



Young people's smart phone obsession to benefit businesses

A new project is looking to exploit young people's obsession with their smart phones for the benefit of local businesses



There are millions of mobile phone “apps” which can do everything from identifying planets to booking a table at a restaurant. Young people are often the first to embrace new technology and would struggle to manage their social lives if they lost their mobile. A recent study by O2 revealed that 20% of young people would rather go without food for 24 hours than their phone!

Mobile technology also 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. However with so many apps available small business owners are understandably apprehensive.

The APPrentis project will arrange work placements for undergraduates in businesses in Gwynedd, Conwy and Anglesey over the summer. They will also attend a Mobile Technology Academy where they will learn how business can benefit from mobile technology, and also develop their own app.

Dafydd Gruffydd, from Menter Môn explained “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.”

There will be a series of events at the end of the project to provide feedback to businesses on what worked well and what didn't. We will also be publishing “Top of the Apps” which will list the most useful apps for businesses in North Wales.

Undergraduates from Gwynedd, Conwy and Anglesey interested in participating are invited to attend one of a series of recruitment events to be held over Easter holidays. Details are on the APPrentis Facebook site www.facebook.com/apprentis or contact Gillian Morris on gillian@mentermon.com / 01248 725710. Interested business are also welcome to get in touch.

Diwedd

Notes to the editor

- The project is delivered by Menter Môn in partnership with the Gwynedd Economic Partnership and 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