

## #MonthlyMotivation: Camille (class of 2012) and Ilana (class of 2010) Goodman



Alumnae Camille Goodman and her sister, Ilana, have set up their tutoring agency, [u2 tuition](#) for prospective Oxbridge applicants. Alongside this new venture, Camille also works for chocolate start-up company, [Love Cocoa](#).

Camille talks us through how she became an entrepreneur.

### What made you think about setting up your own business?

Ilana and I had been throwing around the idea of a tutoring agency for years. We had both enjoyed tutoring younger pupils before we went to University, working for over 10 agencies between us. By the time I started at Oxford, with the help of my 'double gap year', I had already tutored for about five years in total. It became clear that there was a gap in the market for customised, quality, hassle-free tuition, but it was only when I finally decided one afternoon to just go ahead and make a website, that the idea really took shape and we both realised it could be possible.

### What is u2?

u2 aims to revolutionise tuition by bringing it well and truly into the 21st Century. We provide a mentoring service for prospective Oxbridge applicants in the year/s immediately preceding their entrance. For tutoring 'on demand', each applicant is given access to Oxbridge-educated graduates in their given subject. We've streamlined our service to avoid hassle and stress, so you can now book seminar-style classes and tutorials online or speak to a mentor over Skype. The aim is to simplify the entry process for applicants and hone in on their interests as early as possible, so they have genuine subject expertise. Ultimately, we wanted to find solutions that we hope ensure u2 not only provides a workable tutoring system, but one that does it better than the best agencies in the UK.

### What is it like working with your sister?

In my opinion, it works to great effect! We're both like-minded, ambitious and with two of you, your knowledge and experience is of course doubled. It certainly helps that I went to Oxford while Ilana went to Cambridge. With connections to students from both universities, the bank of tutors at our disposal is endless.

### How do you think Putney helped prepare you?

Putney was crucial to both our academic and future careers in encouraging us to learn and think independently. It's not a myth that work at Oxbridge is tough, it's important to be efficient and maintain a clear mind to stay above ground. Balance is key, and being encouraged to participate in extra-curricular activities and healthy competition at Putney has been hugely beneficial and influenced my choices at University. It took me two attempts to get into Oxford (the reason for the first of my gap years), but I persevered and used this time not only to play full-time tennis, but read widely and hone my knowledge of my subject.

### Can you tell us a bit about your career experience so far?

Alongside setting up u2, I also work for a start-up chocolate company, Love Cocoa founded by James Cadbury, the great-great-great grandson of the famous Mr Cadbury. As their Sales and Marketing Manager, I get to use my creativity and intellect to come up with new ideas, work on projects in numerous areas and most enjoyably, curate recipes with their chocolate.

**What advice would you give to young entrepreneurs aspiring to set up on their own one day?**

I believe sheer determination and a lot of research is the first step to setting up any business! Everyone knows that it can be a risky move, but with in-depth knowledge and experience of the industry, drive and dedication, most companies are viable.

In some ways, it's far easier to set up your own company than it was for the previous generation. With website platforms, you're no longer required to code or employ someone to code for you, and Google answers many of the logistical questions for you.

Building u2 did involve some practicalities; we had to find tutors, locate a premises and sort payment systems. However, with enough research and years of experience tutoring, Ilana and I put our combined knowledge to good use and found solutions to each of these pretty quickly.

Ensure you have a strong base idea, do your research, ask around, find out if it is it viable, and then run with it. It's as simple as that; summon up the courage and take that first step, test the waters and you never know what will come of it. Having that courage to just go ahead and do it is by far the biggest challenge.