

BUSINESS START UPS

CASE STUDY: RUGBY PLAYER and BUSINESS OWNER

Name: Billy Keast **Age:** 24

From: Cornwall

Playing Career Summary:

Currently playing as a prop for the Exeter Chiefs who signed him after he joined Truro College. Not only has he gone onto achieve international recognition with England at various age groups, he has figured prominently for both Redruth, Plymouth Albion and the Cornish Pirates in the National Leagues. He made his Premiership league debut for the Chiefs in 2018.

Second Career: Co-founder of NO.1 CUBS (Cornish clothing and coffee company)

Support from Player Association:

The RPA introduced Billy to the coffee industry through a career insight day and gave him assistance with starting up the business via RPA partners. They also gave introductions and suggestions on business growth and locations for his mobile business and helped promote and market his business via RPA channels and offers.

Second Career Highlights:

- Expanding the business to sell clothing and finding stockists and university collaborations.
- Establishing a permanent retail location in Charlestown Harbour, open through the summer months.

Second Career Challenges:

- Finding a name and logo which would be suitable for an expanding business and that suited their brand.
- Juggling two careers with both his business and senior rugby playing taking off at same time.



“ I feel like if you have an idea that you want to pursue you should dip your toe in and get started. Our careers are short term and you don't want to come to the end of your career and only then start planning the rest of your life. You want to get on the front foot rather than the back foot and that's why I started the business now. ”