

CASE STUDY: Fika



“What we discovered very quickly was that the speed networking format was what worked for us. It gave us the chance to stand face to face with the people that we ultimately wanted to talk to. There is no amount of cold calling, door knocking or advertising that you can do that will beat face to face.”

Overview

Fika

Fika is championing a national agenda that encourages society to position emotional fitness as a priority on the same level as physical exercise. The health technology business is recognising the need to provide emotional fitness and self-care for UK students and have developed an app which exercises essential emotional skills.

Strategy Networks

Strategy Networks forums bring together the finest thought leaders from across the industry to share ideas and help improve key aspects of their organisation. A little less formal than traditional conferences, the meetings enable leaders to network and benchmark with peers, meet solution providers to help achieve their wider objectives and share contact details for future collaborations.



How did Fika meet their university partners?

Fika's strategic partnership with Strategy Networks allowed them access to the Education Strategy Forum in October 2018, before later returning in February 2019 following the success of the event. It was in the speed networking and business meetings that they had conversations with the Universities of Exeter, Lincoln and Manchester Met. Those three are among Fika's founding research partners, and they forged those relationships from direct engagement at the forum.



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Fika's solution for the universities

The team spoke with senior leaders in Higher Education about rollout and adoption of the Fika app, which supports students in their emotional fitness by developing valuable soft skills such as confidence, resilience, adaptability and acceptance while improving focus, social connection and empathy.



Benefits for Fika

Following Fika's participation at the forum in October 2018 (as well as in February 2019), the company has gained support at Vice Chancellor-level from their university partners and their work has been championed by leading professors of psychology.

With these new partnerships in place, Fika are making plans to raise this issue and transform how emotional health is prioritised on a national level.

KEY BENEFITS

- Speed networking enabled Fika to stand face to face with a large quantity of university leaders in a concise amount of time.



- The pre-booked one-to-one meetings in a structured format enabled business conversations with decision-makers who are otherwise difficult to get through to.
- Participation at the forum facilitated the foundation of Fika's growing university partnerships.

"I've been to a lot of events in my career and I found that this forum, with its speed networking, meeting-taking, structure and rigour, stands out from what I have attended."

NICK BENNETT, CO-FOUNDER AND CEO

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