

# Business Plan Competition Winner

## Rosanna Campbell – Musica

### Overview

'Musica' hits the right note and wins £1,000 top prize in Bath Spa University's annual business plan competition. Musica is a new and exciting business with a lot to offer its clients. With its popular services and the enthusiasm of its director, Musica has great prospects for future success.

### About the Project

Rosanna Campbell, a third year Music & English Literature student, secured the £1,000 top prize with her business Musica, which offers instrumental music lessons and workshops for health and emotional well-being to older adults in hospitals and retirement homes in South West England.

This is an opportune time to be establishing a business which has the potential to benefit people with dementia, as this is a key current issue. There is evidence to suggest that taking part in daily activities, including musical activities, can benefit adults with dementia as it keeps the brain active. The Government is aware of the need for more activities for older adults with dementia and so is investing money in this area.

### Benefits

The Business Plan Competition encourages and develops the enterprise culture within Bath Spa University and is open to any current student. For those students thinking of starting their own business, it helps them to follow their idea through with the aim of keeping and developing new businesses in the local community.

All of the student finalists were privileged to receive expert advice about their business plans from the four business experts, who formed the judging panel. These included Simon Bond, Director of the Innovation Centre (Bath), Paul Clarkson, Managing Director of PA2C Ltd, Abdullah Ali-Ahmadi of Axent Management & Training Solutions and Tim Wrathall of The Navitas Partnership Ltd, who commented:

"Overall the standard was very high and we fully appreciated the time and effort taken to compile and present each project. Any student or team that has taken their idea this far must have a strong element of belief in their business concept. Hopefully the experience of entering the business plan competition, alongside the feedback they receive, will provide added further assistance and motivation."



Rosanna Campbell receiving award from Deputy Vice Chancellor, Alun Thomas

### Fast Facts

- Music and English Literature student wins business plan competition.
- Musica offers music lessons and workshops to aid health and well-being of older adults.
- £1,000 enables investment in instruments and marketing.

## Outcomes

Rosanna has specialist knowledge of Musica's target audience, as she is writing a dissertation on how taking part in musical activities can benefit the health and wellbeing of older adults, especially those with dementia.

Learning a musical instrument and participating in musical activities can have beneficial properties for older people, as it is a good form of stimulus for the brain. Using instrumental music lessons and workshops for health benefits has definite practical uses such as improving brain function in the elderly, aiding respiratory problems such as asthma, and can boost emotion and self-esteem. But as well as these benefits, it is also a fun and social activity that is extremely rewarding.

Musica already has the interest of a prominent client – the Royal United Hospital (RUH), Bath- who has given Rosanna the position of Musician in Residence and the opportunity to run Musica's services at the hospital. It is predicted that in the first 6 months of running the business, Musica will have also gained clients in the form of retirement and care homes. The long-term vision of Musica is that it will eventually take on more employees; this will enable the provision of services to a much wider client base, and for the business to become a well-known and respected organisation in Southwest England and beyond.

One-to-one sessions with Bath Spa University's entrepreneur-in-residence (creative industries) have given Rosanna invaluable support on getting the business started.

## Perspective

“In terms of a business plan, Musica came across as a manageable yet expandable enterprise with low overheads. Additionally, it's reliant on expertise and specialist skills, which means less competition, unlike a number of the other entrants. Good luck to her!”

Tim Wrathall, The Navitas Partnership, competition judge

“I'm still on cloud nine, really happy about winning! The prize money is an investment that will enable me to purchase professional marketing products and instruments.”

Rosanna Campbell, Business Plan Competition winner 2010



Rosanna Campbell

