The University of Hertfordshire prides itself on supporting its students and graduates to be entrepreneurial – whether they set up their own company, work in an SME or a large multi-national.

A perfect example of an alumnus who has taken those skills and applied them is Kennedy Ife, who has set up Swerski, a technology company that provides a software application to help UK SMEs improve their conversion rates.

'During my studies at UH, I generated an income online by trading on eBay and Amazon. This gave me an idea of how to create an online business and my interest grew from there. Now my business provides a range of services to businesses, including mobile testing, web customisation, performance optimisation and technical support.'

Teaching success
Kennedy believes that his time at Hertfordshire provided him with a set of tools that allowed him to move into setting up his own company early on.

'My degree is critical for entrepreneurship. The broad range of courses, encompassing marketing, accounting and business strategy, provides you with exactly the right skills and knowledge to deal with the range of issues that start-ups encounter when they branch off.'

It’s clear that Kennedy loved being at University, both for the study and social aspects. 'Hertfordshire was a great place to learn and build strong friendships – it was a great social experience. It was a great learning environment, given its location and lively atmosphere.'

Future plans and advice
But what about tips for other aspiring entrepreneurs? 'Try to ensure that your selected subjects, work placements and experience are as relevant to your future career as possible. Building relationships with people in the sector is key.'

Kennedy’s own plans for the future are simple, and ambitious. ‘To continue to expand my company and impact as many e-businesses as possible.’