

# 19 more businesses pivoting in the face of COVID-19

COVID-19 is forcing companies to adapt quickly to change and redesign their products or services or even create new ones to respond to the demands of millions of people self-isolating around the world. Maddyness has selected more examples of these pivots from the UK and beyond.

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Companies have no choice but to adapt during the Coronavirus pandemic. While some businesses have shut down or suspended their activities, others are aiming to benefit from the outbreak through change and innovation...

? Like many local pubs looking for new ways of serving their communities, The Parlour in Kensal Rise is offering a drive-by takeaway service including their à la carte menu to cook at home as well as a wide range of fruit and veg.

? Patchwork.Health and digital passports provider Truu have announced a new partnership to enable the rapid and flexible deployment of key NHS staff members during the COVID-19 outbreak.

? Create & Cultivate is organising a stay-at-home digital summit for entrepreneurs and creatives, the ticket revenue will be given to the Small Biz Grant program that supports female business owners.

<https://www.instagram.com/p/B-pn-Jln4Ox/>

? In Australia, The Kurnell company which usually makes pop-up stages for people like Miley Cyrus are now designing, manufacturing and selling stand-up desks and other 'isolation' office furniture.

? Leon has converted some of its restaurants into mini-supermarkets providing groceries. The firm is offering ready meals, sauces, meats and other food that can be bought in-store to take-away or delivered online via Deliveroo or Uber Eats. They are also part of a £1M crowdfunding campaign to help feed NHS staff working on the front line. This non-profit venture will provide one hot healthy meal a day, starting with London hospitals before going nationwide.

? Deliveroo is rolling out its "Essentials by Deliveroo" range, including convenience items such as cereal, rice, biscuits and tinned goods that can be delivered with no contact.

? Multinational infrastructure specialist Babcock has announced that it will now be producing 10,000 ventilators in response to the "UK Ventilator Challenge."

? Responding to the current crisis, Gekks has pivoted from making socks to creating protective antimicrobial gloves, proceeds from the sales will help donate more gloves to organisations in need.

? Cards against Humanity have rushed the release of their family-friendly edition, it is free, downloadable here and sure to keep families entertained.

? New Balance has joined the list of companies turning their efforts to making face masks.

? To maintain brand loyalty and keep people entertained while they are unable to browse car showrooms, Toyota have released paper model downloads of some of their most iconic models, available here.

? A Coquitlam-based manufacturer of pillows and dog beds has become the first manufacturer of N95 respirators in Canada. The factory will start producing medical-grade surgical masks this week, and N95 surgical respirator masks in two weeks time.

? Foster + Partners are currently cutting and assembling 1,000 face shields each day using their in-house laser cutters.

? Harvard University has opened up over 60 courses and webinars for free for people with time to learn and improve themselves. Enroll here.

? In India, Saral Designs have modified their sanitary pad making machines to

produce surgical masks to fight COVID-19.

*We have successfully modified our sanitary pad making machine for producing 3ply surgical masks to fight #COVID-19. With @MahindraRise, Saral's team has worked day & night to make this happen in less than a week. Production started Mahindra's Kandivali factory. #IndiaFightsCorona*  
<https://t.co/xn1HOJqXDw>

— Saral Designs (@saral\_designs) April 2, 2020

? Starting on the 20th of April, the BBC will be supporting parents with their homeschooling by offering educational videos, quizzes, podcasts and articles on BBC Bitesize Daily via the BBC iPlayer, red button, BBC Four and BBC Sounds.

? After creating ventilators, now Dyson has created 44 engineering and science activities for children sure to keep them challenged and entertained while at home during the coronavirus pandemic. You can find the challenges here.

? Brompton has launched a campaign called "Wheels for Heroes" committing 1,000 iconic folding bicycles to key workers in the NHS.

? From publishing magazines to teaching readers to create their very own Quaranzines in under an hour, The Believer is hosting a creative magazine making workshop on Friday 7pm ET. You can register here.

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