

Anthony G Gerrard- Bitesize Blog and Mini Case Study on his business U18.

U18 is a safe online creative network for teens (13-17) that inspires, encourages and supports members endeavouring to promote their creative talents to a wider audience, free from competition with adults. Members also have the opportunity to grow a unique online persona that reflects an abstract of their artistic, cultural and extra-curricular achievements. U18 seeks to stimulate knowledge, belief and confidence in young people by celebrating achievements and sharing news, education and information resources to this dedicated online community space.

The virtual interactions between members will also help to identify the best young local talent, so that U18 can create tailored physical opportunities for them to perform and showcase their work to their friends and peers in a live environment.

U18 incorporated in 2011 and is about to launch its first event at the end of November in the SWG3 venue in Glasgow, with plans to expand rapidly throughout the nation soon after.

Founder and Managing Director, Anthony Gerrard has received fantastic support from SIE and his advisor Liz Mackenzie, and just recently started the CreAction labs with other aspiring entrepreneurs. He has also tapped into the various support organisations around Glasgow to help develop his concept from idea to reality.