

## CASE STUDY: 2019 WINNER

# IMOGEN MORNEMENT

PENNY & A PEARL – WORCESTERSHIRE

**WINN's Make it Happen 2019 winner, Imogen Mornement, owner of Penny & A Pearl, sits down to discuss her WINNING journey one year on after the Make it Happen challenge.**

With a passion and innovation in the crafts and sewing industry, Imogen Mornement, Make it Happen's youngest winner, started the business in her third year of university. Created from an amalgamation of things, Imogen said the inspiration behind the business was always something she had in mind, as she explains; "It was a nice crossover of all of my interests and things I was doing. It definitely was something that I had always wanted to do since completing a Business Management degree at Worcester University."

Hearing about WINN through her placement tutor who also signed Imogen up to do one of WINN's original innovation videos, she said: "After making the video, I was also going to a couple of the WINN Wednesday networking events and I had been to probably around four before I learned what the Make it Happen challenge was all about."

"I thought it was an amazing opportunity and one of the main reasons I entered was that I felt the Make it Happen challenge would be able to take my idea to the next level, which it did."

In terms of business life, Penny & A Pearl were already in their first year when the Make it Happen Challenge was announced. "The process for me was quite easy as I had just

applied for a grant at Worcester City Council which meant I already had my business plan ready, so I feel that helped greatly with my application.

"One of the sponsors at WINN actually really liked my application because of how much detail I went into. I don't know what it would be like to enter the challenge with just an idea so it would be good to have a rough business plan prepared to work on with WINN."

Timing was important for Penny & A Pearl's success as Imogen explains: "The Make it Happen challenge was announced in September. A week after it was announced, I started my final year of university and I was also working 3 days a week. It was a very busy time and as it is a project that often gets put aside, with WINN's help it has allowed me to help drive Penny & A Pearl and become more of a priority."

Since winning the Make it Happen Challenge, Imogen shared, "I think the Make it Happen challenge and the support from the sponsors has essentially helped my business take everything I had planned to the next level."

"As a single business owner, I was doing everything by myself. After winning the Make it Happen challenge, it allowed me to have the ability to grow each individual aspect of the business rather than on my own, which has been fantastic."

"I had a great business coach who was actually one of the sponsors and as she had a few of her own businesses in and

around Malvern, I found that extremely helpful. It definitely provided me with a robust business framework to work on for the rest of the year and in the future".

Community has had a huge impact on Imogen's business. "Everyone at WINN is so supportive, they have an amazing community and there is always someone who has an answer to your question. You can meet people at the WINN events who are either going through the same things as you, or people who can answer your questions which is so helpful to your business".

Imogen's WINN journey was cut short back in March 2020 due to the pandemic but she said: "The support from everyone has been brilliant and I had thankfully spoken to everybody before coronavirus hit in March so luckily the ball was already rolling with the sponsors."

In terms of support, Imogen expressed: "As I am a creative person, I really engaged well with the photographer and the branding team as that's where my interests lie. Brand Refinery have helped hugely as they worked with me on the packaging as well DT Studios helped support me massively."

"Before WINN, I had already done my website but when I won their website designer was so great at understanding my vision and taking what I had already done and essentially making it bigger and better."

As the youngest Make it Happen winner, Imogen shared: "I was not expecting to win at all. We were actually in the middle of moving the shop from the centre of Worcester and I had to get the bus down and I nearly missed the event. When I arrived, I was covered in dust as I didn't have time to get change, I just was not expecting to win, but it was incredible."

"I came up on stage and then I finally had a few seconds to absorb the shock, but it was truly fabulous."

For those looking to enter the Make it Happen challenge 2021, Imogen shared some key advice: "Try not to get lost too much in the business side. Stick to the idea. The team at WINN will always choose people who are creative, passionate and believe in their idea."

Great Things Happen When People Get Together. Imogen, who attended a number of WINN Wednesday events prior to entering Make it Happen, noted that this ultimately helped her understand more about the challenge. "Meet the people in community. A lot of the sponsors go to the events, so attend the Wednesday events as you can meet the WINN team, meet people who are doing the same things which will be great help to starting a new business or looking to enter the Make it Happen challenge."

"Remember the timing of the submission because it's an opportunity not to be missed."



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