



Dr Gareth Bates



*"Our long-standing relationship with academics at the University of Bedfordshire has been absolutely pivotal to the development and growth of our business."*

Wayne Cartmel,  
Founder & CEO,  
MyNewTerm

Developed by a former teacher in 2015, MyNewTerm is an innovative technology application created out of moral purpose to connect schools and candidates directly, in response to the ever-increasing budget pressures regularly faced by schools, often affecting the recruitment of qualified staff.

## The Challenge

Recruitment in education has faced problems for years. With ever-increasing budget pressures, schools are regularly faced with spending a small fortune to advertise vacancies and recruit for much needed and suitable staff. The process is normally time consuming, requiring many dedicated man-hours to complete, and the school has little choice as they cannot do without teachers.



Wayne Cartmel

## The Solution

Wayne Cartmel, a University of Bedfordshire Alumni, approached the University's Innovation & Enterprise Service with a business idea to develop a technology application to automate much of the recruitment process and connect schools and candidates directly. The service is simple to use and compared to more traditional approaches, cuts school recruitment costs by up to 90%.

## The Outcome

With the help of the University, MyNewTerm applied for a £5,000 Innovation Voucher from Innovate UK, allowing the determined entrepreneur to get the project off and his business off to an amazing start. The initial funding was closely followed by an opportunity for business consultancy with university academic, Dr Gareth Bates from School of Teacher Education, through the Innovation Bridge project.

MyNewTerm also received much-needed support from a number of interdisciplinary academics from the University's Business School and later from the School of Computer Science and Technology, developing the idea into a commercially successful business. MyNewTerm's bespoke technology now connects thousands of job seekers with schools every month, automating and simplifying the recruitment process, increasing candidate attraction and saving on costs.

The successful start-up, with support from the University's Business School, has now won several SME innovation and collaboration awards, most recently from BizTech in Milton Keynes. The long-term collaboration has assisted the company with addressing a number of necessary software improvements, providing opportunity for further business growth and extending their target audience reach.

In addition, the company have hired three graduates since inception, with a further recruitment drive to take place later in 2021. MyNewTerm are a perfect example of how Business-University collaborations can support entrepreneur in realising their commercial ideas and boost job creation and employment numbers, retaining graduate talent in the region.