



Student support to make businesses more mobile

Businesses in North Wales are being offered the opportunity to adopt mobile technology with the support of a new pilot project called APPrentis.

Participating businesses will work with undergraduates to develop their use of social media, identify mobile apps which allow them to operate on the move, and even create a bespoke app for their customers.



The APPrentis project will arrange paid work placements for undergraduates in 45 businesses in Gwynedd, Conwy and Anglesey over the summer. They will also attend a Mobile Technology Academy where they will learn how businesses can benefit for the latest technology and then apply it on their placement.

Dafydd Gruffydd, from Menter Môn, explained “Mobile technology has a great deal to offer small businesses. It is possible to use a mobile phone to take credit card payments, manage stock levels and engage with customers through Facebook and Twitter”



He continued “Young people have a natural aptitude for mobile technology and APPrentis will enable them to apply this within small businesses. The project will also strengthen links between undergraduates and the local economy, and hopefully encourage them to return to the region after University ”

At the end of the project there will be a series of events to provide feedback to businesses on what worked well and what didn't. We will also be publishing “Top of the Apps” for businesses in North Wales as well as unveiling the new business apps developed by the undergraduates.

Small businesses and undergraduates from Gwynedd, rural Conwy and Anglesey interested in participating should contact Gillian Morris on gillian@mentermon.com / 01248 725710 or visit the APPrentis Facebook site www.facebook.com/apprentis .

The End

Notes to the editor

- The project is delivered by Menter Môn with the support of Anglesey County Council, Gwynedd County Council, Gwynedd Digidol, Gwynedd Economic Partnership, Conwy Rural Partnership.
- The project is funded through the Rural Development Programme (RDP) with support from the Welsh Government and the European Union.
- Work placements will start in June 2013 and run for 10 weeks
- The Mobile Technology Academies will be held in Llangefni, Llanrwst, Caernarfon and Dolgellau for one day a week for the ten weeks.
- The O2 study revealed
 - More than 1 in 10 (11%) said that they simply wouldn't be able to function without their mobile phone



- Nearly 1 in 5 (19%) would find it more difficult to go without their mobile phone than water for 24 hours
- More than 1 in 5 (21%) would rather go without food for 24 hours than their mobile phone
- More than a quarter (27%) said that they would prefer to live without TV than without their mobile