital Internship	

13th July - 25th August



#### To find out more visit DIGITALGREENHOUSE.GG

Starting Up Saturday 5th August Internship Presentation Evening 23rd August

Guernsey Venture Challenge Pitch Night 21st September

FinTech Bootcamp Kickoff 2nd October

Véyaon Awards Application Deadline 6th October

Starting Up Saturday 7th October

Tech Mex Networking 19th October

Scale Space Event 2nd November

**Global Entrepreneurship Week** 13th-17th November

The Véyaon Awards 16th November

Starting Up Saturday 2nd December



#### WITH MANY THANKS TO ALL THE BUSINESSES WHO HAVE WORKED WITH US THROUGHOUT THE YEAR

AB Desian

DIGITAL GREENHOUSE

GUERNS

CELEBRATING

2022

Adrian Welch Finance Brokers Agilisys Airtel-Vodafone Aleander Daniels Offshore Avado Learning **Barlcays Bank** BBC **BDO Guernsey Beyond Strategy** Black Arrow Black Vanilla Blanchelande College **Blenhiem Chalcot** Books & Company Limited **BPP** Profesional Education **Business Help BV** Bulb C5 Alliance Capital Bridge **Careers Guernsey** Catax **CBO** Projects Center Stage Channel Eye Cherry Godfrey Chloe Sarre Creative CIGPI Clicksmith Confederation of Guernsey Industries Copper Cortex **Creative Industries Guernsev** Crowd Media **Daniel White Health** De Garis Accounting **Delimited IT Solutions** Deloitte **Digital Motion Workshop** Dorey Finanical Modeling Easeedo East Harbour Associates Elizabeth College Enjoy CI Limited **ESH Solutions Evolution Group** 

ΕY First Central Group Focus HR Frontier Economics GFSC Granite Games Grant Thornton **GTA** Guernsey Guernsey Chamber of Commerce Guernsey College of Further Education **Guernsey Esports Association** Guernsey Gaming For Good (GG4G) Guernsey Grammar and Sixth Form Centre **Guernsey Institute Guernsey Photography Festival Guernsey Press Guernsey Registry Guernsey Retail Group HIVE** Learning HSBC IDR Indulge Media Infrasoft Tech IP Lab **Islands** Insurance ITV Jackson Chambers Photography JT KPMG KTL Legal The Ladies' College Law At Work CI Leapfrog Limited Learning Clubs Lightbulb Night Lilley & Co Ltd Lloyds Bank Locate Guernsey Logicel Guernsey Machon Accounting Limited Makerspace Mourant National Coding Week Natwest International Next Generation IT

Nimbus Chartered Accountants Office of the Data Protection Authoritv **Onsey Capital Orchard PR OSA** Recruitment Prosperity 24/7 **Purple Tuesday** PwC Ravenscroft Investment Management Limited Red Team Renew Guernsey Resolution IT **Rise and Shine Rock and Small** Safe and Secure Online Scale Space UK Sentient Software Siama Situations Recruitment Sofsvnc Soup Arcitects Source Recruitment South West Grid for Learning Sovereign Trust Guernsey Specsavers Spike Productions States of Guernsey Submarine Sure **TCS** Guernsey TEKEX The Best of Guernsev The Chain The Potting Shed Thrive Coaching and Training **Tiara Software Consultants** TPA Two Degrees North Unbundled VC University of the 3rd Age We All Matter We Are Guernsey White Star Capital White Wolf Offshore Youth Commission







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Digitalgreenhouse.gg/GVC

Applications open April 2023

Closing Date July 2023



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