

Cutting Edge Solutions Ltd, helping to develop the entrepreneurs of the future in Oxfordshire



Oxfordshire, UK, 17th November 2006 – Cutting Edge Solutions Ltd (CES), the leading UK reseller of Solid Edge, the best in class 3D CAD software from UGS, today announced that it has attended an event aimed at helping to develop the talents of young entrepreneurs in the local community.

CES was invited along with other companies within the local community to attend an 'Enterprise Day' at Henry Box School in Witney, Oxfordshire. The aim of the day was to encourage year 10 students (14-15 year olds) to think like entrepreneurs through the participation in role plays in which they had to make the decisions that 'real' entrepreneurs have to make.

Miss Louise Sipple, Marketing Executive, and Mrs Kaye Cook, Account Manger at CES, both attended the event as Business Advisors on the company's behalf and took their knowledge of marketing and finance with them.

The first role play required students to work in a team making up a company called 'Wicked Bikkies,' a cookie making business. Their goal was to make as much money as possible using the limited resources they had been supplied with whilst competing with other students in the same market.

For the second role play the students were spilt into groups of 5-7 and tasked with turning their own idea into a business proposition. They then had to present their idea to the Business Advisors (reflecting the TV programme 'Dragon's Den'), who were then required to give feedback on each and choose the winning concept.

"I was extremely impressed with the student's enthusiasm in their approach to the tasks they were set. They came up with some very original business propositions and ideas for promotion," commented Louise Sipple, Marketing Executive at CES. I have no doubt that these talented young individuals will have bright futures, I only wish that I could have participated in such a valuable and fun day when I was at school!"

About Cutting Edge Solutions Ltd

Since formation in October 1997, Cutting Edge Solutions has become the leading Solid Edge solutions provider in the UK. Based in Leaffield, Oxfordshire, UK, the company provides excellent business solutions and support for companies utilising state-of-the-art Computer Aided Design.

The customer portfolio includes many household names with thousands of engineers relying on their products, services, and ongoing support. For further information on Cutting Edge Solutions' products and services, visit <http://www.cuttingedge.co.uk>

About Solid Edge

Solid Edge (<http://www.solidedge.com>) from UGS is powerful 3D CAD software that allows manufacturing companies to Design with Insight and achieve competitive advantage through cost reduction, without losing focus on top line revenues. The exclusive Solid Edge Insight technology embeds design management capabilities directly within CAD, providing insight into design intent to the entire organization and enhancing collaboration. Insight, complemented by Solid Edge's superior core modelling and process workflows, greatly eases the design of increasingly complex products required to meet continually changing market demands. The extensive Solid Edge user community is of designers at thousands of companies worldwide, including Alcoa, NEC Engineering, and Volvo. The Solid Edge Voyager Program includes 200 integrated engineering software applications and computer hardware solutions.

