Impact Report 2014
Haydn Green Institute for Innovation and Entrepreneurship
‘It started with a gift’

There are many occasions when I have used this phrase in relation to the University and our transformational work, I always begin by citing Sir Jesse Boot’s extraordinarily generous gift of land to the University, and funding to construct the Trent Building, which helped us build the world-class institution we are today.

Successive generations have built on our founding philanthropy and in doing so have acted as catalysts for growth by attracting further significant gifts, none more so than the Haydn Green Foundation’s donation, which we are using to promote innovation and entrepreneurship.

Independent sources say we produce the most employable graduates in the UK and many of our subjects are ranked among the best in the world. We have also won awards for our pioneering entrepreneurship teaching and research in a globally ranked Business School.

As you will see from this brochure, the effect of the Haydn Green Foundation’s gift is now having a regional, national and global impact and will continue to do so exponentially for generations to come. As a major employer and driver of economic growth, the University is an integral part of the communities in which it is embedded and the Institute is playing a major role in transforming the impact our University is having, not only on our students’ lives, but also on the lives of the people in the communities where we operate.

The entrepreneurial skills which the Institute is so successfully embedding will be crucial to the competitive success of the global economy and I can think of no greater recommendation for you to enjoy reading about our achievements so far.

Professor Sir David Greenaway
Vice-Chancellor

An independent review1 of the recent High Growth East Midlands business support programme showed that for every £1 spent, £4.80 was returned to the regional economy. It is fantastic to see the educational materials and learning support, created by the Institute for the High Growth programme, now being delivered to the next generation of business leaders. I am confident that similar, or perhaps even greater, local economic impact will be realised as these programmes mature.

Taking a national perspective, the Institute has supported a record number of postgraduate students as they developed new business ideas based upon biotechnology, environmental science, engineering, energy and digital technologies through the Young Entrepreneurs Schemes. A second independent review2 showed that taking part in these competitions was responsible for an uplift in salary of up to 25% and potential licensing income of up to £3m.

Considering global challenges, the Institute has led the way in research and executive education in innovation management, helping multinational firms such as Astra Zeneca and Mars to develop radical new business ideas and understand how best to develop their businesses to sustain innovation in turbulent markets and fast changing technology environments.

In summary, it has been a pleasure to work with the Institute during an exciting and stimulating inaugural year and I am sure that this is just the start of an innovative and entrepreneurial journey.

Peter Richardson
Chair D2N2 Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire

1 Final Evaluation of the High Growth East Midlands programme, GHK Consulting.
2 Evaluation of the Biotechnology Young Entrepreneurs Scheme, Webb, D. DTZ.
Director’s summary

It has been a privilege to be Director of HGI during another record-breaking year of knowledge creation and knowledge sharing.

I would like first to commend the pioneering work of our Chair, Martin Binks, whose research on bank finance for SMEs in the 70s and 80s led to a burgeoning research and educational agenda at Nottingham incorporating entrepreneurship, small business and innovation. From this the pedigree of the Haydn Green Institute can be directly traced, culminating in the book Ingenuity published this year explaining our latest thinking on radical innovation.

The HGI research team has had a very productive year, with award-winning publications realised by Susan Marlow together with Lee Martin, Janine Swail, Isobel O’Neil and Angela Dy. Their highly cited work has brought a greater understanding of the entrepreneurial process, gender and entrepreneurship and social enterprises, and they have struggled to satisfy the demand for keynote presentations at academic and practitioner conferences worldwide.

Within the area of small business growth, Andrew Greenman has worked tirelessly with three cohorts of ambitious local firms recruited onto the Growth 100 programme. Together with the Executive Education team, Rob Carroll, David Falzani, Jeannie Holstein and Kelly Cookson they have developed and delivered a fantastic learning experience and the concurrent research programme has uncovered fascinating insights into strategy formation in ambitious small firms.

Considering the field of radical innovation, Hannah Nkoe and Paul Kirkham have created new executive education programmes for schools, local councils and blue chip companies. The culmination of this work has been the Invest to Lead programme with Nottinghamshire Healthcare NHS Trust where 400 leaders worked through ingenuity challenges over six months, together with support from HGI, the Executive Education team and the Centre for Health Innovation, Leadership and Learning, developing 80 new innovation projects to improve the service dramatically.

The fastest growing area of the Institute is the support provided to aspiring undergraduate and postgraduate entrepreneurs. The internationally recognised work of Chris Mahon, Dan Edge, Tracey Hassall-Jones and Ann Vickers has enabled a record number of students to realise their entrepreneurial dreams in a safe and supportive environment. Underpinning and coordinating this work and the many more exciting projects in this report are the administration team led by Catherine Thompson. Together with Sue Walker and Maggie Rouse they are the unsung heroes of the Institute and provide indispensable support.

I would like to add my personal thanks to the Haydn Green Foundation for their generous endowment to help us to develop and grow, and if you would like to work together with the Institute as a speaker, mentor, researcher or sponsor then please do not hesitate to get in touch.

Professor Simon Mosey
Director of the Haydn Green Institute for Innovation and Entrepreneurship

Introduction

In February 2013, the Haydn Green Foundation donated £1.5m to The University of Nottingham to promote innovation and entrepreneurship. The aim of this substantial gift was to build on the achievements of the University’s Institute for Enterprise and Innovation (UNIEI), which since its launch in 2000 has become a key international centre for entrepreneurship education.

UNIEI was founded at Nottingham University Business School and now helps thousands of students every year – at undergraduate, postgraduate and MBA level – to develop the entrepreneurial skills that will enable them to thrive as business leaders. The gift of £1.5m will build and develop that work in the years to come.

In honour of the endowment, UNIEI was re-named The Haydn Green Institute for Innovation and Entrepreneurship.

“It by launching the Haydn Green Institute for Innovation and Entrepreneurship under the leadership of The University of Nottingham, the trustees are confident that this Institute will continue to further the mission of the University by providing a truly international education, inspiring the students, producing world-leading research and benefiting the community with bold innovation. By encouraging excellence in entrepreneurship, it will help to improve life for individuals and societies in the UK and worldwide.”

Hardev Singh
Trustees of The Haydn Green Foundation
Entrepreneurship education for all

- All 1,600 Business School first-year undergraduates in the UK, China and Malaysia study entrepreneurship and radical innovation thinking.
- Programmes and modules in entrepreneurship are open to students across the University.
- We created one of the first MBAs in entrepreneurship in 2005.

Cross-disciplinary MSc courses

We offer seven unique cross-disciplinary MSc courses across engineering, science and the arts to allow students to learn entrepreneurship practice alongside their core postgraduate degree subject.

These include:
- MSc Applied Biopharmaceutical Biotechnology and Entrepreneurship
- MSc Communication and Entrepreneurship
- MSc Computer Science and Entrepreneurship
- MSc Crop Biotechnology and Entrepreneurship
- MSc Cultural Industries and Entrepreneurship
- MSc Electrical and Electronic Engineering and Entrepreneurship
- MSc Sustainable Energy and Entrepreneurship

Undergraduates at our UK campus:
- 700 Business School students and 30 engineering students take the Entrepreneurship and Business module on average every year.
- 30 scientists, 40 engineers and 20 business students typically make up the cohort studying the Science, Technology and Business module every year.
- 450 business students per year take the New Venture Creation module.

The Ingenuity Process

Every student entering the Business School uses our Ingenuity Process to invent a brand new concept.

A guide for clear thinking developed by the Institute, the Ingenuity Process is a proven way of embedding pre-concept innovation activities in our decision-making processes. This requires a clear focus upon problem definition, discovering multiple solutions and determining the most effective solution.

In practice, individuals and organisations tend to neglect these critically important activities sometimes to their great cost where sub-optimal default solutions are adopted as a shortcut.

The Ingenuity Process provides a rigorous framework to ensure that the correct problem or root cause is considered, that wide and diverse ranges of potential solutions are generated and that the optimal solution is determined.

Innovation is promoted as a route to allow firms to get more from less and to create competitive advantage. Radical innovation over incremental innovation is encouraged.

We are developing an online version of the Ingenuity Process to roll out to our students and external organisations.

“Doing a cross-disciplinary course is beneficial because it opens you up to opportunities that exist in different places. There’s usually a gap between the technology and the business world and this course bridges that gap.”

Sydney Lloyd Abbey
MSc Electrical and Electronic Engineering and Entrepreneurship graduate, 2013
PhD food science student Steve Jones is an expert in the cultivation of quinoa (a grain analogous to rice) and is using that expertise to grow the crop successfully in the UK. With the potential to greatly reduce food miles compared to imported rice and with significant nutritional benefits he believes quinoa has the potential to grow its market share considerably over the next few years.

Having field tested a number of varieties of the crop, Steve now holds exclusive licences to grow the best adapted varieties for the UK climate and intends to grow crops on a commercial basis for the first time next year. Interest in stocking his produce has already been seen from a number of big players in the food and retail sector, including a leading supermarket and a high-street food outlet famous for the quality of its deli menu.

As winner of the 2013 Student Venture Challenge, a competition aimed at finding and encouraging the best business ideas from students at The University of Nottingham, Steve has been able to develop the business further with assistance from the competition prize fund.

Steve also represented the University in the prestigious Santander Entrepreneurship Awards, reaching the final stage among very tough opposition.
Case study: DiagMole

DiagMole are Ammar Mussaji, Thungdemo Ovung and Zhendong Li, a team of MSc Crop Biotechnology and Entrepreneurship graduates. They are staying on in Nottingham to progress their mobile diagnostic service for pathogen detection, an idea which they developed for their masters dissertation.

Their method can be used to detect foodborne diseases, which is a high priority in the food industry as the UK alone records 600 deaths per year due to preventable foodborne diseases. DiagMole can now test for and diagnose these diseases from the food source before products reach consumers or supermarkets, thus preventing any more food-related disease outbreaks.

Why mobile testing for diseases?
The testing procedure that DiagMole uses has historically been carried out in the laboratory. The team have developed mobile testing kits that enable the process to be taken out of the lab and into the field, a major time-saver for clients that can produce results in around two hours, as opposed to weeks.

How has the University helped the entrepreneurial journey?
Firstly, DiagMole received crucial support from the University’s EnterpriseLab and Careers and Employability Service with their applications for Graduate Entrepreneur Visas, without which they wouldn’t still be in the UK to develop their idea. The University also facilitated DiagMole’s relationship with valuable business connections.

While studying, the team found out about support available for student entrepreneurs via guest speakers in their lectures. As a result of this, DiagMole are currently part of BioCity’s Next Business Generation accelerator programme after the director delivered a guest lecture. They have also received funding and mentoring via the Inspired in Nottingham programme, which is delivered by the University in partnership with Nottingham City Council. David Park, Managing Director of Eminate Ltd, became their Inspired mentor after referral by Dan Edge from the EnterpriseLab.

Commercialising the science
The team took part in the 2013 Biotechnology Young Entrepreneurs Scheme (YES), an annual business plan competition organised by the University which is designed to raise awareness of commercialisation among researchers. Although the team weren’t taking part as DiagMole and the idea that they developed during YES was a different one, they used the experience of pitching their YES idea to develop their business skills and make useful contacts.

Ammar says that finding the MSc course at Nottingham that combines science and business was his reason for leaving the US, where he had previously studied for a BSc in Microbiology, and coming to the UK, as this course is not available anywhere else in the world.

Before enrolling on the cross-disciplinary MSc course, Zhendong says he had no intention of going into business. He applied for this course directly from a degree in crop protection, as he wanted to gain some more scientific knowledge as well as business skills. He says he found the business modules really helpful, especially the lectures on finance and innovation management.

Thungdemo initially researched doing an MBA after studying an MSc in Industrial Biotechnology, but found this would only teach him how to execute business, which wasn’t what he was looking for. Thungdemo discovered the cross-disciplinary MSc course and was delighted to find that it taught how to start a business from scratch and run it.

DiagMole say that their diverse backgrounds in terms of culture, degrees and teamwork experience of nearly two years make them a strong partnership. All three are international students from Tanzania, China and India. They all have different scientific strengths and work on their specialist areas within DiagMole.

DiagMole are committed to staying in the UK and the next step is to have an office in the EnterpriseLab where, as graduates of the University, they can access the practical support on offer such as free business advice surgeries, use of the hot desks and office facilities and use of the Innovation Park business address.
Case study: Laughing Matters

MBA Entrepreneurship alumni Mark Christian and Kirstie MacDonald came up with the idea for the unique and innovative ‘Laughing Matters’ project during the Social Entrepreneurship module on their MBA programme. The module introduces students to the rapidly growing phenomena of social enterprise and social entrepreneurship, requiring them to imagine and develop business ideas that address real social or environmental problems.

Mark and Kirstie wrote the core business plan for the Laughing Matters enterprise as part of the assessment for the module, and pitched the idea to a social investment panel at the end.

Laughing Matters (www.laughingmatters.org.uk) provides free comedy-based courses for individuals with past addiction problems and mental health issues. The aims of the course are to help improve confidence, self-expression and communication, all in a safe and supportive environment.

Participants gain insights into areas such as writing, idea generation, and stage presence. At the end of the course they have the chance to perform their own material in front of an invited audience. This leaves course members with a feeling of pride and accomplishment that can positively impact other areas of their lives such as entering or re-entering the workplace, further education or with personal relationships. Laughing Matters alumni then have the opportunity to become course mentors to help new participants, further aiding their recovery and confidence.

More than 50 individuals have already benefited from attending one of the courses and feedback has shown that participation helps people in their recovery process by providing a challenge that is different from anything they have previously experienced. This increases their belief in what they are actually capable of achieving and provides an outlet for potentially negative energy. From a societal perspective, attendance leads to greater engagement with support services from individuals who may not otherwise do so, leading to lower financial and social costs, more positive and cohesive family and social relationships and more productive and positive members of society.

To ensure the courses are free, a Laughing Matters Showcase was held in September 2013 which featured Harry Hill, Tony Law and Paul Foot among a whole host of other great comedians who gave their time for free to support the project. A second fundraiser was held in Leicester in February 2014 which included Never Mind the Buzzcock’s Phill Jupitus. The enterprise has gained the support of the wider comedy industry with Jonny Vegas, Ardal O’Hanlon and John Bishop all being quoted on how they like the concept and will support it in future. Further fundraisers are planned for 2014 with the cream of the UK comedy circuit taking part.

Laughing Matters has been featured on radio (The Today Programme, BBC Radio Nottingham and Leicester), in newspapers including The Independent, The Observer and The Times, and on the BBC News and The Guardian websites. Laughing Matters was also nominated for a community achievement award at the Leicester Comedy Festival 2014 and chosen after a highly competitive process to be part of the Social Incubator North Fund. This is a Government initiative that offers loan investment and business support to social businesses that are deemed to be innovative and have the potential to benefit areas of society. Laughing Matters also won the ‘Student Enterprise’ award at The University of Nottingham’s inaugural Knowledge Exchange and Innovation Awards 2014.

The future aim of Laughing Matters is to cement its place as an alternative aftercare service, giving individuals the opportunity to participate in something totally unique which in turn can impact positively on their lives. Mark and Kirstie hope to extend Laughing Matters nationwide to ensure that as many people as possible get the opportunity to take part and experience the benefits comedy and performing can bring to their lives. Initial plans have already started on developing new courses for young people leaving care, returning service personnel and for team building in companies.

Laughing Matters provides free comedy-based courses for individuals with past addiction problems and mental health issues. The aims of the course are to help improve confidence, self-expression and communication, all in a safe and supportive environment.
Business engagement

The Institute regularly engages with businesses on a local, national and international level through a number of initiatives and programmes. We offer a range of services to businesses from executive education through to SME surveys and business networking. We also invite businesses to interact with our students whether as a mentor or as a guest speaker at one of our lectures or events.

• The UK Business and UK Business Adviser Barometers are online surveys set up by the Institute to gather the views of SMEs and business advisers.

• Our cutting-edge research is being translated into improvements in business practice.

Partnering students with businesses

• Our MSc Entrepreneurship students spend several weeks working in teams on a live consultancy project for a local business.

• The Inspired in Nottingham programme matches the needs of young entrepreneurs with successful local businesses that have the appropriate skills or experience to add real value to the student’s early stage idea.

Executive Education

Our Executive Education programmes focus on areas such as leadership, creativity and innovation, sustainability and the vital corporate issue of intrapreneurship. Participants on our Executive Education programmes are able to pursue all aspects of innovation in the same learning environment that has been developed for staff and students.

Past programmes include:

• The EMDA funded High Growth Support programme, delivered to 100 SMEs, designed to help CEOs and directors of existing high growth companies to sustain and develop their competitive edge.

• The Growth Readiness programme aimed at CEOs and senior managers delivered in conjunction with Pera Training to 150 SMEs.

• The EMDA funded Ingenuity Programme, delivered to 200 SMEs in collaboration with Nottingham Trent University and The University of Derby.

• The Specialist Leader Development Programme delivered in conjunction with Nottingham City Council, targeted at business professionals responsible for the knowledge and thought leadership in their areas.

• The Growth 100 programme, designed to give 100 Nottingham-based owners and directors the knowledge and skills to help them expand their businesses.

“I’d definitely recommend the Growth 100 programme to other small/medium businesses. What sets this programme apart from others on offer is its impartiality. Because it’s run by Nottingham City Council and The University of Nottingham, I know I’m not about to be hit with a sales pitch.”

Ian Grewcock
My Jobs Place
Growth 100 case study: Ian Grewcock My Jobs Place

In partnership with two co-directors, Ian Grewcock launched the innovative coaching and recruitment solutions company My Jobs Place in 2011 after identifying a gap in the recruitment market. Ian and his co-directors developed the technology around an interface for employers and candidates to engage with each other and devised a unique subscription model for employers.

Ambition to be unique and to grow

The My Jobs Place business plan for growth is centered around the goal to be specialists in a number of key recruitment niches, using their core technology to achieve this. Ian says that the business ambition has always been to grow rapidly and he felt that some support and validation of his ideas on how to achieve this growth would be highly beneficial.

Applying for Growth 100

The life of a small business owner can often be very lonely, and Ian says that the Growth 100 programme appealed to him because “no matter how good you are at business, third party confirmation that you are doing the right thing is always helpful. There have been times when I’ve doubted what I’ve been doing and wished I had a support network to tell me that I am on the right track with my growth ideas and if I’m not on the right track, to give me some idea of where to go next. It’s reassuring to hear from other businesses who are going through similar issues to that of mine. The opportunity to network with other local businesses is also proving valuable.”

How Growth 100 is helping

The programme has helped Ian to define clearly his plans for growth and reconsider options for the business that he had previously doubted. “The Growth 100 workshops provide scheduled time to analyse the business strategy. It’s easy to become so engrossed in the day-to-day that you don’t dedicate enough time to looking at longer term plans. I have been able to get a helicopter view of my business and immerse myself in the detail of building a strategic plan for growth in each session.”

Developing personal skills

Growth 100 also aims to develop the business and managerial skills of the owner/directors, something which Ian feels is “certainly worthwhile.” “When your business is small and you only have two or three managers, there can be gaps in your management skill set. The session we spent defining our management style was really enlightening for me. As a small business owner with a lot invested in the company, it’s all too easy to make emotional decisions which come to managing staff. The personalised approach of this workshop enabled me to look at how I manage my team and identify what I need to improve on.”

Would Ian recommend Growth 100?

“I’d definitely recommend the Growth 100 programme to other small/medium businesses. What sets this programme apart from others on offer is its impartiality. Because it’s run by Nottingham City Council and The University of Nottingham, other than others on offer is its impartiality. Because it’s run by Nottingham City Council and The University of Nottingham, I know I’m not about to be hit with a sales pitch. The aim is simply to help businesses like mine to grow which in turn has a positive effect on the local economy.”

Growth 100 case study: Nathan Corden and David Cini Central High Rise

Founded in 1984 by Nathan Corden’s step-father Keith, Central High Rise began life as a traditional sheetmetal company. Today, Central High Rise has developed and diversified its service offering to become a modern industrial climbing business and their multi-disciplined services now include lightning protection, heritage and conservation work, and wind turbine maintenance.

Why Growth 100?

Nathan and co-director Ian are now taking over the running of the business from Keith and this change of role was one of the reasons why Nathan applied for Growth 100. Nathan says: “I was looking for some training that could develop my business skills. Coming from working on the tools, I need help to move over to the management side of things. When I was looking for some training, it was important that it wouldn’t require me to take too much time out of work. Growth 100 was a perfect fit.”

David Cini is moving up the ranks to a management role and felt he could also benefit from business training: “I was looking to learn more about management, especially the HR and recruitment aspects of the business. Recruiting the wrong person can be very costly for a small business like ours and also affects the service we offer our clients. I’m hoping this programme will arm me with the knowledge to make the right decisions. The programme is already helping me to understand our staff better and I’m looking forward to implementing the practical things we have learnt, for example the Career Anchors for staff. I think this will help us to develop our workforce more effectively.”

Would Nathan and David recommend Growth 100?

David says: “Yes. It’s a win-win situation as it’s a free course and helps you on both a business and personal level. The workshops push you to analyse yourself and this is helping us to learn something new in every session. It’s easy to stay in your comfort zone but both of us have enjoyed being encouraged to try things we wouldn’t previously have thought of or considered.”

Nathan is also seeing the value: “Another good thing about this course is the written materials that we take away after each session. After a busy workshop I need time to let things sink in and it’s been really good for me to be able to go back over what we’ve learnt. I can see us referring back to the workshop handouts months down the line.”

How Growth 100 is helping

The programme has helped Ian to define clearly his plans for growth and reconsider options for the business that he had previously doubted. “The Growth 100 workshops provide scheduled time to analyse the business strategy. It’s easy to become so engrossed in the day-to-day that you don’t dedicate enough time to looking at longer term plans. I have been able to get a helicopter view of my business and immerse myself in the detail of building a strategic plan for growth in each session.”

Applying for Growth 100

The life of a small business owner can often be very lonely, and Ian says that the Growth 100 programme appealed to him because “no matter how good you are at business, third party confirmation that you are doing the right thing is always helpful. There have been times when I’ve doubted what I’ve been doing and wished I had a support network to tell me that I am on the right track with my growth ideas and if I’m not on the right track, to give me some idea of where to go next. It’s reassuring to hear from other businesses who are going through similar issues to that of mine. The opportunity to network with other local businesses is also proving valuable.”

Would Ian recommend Growth 100?

“I’d definitely recommend the Growth 100 programme to other small/medium businesses. What sets this programme apart from others on offer is its impartiality. Because it’s run by Nottingham City Council and The University of Nottingham, I know I’m not about to be hit with a sales pitch. The aim is simply to help businesses like mine to grow which in turn has a positive effect on the local economy.”

Growth 100 case study: Nathan Corden and David Cini Central High Rise

Founded in 1984 by Nathan Corden’s step-father Keith, Central High Rise began life as a traditional sheetmetal company. Today, Central High Rise has developed and diversified its service offering to become a modern industrial climbing business and their multi-disciplined services now include lightning protection, heritage and conservation work, and wind turbine maintenance.

Why Growth 100?

Nathan and co-director Ian are now taking over the running of the business from Keith and this change of role was one of the reasons why Nathan applied for Growth 100. Nathan says: “I was looking for some training that could develop my business skills. Coming from working on the tools, I need help to move over to the management side of things. When I was looking for some training, it was important that it wouldn’t require me to take too much time out of work. Growth 100 was a perfect fit.”

David Cini is moving up the ranks to a management role and felt he could also benefit from business training: “I was looking to learn more about management, especially the HR and recruitment aspects of the business. Recruiting the wrong person can be very costly for a small business like ours and also affects the service we offer our clients. I’m hoping this programme will arm me with the knowledge to make the right decisions. The programme is already helping me to understand our staff better and I’m looking forward to implementing the practical things we have learnt, for example the Career Anchors for staff. I think this will help us to develop our workforce more effectively.”

Would Nathan and David recommend Growth 100?

David says: “Yes. It’s a win-win situation as it’s a free course and helps you on both a business and personal level. The workshops push you to analyse yourself and this is helping us to learn something new in every session. It’s easy to stay in your comfort zone but both of us have enjoyed being encouraged to try things we wouldn’t previously have thought of or considered.”

Nathan is also seeing the value: “Another good thing about this course is the written materials that we take away after each session. After a busy workshop I need time to let things sink in and it’s been really good for me to be able to go back over what we’ve learnt. I can see us referring back to the workshop handouts months down the line.”
Commercialisation of ideas and research

The Institute strives to cultivate creative and innovative approaches and environments in which breakthrough technologies can flourish. This is achieved via our teaching and a range of extracurricular programmes and strategic partnerships with organisations such as the Royal Academy of Engineering and the Royal Society of Chemistry.

Our Science, Technology and Business module aims to give students an understanding of the process of commercialising science and technology-based innovations.

Young Entrepreneurs Scheme
The Young Entrepreneurs Scheme (YES) is a family of business plan competitions giving early career researchers the entrepreneurial skills to understand the requirements for commercialisation of science and technology.

4,358 early career researchers have taken part in the various Young Entrepreneurs Schemes since 1997.

Nutec Ltd
Nutec won the 2013 Biotechnology YES competition with their concept for a diet aid that acts to reduce the uptake of dietary sugar into the bloodstream. Kelly Ward from the team has since gone on to present Nutec’s business idea at the 2014 Rice Business Plan competition in Houston, Texas.

Capture Company
The Environment YES winners 2012 developed a calcium based filter to collect carbon dioxide and turn harmful gas into a reusable solid for the aggregate industry (calcium carbonate).

Seedball
Scientists Anna Evely and Emily Lambert took part in Environment YES in 2010. The experience gave them the knowledge and confidence to launch their business idea. Seedballs are a mini-ecosystem of wildflower seeds mixed with clay, peat-free compost and chilli powder. The dried clay protects the seeds from predators and allows them to germinate once enough rain has soaked through the clay.

The Institute strives to cultivate creative and innovative approaches and environments in which breakthrough technologies can flourish. More than 4,000 early career researchers have taken part in the various Young Entrepreneurs Schemes since 1997.
EnterpriseLab

The Institute offers support through its EnterpriseLab for students wanting to explore and develop their business ideas. EnterpriseLab members gain access to business mentors and free advice surgeries relating to finance, marketing, sales, intellectual property and legal issues. Examples of companies supported by the EnterpriseLab include Call for Participants and Collwright Engineering.

Engineering students Oliffe Wainwright and Matt Dawson are already leveraging skills developed while studying for their degree by setting up their company Collwright Engineering Services. The company offers a range of engineering outsourcing services including 2D and 3D design, prototyping and engineering simulation. Despite having traded for a relatively short time they have already secured their first clients and hope to be in a position to run the company full time by the time they graduate. The pair successfully applied to the University’s Ingenuity Plus grant scheme which provided the time they graduate. The pair successfully applied to the Entrepreneurs Scheme competition in 2012, developing their Call for Participants took part in the Digital Economy Young Entrepreneurs Scheme competition in 2012, developing their idea for an insulated plastic bottle for keeping drinks cool. Find out more at www.callforparticipants.com

Case study: Skeleton Productions

In their formative years the Skeleton Productions founding team of Jonathan English, James Bryant and Mark Delamere experimented with a number of business ideas targeting the market they knew best, students and graduates. These early ideas included nightclub promotions, organising reunion parties for Nottingham graduates who had moved to London and a student sports TV channel. Although reasonably successful for a time, the team quickly recognised that there was more potential to grow a sustainable business by reaching outside of the university bubble.

Now with a team the equivalent of 15 full-time staff and renting space in the University’s prestigious Sir Colin Campbell Building, the business has grown from strength-to-strength and counts many high profile companies as clients. These include Lloyds TSB, Experian, AstraZeneca, and Cambridge University as well as countless smaller businesses. Regular contributors to EnterpriseLab and Business School events for entertaining students ensure that the founders maintain a close contact with the University. Jonathan English has recently graduated from the University’s Growth 100 programme and Skeleton Productions were awarded the Alumni Enterprise award at the University’s inaugural Innovation Awards in 2014. Jonathan has also been elected as President of Nottingham City Business Club for 2014/15 and is Vice Chair of the Invest in Nottingham Club.

www.skeletonproductions.com

Student Venture Challenge

The annual Student Venture Challenge offers £20,000 worth of business support and funding to help students develop their business ideas further.

Product Design and Manufacture student Tom Parker took first prize in the 2014 challenge with his proposal for an eSteady GoPro camera rig. The product enables anyone to create high-production value footage across a variety of applications by eliminating motion.

Second place was taken by Economics with Chinese Studies student Oliver English and Management Studies student Myles McCarthy with their business, Sko Espal. Their product is the world’s first autonomous freefalling camera robot. The device will enable skydivers to be filmed at any time they choose instead of being bound by camera flyer availability.

The winning teams received a share of £20,000 courtesy of Santander, the University’s Careers and Employability Service and the Higher Education Innovation Fund as well as professional advice from sponsors Haines Watts and Markalest and support from staff at the centre.

Thank you to our sponsors Haines Watts, Marketest, Santander Universities UK and University of Nottingham Innovation Park and thank you to Nottingham Entrepreneurs for their ongoing support.

David Alatorre, Thomas Dryden, Thomas Shorten and Peter Storer presented their pitch for their Freestyle Camera, the world’s first autonomous freefalling camera robot. The device will enable skydivers to be filmed at any time they choose instead of being bound by camera flyer availability.

www.callforparticipants.com

Thank you to our sponsors Haines Watts, Marketest, Santander Universities UK and University of Nottingham Innovation Park and thank you to Nottingham Entrepreneurs for their ongoing support.
Key dates

2000
Institute for Enterprise and Innovation founded with £2.6m from OST
MSc in Entrepreneurship, Science and Technology launched

2001
EnterpriseLab for student entrepreneurs opened

2002
East Midlands Science Enterprise Network founded with £2.8m

2003
Enterprise Alliance created providing SME training and graduate employment in SMEs

2004
Excelnet launched providing SME skills development across region

2005
Gained Centre for Excellence in Teaching and Learning award of £2m
Launched MBA Entrepreneurship Environment Young Entrepreneurs Scheme created for postgraduate researchers

2006
MSc in Computer Science and Entrepreneurship launched

2007
MSc in Sustainable Energy and Entrepreneurship created

2008
Ingenuity programme offering skills development to SMEs across Nottinghamshire and Derbyshire
First ever recipient of the Times Higher Entrepreneurial University of the Year Award

2009
High Growth programme providing leadership training for fast growing SMEs

2010
Growth Readiness programme offering management development to local SMEs

2011
Five new cross-disciplinary MScs in Entrepreneurship launched

2012
Digital Economy and Biomedical Young Entrepreneurs Schemes created for postgraduate researchers

2013
Energy Young Entrepreneurs Scheme created for postgraduate researchers
Haydn Green Foundation donates £1.5m to the Institute
Growth 100 programme launched providing leadership training to SMEs

2014
Awarded Small Business Charter Award
The University becomes one of the first University Enterprise Zones in the UK

Meet the team

Professor Martin Binks
Chair of HGI, Professor of Entrepreneurial Development
Dean of Nottingham University Business School

Professor Simon Mosey
Director of HGI, Professor of Entrepreneurship and Innovation

Nick Baker
SS Graduate Teaching Assistant (Entrepreneurship and Innovation)

Rob Campbell
Honorary Professor in Venture Capital and Private Equity

Kelly Cookson
Communications Officer

Angela DJ
Teaching Associate in Entrepreneurship

Dan Edge
EnterpriseLab Coordinator

David Falzani
Visiting Professor in Sustainable Wealth Creation

Dr Andrew Greeman
Lecturer in Entrepreneurship and Small Business
Deputy Director of Doctoral Programmes
Doctoral Admissions Tutor

Tracey Hassall-Jones
Young Entrepreneurs Schemes

Jeannie Holstein
Lecturer in Public Sector Management

Paul Kirkham
Researcher in the field of entrepreneurial creativity

Chris Martin
Lecturer in Entrepreneurship,
MBA Admissions Tutor for the Entrepreneurship Programme
Director of MBA in Entrepreneurship

Professor Susan Marlow
Professor of Entrepreneurship

Dr Lee Martin
Lecturer in Entrepreneurship and Creativity
Director of MSc in Entrepreneurship

Dr Hannah Nokes
Associate Professor in Entrepreneurship and Innovation
Director of MSc, Cross-disciplinary Entrepreneurship Programme, Staff Development Officer

Dr Isobel O’Neil
Lecturer in Entrepreneurship and Innovation, PWC Admissions Tutor, Head of Undergraduate Admissions (Home/EU)

Maggie Rowe
EnterpriseLab Secretary

Dr Janine Swail
Lecturer in Entrepreneurship and Innovation

Catherine Thompson
Secretary to the Director

Ann Vickers
Industrial Fellow, Business and EnterpriseLab Consultant

Sue Walker
Curriculum Support Secretary

Contact us
Haydn Green Institute for Innovation and Entrepreneurship
Nottingham University Business School
Jubilee Campus
Willock Road
Nottingham
NG8 1BB

t: +44 (0)115 951 4591
e: innovation-enquiries@nottingham.ac.uk
w: www.nottingham.ac.uk/enterprise
@IngenuityOnline

To request this publication in an alternative format, please contact us:
t: +44 (0)115 951 4591
e: alternativeformats@nottingham.ac.uk

The University of Nottingham has made every effort to ensure that the information in this report was accurate when published. Please note, however, that the nature of the content means that it is subject to change from time to time, and you should therefore consider the information to be guiding rather than definitive. Printed August 2014.
© The University of Nottingham 2014. All rights reserved.