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Welcome
by Professor Sir David Greenaway

Vice-Chancellor, The University of Nottingham

I can only marvel at how far we have come and what we have all achieved through working together – staff, students, alumni, our industrial collaborators and partners, local and national government, and trusts and organisations like the Haydn Green Foundation.

Postgraduate students are the lifeblood of a research institution. They are key to its vitality, challenge convention, and shape our future. The Haydn Green Foundation’s support has been transformational in giving us the flexibility to pursue new research opportunities and realise our ambitions in an area where we know we have world-class expertise.

Our great institution’s long and distinguished history has been enriched by acts of financial generosity which have served to leverage even greater funding and more support. These tangible demonstrations of confidence and trust are invaluable in helping us achieve significant step changes and acceleration of activity.

Entrepreneurialism is another such area of work. Thanks to the generous gift from the Haydn Green Foundation and our subsequent selection as one of only four Government University Enterprise Zones, we now see the embodiment of successful partnership in the shape of the new, sector-leading Ingenuity Centre. This is already established as one of the leading centres in Europe for the development of entrepreneurial skills and specialisation in innovation and entrepreneurship research.

The Haydn Green Institute provides world-class entrepreneurial education to over 4,000 students each year in the UK, Malaysia and China, to develop the next generation of business leaders and innovators. The Haydn Green Foundation has therefore played a significant role in the exponential growth of entrepreneurial activity at our University. In turn, this work has a major impact on our city, where 1 in 24 jobs are reliant on some part of the University of Nottingham, as well as on our region and on the UK as a whole.

Foreword
by Professor Simon Mosey

Director, The Haydn Green Institute

One of the most fulfilling aspects of being part of the Institute is to witness the positive and lasting impact that our work has upon students, researchers and partners.

A great example of this is our Masters in Entrepreneurship, Innovation and Management with a record number of graduates staying in Nottingham this year to start up new ventures or join local firms.

Our research continues to break new ground by focusing upon those areas of entrepreneurial activity that are commonly neglected such as refugee and social entrepreneurs.

The Nottingham Ingenuity Fund has added tremendous value through providing early stage capital to fledgling ventures as they address the liabilities of newness.

The Ingenuity Lab has truly flourished through its transition into a purpose built and breathtakingly designed new home where the collocation of graduate entrepreneurs, academic entrepreneurs and local entrepreneurs is a hugely exciting entrepreneurial ecosystem.

And what a year for competitions! It was our absolute privilege to be chosen to host the Duke of York’s team for the Pitch@Palace Boot Camp. This proved to be an inspirational showcase for an ethical approach to entrepreneurship evident across all our competitions. From graduate entrepreneurs taking part in Ingenuity17, social innovators taking part in Universitas 21 and researchers taking part in YES, there was an increased appetite to address seemingly intractable social and environmental challenges.

None of this would have been possible without the continued support of the Haydn Green Foundation and all our external contributors who gave their time and shared their knowledge so selflessly.
A Year of Success

**Education**

- 4,000+ students in the UK, Malaysia & China took HGI modules
- 46% increase in applications for MSc courses

Highly-employable HGI graduates have secured jobs at:
- China Eastern Airlines
- NHS
- Eversheds
- EY
- PwC
- Deloitte
- St. James’s Place Wealth Management
- Lane Clark & Peacock
- Browne Jacobson LLP
- GSK
- Rolls-Royce
- Google

**Research**

- 4 books written
- 14 conference papers accepted
- 24 articles accepted for publication

**The Ingenuity Lab**

- 2,500+ Ingenuity Lab members
- 162 active businesses
- 58 active businesses on Tier 1 Graduate Visas
- 400+ new entrepreneurs engaged in the Ingenuity17 Competition

**Competitions**

- 1,400+ competition entrants
- £140k+ awarded in enterprise grants
- 150+ industry mentors engaged
Entrepreneurship Education

The Haydn Green Institute (HGI) continues to deliver a range of stimulating and thought-provoking entrepreneurship and innovation modules to the University of Nottingham (UoN) student body.

We are firmly committed to providing all UoN students across all stages in their academic studies with the opportunity to engage with entrepreneurship education. To this end, our undergraduate modules attract students from across the University and we are proud of the series of well-established cross disciplinary MSc programmes we offer alongside other schools.

Each year we invite a wide range of guest speakers to share their experiences with our students. Highlights from 2016-17 included Hannah Myers the Founder of Flare, a mountain bike clothing brand, and Martin Rigley from Lindhurst Capital and Private Equity, both of whom inspired our students with their honest accounts of entrepreneurship and innovation practice.

For the 2016-17 academic year, we launched a new MSc module “Venture Capital and Private Equity” which has attracted more than 50 MSc students from across the Business School. Students on this module benefited from the wealth of industry experience brought to the classroom by Professor Rob Carroll. The team at HGI are passionate about achieving excellence in entrepreneurship education. This passion underpins our commitment to delivering innovative modules which both equip our students with the requisite knowledge of entrepreneurship theories and, wherever possible, provide invaluable opportunities to experience entrepreneurship practice first-hand.

By Dr Hannah Noke and Dr Isobel O’Neil

Find out more about HGI courses: www.nottingham.ac.uk/go/hgi-study

CASE STUDY

Tarek Jammali Current Student (MSc Cultural Industries and Entrepreneurship)

Tarek chose to do a joint masters, so he mixed influences from Culture, Film and Media with entrepreneurship modules from HGI. This has enabled him to gain the most value from his time at the University and also go on to set up his business, Brezzi Speaking.

“The entrepreneurial opportunities offered by HGI influenced my decision to pursue my business endeavours, alongside learning the theory – a perfect example of simultaneous learning, knowledge and application.”

The content of the course was concise, direct and applicable to new business ventures, with each class using real-world examples that related to my areas of interest. The classes also made clear connections between each sub-topic, with specific overlaps being invaluable for each phase of the course, showing the relationships between the key elements required for successful entrepreneurship.”

CASE STUDY

Darinka Burovska Current Student (MSc Entrepreneurship, Innovation and Management)

Computer Science graduate Darinka was looking to not only develop her entrepreneurial career but also gain a solid understanding of that journey through academic study. She proactively took advantage of the unique opportunities offered, including working with HGI industry mentor Mel Berry to complete her business plan as part of her course.

“I always wanted to start my own company, so I decided to search for an institute to study Masters-level entrepreneurship, within the UK. HGI offers a wide range of quality modules, led by prominent professors and industry professionals, and was the obvious choice. Besides knowledge about marketing, finance and management, I gained experience in the importance of leadership and teamwork and how innovation develops within a diverse team. This course enriched me with knowledge, skills and capabilities, not only about business and start-ups but it also provided me with transferable skills and capabilities that can be used in any aspect of life.”

CASE STUDY

Charanjit Lakanpal (BSc Business and Economy of Contemporary China, 2017)

In the final year of his degree, Charanjit studied the Technology Entrepreneurship in Practice module led by Dr Hannah Noke, which delivered a breadth of knowledge crucial to anyone planning to start their own business. Charanjit, a member of the Ingenuity Lab, has since gone on to cofound DEO HQ, an artificial intelligence marketing company.

“The module forced me to question my business and the direction I planned to take it in. With many guest lecturers, the module provides first-hand insights into all aspects of business from those who are actively engaged in industry. The module provoked thoughts that proved pivotal for where I have taken my company today. My steepest learning curve was around the strategies one can use to raise initial seed investment and IP Law, which is crucial for any start-up. It allowed me to build relationships with professionals that would otherwise have proved difficult – one guest speaker has since become a trusted mentor.”
Entrepreneurship and Innovation Research

The Haydn Green Institute’s (HGI) study of entrepreneurship and innovation includes research into conditions and behaviours from start-ups through to multinational organisations.

Academic staff at HGI are engaged in a range of research activities exploring eclectic aspects of entrepreneurship and innovation from entrepreneurial legitimacy to refugee enterprise. These outcomes are published in top-rated academic journals in the USA, Europe and the UK, as well as in books, reports and monographs. As such, HGI offers a valuable contribution to the research profile of the University, and advances theoretical knowledge in the domain of entrepreneurship and innovation. In addition, HGI actively translates research evidence into practical outcomes to generate impact upon entrepreneurial activity in society.

By Professor Susan Marlow

Find out more about Research at HGI: www.nottingham.ac.uk/go/hgi-research

PhD Success

In addition to the staff portfolio of research achievements during the last year, we are also delighted to congratulate our PhD students, Leticia Cortes Ferreira, Maria de Avillez and Patricio Orsino who successfully completed their doctoral studies.

CASE STUDY 1
Understanding gender representation in STEM entrepreneurship

Having successfully achieved business school funding, Dr Lorna Treanor is currently exploring the intersection of gender and entrepreneurship education through her analysis of women’s engagement with one of our flagship outreach programmes, the Young Entrepreneurs Scheme (YES). Delivered nationally, YES targets researchers in the scientific disciplines to encourage the commercialisation of innovative ideas.

It is acknowledged that women are under-represented in STEM entrepreneurship. Lorna is actively investigating the implications of such under-representation and how it might be addressed in the future.

CASE STUDY 2
Digital Imperative: Examining the role of social media in entrepreneurship and creativity

Acknowledging the growing importance of social media as a tool to enhance entrepreneurial activity, Dr Chris Carter and Dr Hannah Noke have been collecting data from Instagram and interviewing entrepreneurs actively involved in the social media platform. The research study has many interesting avenues, particularly how entrepreneurs use Instagram to create unique communities that develop and support their businesses, as well as to encourage social change.

CASE STUDY 3
Motivating career transitions to sustainability-driven entrepreneurship

Dr Isobel O’Neill is currently working with Dr Janine Swail, University of Auckland, on a project to understand how women social and commercial entrepreneurs set about gaining legitimacy. To advance this research, Isobel was recently awarded just under £4,000 from the University’s Faculty of Social Science’s REF 4* Output Fund to gather more data via a further round of interviews. This research will be presented at the International Small Business and Entrepreneurship (ISBE) conference in Belfast in November 2017.

CASE STUDY 4
Technology entrepreneurship research opportunities: insights from across Europe

Professor Simon Mosey and Dr Andrew Greenman have been exploring the interface between education, digital entrepreneurship and financial performance. Working with Dr Kevin Amess and Dr Daniel Ratzinger, this research was published in the Journal of Technology Transfer. Using a sample of 4,900 cases, it emerges that differing types of education are significant, so for example, a founder with an arts or humanities undergraduate degree was more likely to gain investment for their internet start-up and achieve a subsequent exit for that investor. This study has been critical in revealing the importance of university education upon venture performance, emphasising the link between human capital and entrepreneurial success.

CASE STUDY 5
Refugee entrepreneurship in the Middle East

Professor Susan Marlow has continued to develop her research interests in gender and entrepreneurship over the last year; this has involved working with Dr Angela Dy, from Loughborough University, evaluating the potential offered by digital entrepreneurship – particularly for those with limited resources and experience – resulting in a highly cited publication in Human Relations. Research by Susan and her colleagues has been published in a range of top rated journals and presented at international conferences, winning best paper awards at ISBE 2016, American Academy of Management, 2016 and the Australian Centre for Entrepreneurship and Research Exchange Conference, 2017. In recognition of her research expertise in gender, entrepreneurship and innovation, over the last year, Susan has been an invited speaker to events in the USA, Canada, Europe and the UK.

In Print

Professor Simon Mosey, Dr Hannah Noke and Paul Kirkham have published their text, Building an Entrepreneurial Organisation, within the Routledge Masters in Entrepreneurship textbook series.

To purchase the book: www.amazon.co.uk/dp/1138661138
The Nottingham Ingenuity Fund

The primary aim of the fund is to invest in the next generation of University of Nottingham innovators and entrepreneurs, creating high value businesses and employment, in the region and across the UK.

The fund has been set up to support student and alumni enterprise at the University. One million pounds have been pledged by the University over the next five years, and, with the support of alumni and other regional investment angels, the fund will encourage students to take the next step and develop their ideas into successful businesses. This is being rolled out in partnership with the University’s IP and Commercialisation Office.

The scheme started with a pilot event in January 2016 and a formal presentation event in June 2016, following Ingenuity16, the University’s student and alumni entrepreneurship competition. In addition to this, there have been a number of additional presentations, within the University and externally, to respond to the business needs of Ingenuity Lab members. To date there has been £360,000 of investment into Ingenuity Lab businesses.

A second event is scheduled for November 2017, where students will have the opportunity to pitch to a large panel of investors to support both new ideas and those returning for next stage investment. This event will be held in the Ingenuity Centre and we anticipate strong demand from students who have received the fund.

By Professor Rob Carroll

Dr Mattia Fosci joined as a member of the Ingenuity Lab in 2014 and has been working to establish his business Yoop with the help and support of the Ingenuity Lab. Mattia recently secured £15,000 commitment from the Nottingham Ingenuity Fund after receiving support from Professor Rob Carroll and pitching directly to the University’s Innovation Board. This is required if investment is sought outside of the formal pitching events.

Especially timely given the emergence of ‘fake news’ as a term, Yoop is a web and mobile app that lets users rate the quality of information and discover the best content on the web.

“After months of market research and product development, our company needed funding to build a strong brand, launch a working product and demonstrate early traction in our target market. The investment will give us the resources we need at this stage to prove that the concept works, and puts us in a strong position for future investments.”

Jonny Prym (BA English, 2014), One Third Stories

CASE STUDY

Dr Mattia Fosci Yoop (LLM and PhD International Law, 2014)

Read more about the Nottingham Ingenuity Fund and how to apply: www.nottingham.ac.uk/go/ingenuity-fund

Thank You to the HGI Supporters...
The Ingenuity Lab

The Ingenuity Lab has had another successful year; we now have over 160 high quality businesses, all working to add value and opportunity to Nottingham and the UK.

The new Ingenuity Lab was opened in February by the Vice-Chancellor, Professor Sir David Greenaway, in a new and radical space where University of Nottingham entrepreneurs and innovators can thrive (see page 16). Specialist entrepreneurial provision is also provided by the Ingenuity Lab in Product Design, Computer Science and soon a new provision with Biosciences.

International entrepreneurship also continues to grow with 68 international alumini creating innovative enterprises in Nottingham. We have also worked to build closer ties with our counterparts in China and Malaysia to create a truly international network of innovation.

Investment in student and graduate entrepreneurship has continued to grow, enabling us to expand the Ingenuity Competition, and invest in more Lab start-ups through the Nottingham Ingenuity Fund (see page 12).

Notable success stories this year include entrepreneur Jordana Chin winning a Nottingham Post Ingenuity Competition.

CASE STUDY

Trishna Daswane

Kohl Kreatives

(BSc Management, 2015)

Trishna joined the Ingenuity Lab in 2014 and since then she has evolved her business to design and manufacture a range of innovative makeup brushes. Within the first six months of launching this collection, in August 2017, Kohl Kreatives secured a listing with Boots.

"As an entrepreneur, the Ingenuity Lab allowed me to stay in the UK and pursue Kohl Kreatives, where it all began."

This year, Trishna has also won grants from both Nottingham City Council and the Ingenuity Competition and has been featured in a range of publications including The Evening Standard, The Observer and Stylist Magazine to name a few.

"Being an entrepreneur can be a lonely journey but with the Ingenuity Lab it doesn't have to be, there's always so much you can learn from the other businesses around you. The support you get from the Ingenuity Lab team, is like having an army cheering for you in your corner."

By Steve Chapman

CASE STUDY

Dr Dan Simmons

Quensus

(MEng / PhD Electrical and Electronics Engineering, 2016)

Dan joined the Ingenuity Lab, whilst studying for a PhD, in order to be part of a community and set up his business, Quensus. This year, he has employed his first full-time staff member, launched a new product called ‘LeakNet’ and was awarded over £13,000 at the Ingenuity Competition.

"Coming from a highly technical background, I was naturally proficient at R&D; however, finance, marketing, PR, sales, pitching and admin were all areas for significant improvement. The support I received from the Ingenuity Lab directly benefited my business and gave me a fresh space where I could register my company and work from. The Ingenuity Lab has plenty of opportunities to network at competitions, workshops and creative breakfast sessions – which is where I met one of my investors! If you're interested in creating a company and passionate about offering quality products or services, joining the Ingenuity Lab should be a priority. You won't regret it!"

Find out more about the Ingenuity Lab: www.nottingham.ac.uk/go/ingenuity-lab
The New Ingenuity Lab Space

Find more about the Ingenuity Lab facilities: www.nottingham.ac.uk/go/ingenuity-facilities

“Dr Mark Tock, Operations Director, University of Nottingham Innovation Park

“The Ingenuity Centre was conceived as the home of start-up support at Nottingham with the Ingenuity Lab delivering one of three streams of entrepreneur support to University students and alumni. Unique in the UK, the Lab sits alongside support offered to academic entrepreneurs from the University’s Tech Transfer team and support for local entrepreneurs from UNIP. The potential of this melting pot of entrepreneurial talent will only be limited by their collective imaginations.”

Steve Chapman, Head of the Ingenuity Lab

“The new Ingenuity Lab started with a vision of a space that would take graduate entrepreneurship to a new level at UoN. The space needed to accommodate a growing, demanding and varied client base; within an inspiring, flexible and fit-for-purpose space. The project was a creative partnership between Graphic Designer Cherry Anderson, Concept Retail Designers Briggs Hillier and the Ingenuity Lab. The space has proven to be very popular with our businesses and is the first of more inspiring spaces in the future for the Haydn Green Institute.”

Shrenik Paras Parmar, MBA Entrepreneurship, 2016, Ingenuity Lab Member, CEO and Founder of Proodle.

“The Ingenuity Lab is a great space to work in and being a part of it has played a vital role in growing my start-up business. I now have a free private working space, registered business address and a range of experts providing business development advice. The space’s futuristic design and infrastructure make it a great place to work and conduct meetings.”
The Haydn Green Institute Impact Report | 2017

GUEST SPEAKERS

HGI and the Ingenuity Lab have been honoured to host a range of guest speakers, who have all added huge value to the student experience by sharing their personal journeys.

Judy Naaké (see main photo)

Known across Europe for ‘fake tan’ brand St.Tropez, Judy Naaké has been involved with the health and beauty industry for many years, working with brands such as Decleor, Darphin and Australian Body Care.

“I was honoured to be a part of the Ingenuity17 event, where I was asked to share my story with the students whose response seemed very positive judging by the interaction I received after the speech.

Any university can only be as good as its students and judging by the standard of pupils I had the privilege of mentoring, the future is in safe hands – I thoroughly recommend the experience to all future speakers.”

Professor Jim Crilly

Professor Jim Crilly, retired Senior Vice President for the Strategic Science Group, Unilever Plc and Director of Crilly Association Limited works across the curriculum to share the wealth of experience gained across his career.

“The biggest achievement of HGI/the Ingenuity Lab is the new genre of highly motivated, knowledgeable, connected and successful entrepreneurs who launched businesses against tough economic conditions and realised their ambitions.

My best advice to anyone wishing to engage with HGI/the Ingenuity Lab is to keep an open mind, embrace the culture, and seek opportunities wide and deep to bring your own soft as well as hard skills, and taste and see that the experience is not just good, it is...GREAT!”

Professor David Falzani, MBE

Academic Mentor

David Falzani MBE set up business consultancy Polaris Associates, which have practice areas in high growth entrepreneurship, food and drink, and professional membership organisations. Through a network of expert consultants they also assist with corporate culture change, technical publishing, and executive coaching. David is also president of the Sainsbury Management Fellows and was recently made an MBE for services to engineering and enterprise.

David is also currently developing a virtual recruitment platform called Ipsenet (Latin for “True sell”) that produces games with embedded psychometric and behavioural profiling for use by recruiters.

“I chose to join and support HGI and the Ingenuity Lab because of the rewarding and interesting interactions you get working with early stage companies.

To anyone interested in mentoring and in particular interested in supporting HGI and the Ingenuity Lab, I would say do it! You’ll be rewarded by helping energetic young entrepreneurs launch new companies, and help make people’s lives better.”

Fiona Duncan

Ingenuity17 Mentor

Fiona Duncan, Director of RSViP, has mentored a range of Ingenuity Lab members at both Ingenuity16 and Ingenuity17. During Pitch@Palace7.0 Boot Camp, Fiona also coached a team selected to present at the Pitch@Palace7.0 Final and has also been selected to be a UoN Entrepreneur in Residence.

“I have made a business from connecting other people in business together via relaxed and enjoyable events, facilitating their engagement and offering ongoing marketing support.

Being a part of HGI and the Ingenuity Lab has really been a fantastic experience for me, in not only developing my personal skills in many areas such as public speaking, and delivering advice through mentorship, but also in making new connections through valuable networking opportunities at the events hosted by the Lab.

I would highly recommend becoming part of the Ingenuity Lab and its projects, if you’re interested in giving something back and sharing your expertise as a business owner or operator.”

Tom Preece

Ingenuity Lab Mentor

Tom Preece, Senior Manager at international accounting firm BDO LLP, sponsor of the Ingenuity Lab, is one of the Lab’s visiting coaches offering members advice on accounting and finance. Tom also serves as an advisor and mentor on the Nottingham Ingenuity Fund advising many of the Lab’s most successful businesses.

“BDO supports HGI/the Ingenuity Lab to assist in the development of its entrepreneurs and businesses by allowing them access to key finance information that will help them on their journey. In the last two years I have been involved in the initial steps of some exciting new businesses and I have enjoyed guiding businesses through terrain, which they at first found difficult, but with the help of BDO became more manageable.

I have enjoyed the variety of companies I have advised and many times have been surprised by the quality of questions asked. The highlight was being involved in Ingenuity17 pitches and seeing presentations of the highest quality, which made our job as judges very difficult indeed.”

External Contributors

External contributors are an essential component of what makes the Haydn Green Institute (HGI) and the Ingenuity Lab community so special. Their expertise offers valuable insight and inspiration to the University of Nottingham’s (UoN) budding innovators, helping shape today’s students and researchers into the leaders of tomorrow.

Find out more about mentoring at HGI: www.nottingham.ac.uk/go/ingenuity-mentoring
HGI Competitions...

Pitch@Palace7.0

A multifaceted global entrepreneurship competition offering entrants a range of platforms to present world changing business ideas.

The University of Nottingham hosted Pitch@Palace7.0 Boot Camp in March 2017, where 43 teams competed to win a place to pitch at the final event at St James’s Palace in April 2017. Over 400 guests attended the Nottingham Boot Camp, with over 300,000 joining the conversation online, making the event one of the top trending stories on the day.

Opened by HRH The Duke of York KG, the Lord Lieutenant of Nottinghamshire, Sir John Peace, and the University of Nottingham’s Vice-Chancellor, Professor Sir David Greenaway, the Human Tech themed event created an opportunity for entrepreneurs to develop and refine their pitches, whilst receiving advice from world-class industry mentors. The event also featured a Q&A session led by Professor Simon Mosey with Pitch@Palace alumni; and the pitch sessions were hosted by Wayra’s Gary Stewart.

During the day, entrants pitched complex ideas to the audience in just three minutes whilst two members of The Band of The Royal Regiment of Scotland watched the time, ready to signal times up by beating their drums. Winning teams were selected by a panel of expert judges, including the day’s keynote speakers: Elizabeth Fagan (MD, Boots UK), Ian Filby (CEO, DFS), David Ross (Director, David Ross Foundation), and Phil Westcott (Director, IBM).

An array of local food and drink entrepreneurs were invited to showcase their work in front of this international gathering of business leaders. Guests were gifted a bespoke bag and Moleskine notebook featuring a unique design developed in conjunction with The Duke. The image was a creative collaboration between graphic designer and alumna Cherry Anderson, and established international artist Kashif Nadim Chaudry.

By Genetva Meikle

Incorporated in July 2014, NuVision®, a spin-out from the University of Nottingham, were selected to compete at Pitch@Palace7.0 Boot Camp. Founded by Dr Andrew Hopkinson, the company was established to commercialise high quality and affordable biotherapies for treating ‘front of the eye’ diseases and trauma.

“Pitch@Palace7.0 Boot Camp offered us the chance to network with potential investors and also to publicise NuVision in order to access potential new markets and recognition. We also received invites to attend events that may further help us access different markets internationally. It was a privilege to pitch to all the judges because of their backgrounds and to have a member of the Royal Family there also added to the pressure.”

Awarded the best start-up company by Medilink East Midlands in June 2017, NuVision® have treated more than 1,000 human and animal patients during their initial trading period, and are fast becoming a leader in their sector.

We are very grateful to the University of Nottingham for hosting Pitch@Palace7.0 Boot Camp. Boot Camp is the opportunity for entrepreneurs to perfect their pitching skills and learn from some real experts.

HRH The Duke of York KG

Case Study

Dr Andrew Hopkinson NuVision®
(PhD in Medical and Surgical Sciences, 2005)

“I am very grateful to the University of Nottingham for hosting Pitch@Palace7.0 Boot Camp. Boot Camp is the opportunity for entrepreneurs to perfect their pitching skills and learn from some real experts.”

Sir John Peace, Chairman, Burberry

“The way that the University of Nottingham hosted Pitch@Palace7.0 Boot Camp was a huge success. For Nottingham to be chosen to host this event is a great honour and reflects the enterprise and entrepreneurial encouragement by the University. Historically these qualities have been such an important part of the DNA of the East Midlands.

Pitch@Palace builds these pragmatic skills like no other competition I’ve witnessed.”

Sir John Peace, Chairman, Burberry

Find out more about the Pitch@Palace Competition: www.nottingham.ac.uk/go/pitchpalace

Pitch@Palace7.0 Boot Camp was intense and wonderful. As a guest speaker and judge I had the pleasure of meeting a collection of highly energised entrepreneurs, all buzzing from the pressure and elation of the process. Entrepreneurs and thought leaders must be visionary and passionate, as well as tough, resilient and boldly embrace the networks that will make them successful.”

Phil Westcott, Director, IoT Global Practice and Partnerships, IBM
CASE STUDY

Emma Hartley
Pulse AED
(MEng Product Design, 2015), First Prize Winner

Following the sudden death of a close friend, Emma knew that something had to be done to offer immediate cardiac support to anyone, by anyone. Pulse AED is an easy to use automated external defibrillator that requires no training, is lightweight, and affordable to everyone.

“I heard about Ingenuity17 from my university tutor and decided to enter out of curiosity over what it could teach me about becoming an entrepreneur. The competition gave me so much confidence and I came away finally believing that I have the skills to turn my idea into a life-saving business.”

Ingenuity17 has given Emma the resources to begin the development of the Pulse AED prototype, secure IP protection, and help with legal fees. Emma is currently working closely with the electronics development department at G2 Innovation to develop the prototype.

Ingenuity17

For the first time the competition trialled a three-day conference in the UK with industry speakers including serial entrepreneur and President of the Sainsbury Management Fellows, Professor David Falzani MBE; StTropez Founder, Judy Naaké; and home furnishings star, Tori Murphy. The event was attended by over 400 students and graduate entrepreneurs and featured new peer collaboration techniques encouraging collective intelligence practices. Day three of the conference culminated with a pitch event. Looking to foster collaboration and team work, entrants were put into groups in which they received expert mentoring, which encouraged peer-to-peer discussions. Putting aside mentoring, which encouraged peer-to-peer discussions. Putting aside mentoring, which encouraged peer-to-peer discussions.

Emma then went on to win the entire competition, with this year’s awards ceremony hosted by the Vice-Chancellor, walking away with a prize fund of over £20,000. This included prizes from corporate sponsors Sainsbury Management Fellows, Potter Clarkson, Shakespeare Martineau and BDG. The Sainsbury Management Fellows’ second prize went to Electrical and Electronics Engineering graduate, Dr Dan Simmons, with his water leak detection tech company, Quensus. He walked away with £15,500 including a £5,000 prize from sponsor University of Nottingham Innovation Park.

Other winners included International Relations graduates Kayleigh Renberg-Fawcett and Robert Avery-Phillips, who won prizes from sponsors Paragon Law and the University of Nottingham’s Asia Business Centre, with a prize fund of £6,500. Finally, HungryPanda took the £10,000 Vice-Chancellor’s Entrepreneurial Potential Prize for their already highly successful and scalable food delivery business, serving authentic Asian meals to the UK’s Chinese community. It is the brainchild of Computer Science and Business Management graduate, Kelu Lui (see right).

The University of Nottingham’s Malaysia Campus joined the competition for the first time under the leadership of Vice-Provost, Professor Claire O’Malley. Their team SNIP, which aims to link disabled graduates with employers worldwide, was created by Malaysian Psychology and Cognitive Neuroscience student Prisilahani Rajagum, who won a £3,000 Asia Business Prize. Last year’s winners have gone onto great success; Fanbytes continue to innovate in the Snapchat marketing arena raising over £100,000 and further high-end clients. Furthermore, language learning innovators One Third Stories have raised £180,000, helped by seed investment from the University of Nottingham. The competition will evolve again in 2018 and looks to generate more ideas and add to the innovative culture at the University.

By Steve Chapman

Read more about Ingenuity17: www.nottingham.ac.uk/go/ingenuity17

The Ingenuity Entrepreneurship Competition grew this year with the inclusion of our Malaysia Campus for the first time, joining the China Campus, who first took part in 2016. With £135,000 in prizes, it is one of the largest entrepreneurship competitions in the UK.

CASE STUDY

Kelu Lui
HungryPanda
(BSc Computer Science and Business Management, 2016), Vice-Chancellor’s Entrepreneurial Potential Prize Winner

Founded by Kelu in August 2016, HungryPanda now has 10 full-time staff, 80,000 active users and a network of 250 restaurants across eight cities. The online food delivery platform provides tailored services to Chinese consumers, as well as providing affordable commission rates in comparison to their competitors UberEats, Deliveroo and JustEat. As well as having an office at the Ingenuity Centre, they now have offices in Manchester, Birmingham and Hangzhou, China.

“Ingenuity17 is the biggest and most professional student venture competition in the UK, where you get the opportunity to meet entrepreneurs and investors, and to promote your products and services.”

Recently featured in China Daily, since winning the Vice-Chancellor’s prize, HungryPanda have used the £10,000 to optimise their delivery processes by purchasing uniforms, delivery boxes and 15 electric bicycles.

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Harry Boulton (BSc Economics, 2017), Second Prize Winner, Director of Thorne Goalkeeping

HungryPanda haveStories have raised £180,000, helped by seed investment from the University of Nottingham. The competition will evolve again in 2018 and looks to generate more ideas and add to the innovative culture at the University. By Steve Chapman

Read more about Ingenuity17: www.nottingham.ac.uk/go/ingenuity17

The Ingenuity Entrepreneurship Competition grew this year with the inclusion of our Malaysia Campus for the first time, joining the China Campus, who first took part in 2016. With £135,000 in prizes, it is one of the largest entrepreneurship competitions in the UK.

CASE STUDY

Kelu Lui
HungryPanda
(BSc Computer Science and Business Management, 2016), Vice-Chancellor’s Entrepreneurial Potential Prize Winner

Founded by Kelu in August 2016, HungryPanda now has 10 full-time staff, 80,000 active users and a network of 250 restaurants across eight cities. The online food delivery platform provides tailored services to Chinese consumers, as well as providing affordable commission rates in comparison to their competitors UberEats, Deliveroo and JustEat. As well as having an office at the Ingenuity Centre, they now have offices in Manchester, Birmingham and Hangzhou, China.

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The winners of Biotechnology YES were BeEco Biosciences Ltd from the Babraham Institute, affiliated as PhD students to the University of Cambridge. They presented Varroanin; the only product that safely and effectively removes the Varroa mite which plagues honey bees. The remedy utilizes a novel chemoattractant compound to lure the parasites away from the host. Varroanin guarantees a reduction of colony collapse disorder and an increase in profits for bee keepers.

Marketing Director Lina Dobnikar said: “We were very pleased and honoured to win as the competition was really tough. Being part of Biotechnology YES has been an amazing experience as we have learned a whole range of new skills and met many inspiring people throughout the competition.”

CASE STUDY

BeEco Biosciences Winners of Biotechnology YES

The winners of Biotechnology YES were BeEco Biosciences Ltd from the Babraham Institute, affiliated as PhD students to the University of Cambridge. They presented Varroanin; the only product that safely and effectively removes the Varroa mite which plagues honey bees. The remedy utilizes a novel chemoattractant compound to lure the parasites away from the host. Varroanin guarantees a reduction of colony collapse disorder and an increase in profits for bee keepers.

Thank you to our sponsors and partners: A*STAR, BBSRC, GSK, MRC, NERC, P&G, Syngenta and Unilever

Read more about the YES competitions: www.yescompetitions.co.uk
This year, University of Nottingham team, You Only Cook Once (YOCO), were awarded the U21 first prize, alongside a team from the University of Amsterdam. YOCO were also presented the Peers’ Choice Award, voted for by fellow competitors.

YOCO addressed the competition challenge by solving two key problems that face students everywhere – finding new friends and eating well! YOCO is an app bringing people together from a variety of different cultures into groups of five, with a different person cooking a meal each day for the rest of the group.

“We had great team work and the synergy between us was amazing. Starting from the idea generation using IOL, we had an outstanding brainstorming session with more than 200 ideas. It was enjoyable to work in such a diverse team, and learn from each other’s experience about the great value of cultural awareness.”

Darinka Burovska_Current Student (MSc Entrepreneurship, Innovation and Management)

Global problems may well require global solutions. Now in its third year, the Haydn Green Institute (HGI) is proud to have collaborated with the Universitas 21 (U21) network in organising the Global Ingenuity Challenge. The competition has seen a total of 40 teams, consisting of 200 student contestants from 19 out of the 25 institutions that comprise the U21 member organisations.

This year’s competition attracted 15 entries from nine institutions, including Lund University, University College Dublin, University of Amsterdam, University of Birmingham, University of British Columbia, University of Glasgow, University of Johannesburg, University of Melbourne, and the University of Nottingham. This year U21’s challenge theme was ‘Promoting Cultural Inclusiveness in Society’, and student teams from five continents were given two weeks to present a creative response to the challenge in the form of a three minute video.

The theme is especially relevant to HGI since our research and experience shows us that diversity is the key to radical creativity. With that in mind, team facilitators were instructed to put together students who had not met before the competition.

HGI remains at the cutting edge of experiential learning through the development of our online creative problem-solving methodology, Ingenuity Online (IOL). The unprecedented quantity and quality of data provided by IOL enables the study of the unique data gathered, whilst also identifying and preserving the most interesting examples for intensive study.

Using the IOL platform during the Global Ingenuity Challenge, over 2,000 ideas were generated out of which the students constructed 15 projects to present to the judges. Teams from the University of Nottingham and the University of Amsterdam were joint winners.

By Paul Kirkham

Read more about this year’s pitches and view presentations: www.nottingham.ac.uk/go/u21-gic
Meet The Team...

**< Professor Martin Binks**  
Chair of the Haydn Green Institute (HGI); Professor of Entrepreneurial Development, Nottingham University Business School (NUBS)

Professor Martin Binks came to the University of Nottingham (UoN) in 1974 to undertake his PhD and teach within Economics. Martin was a pioneer in the study and teaching of entrepreneurship, and established the UNIEI (now HGI) with three million pounds in funding in 2008. Twice Dean of NUBS, throughout his career Martin has challenged and innovated to laying the strong foundations from where HGI thrives today. Martin is now writing a series of reflections whilst also focusing on the exciting opportunities ahead.

**< Shalen Fu**  
HGI Events and Marketing Assistant

Shalen joined the team in 2016 after completing her MSc in Media and communications at LSE. While studying at the University of Nottingham, Ningbo, China, Shalen landed internships in varied media sectors such as publishing, TV production and digital marketing.

“It has been a great experience working with such a wonderful team. HGI encourages radical innovation and personal development. We support and learn from each other, developing a culture of sharing and trust.”

**< Rachael Lamb**  
Doctoral Researcher and Teaching Assistant

Rachael joined HGI in 2014 after working in industry for 19 years as a management consultant. Rachael completed her MBA at NUBS in 2003, and is currently writing up her PhD on creativity in the workplace.

“HGI is such a vibrant and dynamic place to work! It is great to be part of the community here. I feel doubly blessed to be doing my research here, as well as teaching the potential innovators and entrepreneurs of the future.”

**< Dr Isobel O’Neil**  
Lecturer in Entrepreneurship and Innovation; PWC Admission Tutors; Head of Undergraduate Admission (Home/EU)

Following the completion of her PhD, Dr Isobel O’Neil took up a post in HGI as an Assistant Professor in Entrepreneurship and Innovation in 2010.

“As an academic working at HGI, I have the best of both worlds; I am supported to carry out my research into social and environmental entrepreneurship and I can then relay cutting edge knowledge and my passion for entrepreneurship into my teaching. I have recently taken on the role of Co-director of MSc programmes and, working alongside HGI colleagues, I am delighted to be involved in planning exciting new developments for our MSc degrees.”

**< Dr Chris Carter**  
Assistant Professor in Entrepreneurship and Innovation

Dr Chris Carter joined UoN in 2010 to undertake a PhD in the Digital Economy, building on a background in organisational psychology. His current research focusses on examining the digital reputation management behaviour of entrepreneurs using social media, the process of entrepreneurial creativity in digital spaces and social media research ethics.

“Prior to joining HGI in July 2016, I was fortunate enough to have worked as a mentor supporting students using Ingenuity Online. HGI is a diverse community of entrepreneurs, academics and students. It’s a privilege to be part of such an inspirational Institute, which celebrates its openness to innovative thinking.”

**< Professor Simon Mosey**  
Director of HGI; Professor of Entrepreneurship and Innovation

“It has been a great experience working with digital marketing. It is great to be part of the community here. I feel doubly blessed to be doing my research here, as well as teaching the potential innovators and entrepreneurs of the future.”

**< Dr Lorna Treanor**  
Lecturer in Entrepreneurship and Innovation; PWC Admissions Tutor; Head of Undergraduate Admissions (Home/EU)

Dr Lorna Treanor has been at HGI since 2015 where she teaches entrepreneurship and specialises in small business. She is currently working on a PhD about IP commercialisation.

**< Professor Susan Marlow**  
Professor of Entrepreneurship

**< Dr Andrew Greenman**  
Lecturer in Entrepreneurship and Small Business; Deputy Director of Doctoral Programmes; Doctoral Admissions Tutor

Dr Andrew Greenman has been at HGI since 2015 where he teaches entrepreneurship and specialises in small business. He is currently working on a PhD about IP commercialisation.

**< Professor Rob Carroll**  
Professor of Practice in Venture Capital and Private Equity; Founder of Catapult Ventures

**< Steve Chapman**  
Head of the Ingenuity Lab

**< Jessica Wilson**  
HGI Events and Marketing Assistant

**< Dr Hannah Noke**  
Assistant Director of HGI; Associate Professor in Entrepreneurship and Innovation

Dr Hannah Noke joined the team in 2016 after gaining her PhD in Nutritional Sciences, as well as being an entrepreneur herself as Director of SwapMeat Ltd., a plant-based nutrition company. Terri has since joined the team managing the operations of the Lab, developing membership services, and mentoring and inspiring our innovators.

“A passion for entrepreneurship has been a pivotal in launching my business, so it is such an honour to be able to give back as a part of the team!”

**< Dr Terri Holloway**  
HGI Operations Manager

Dr Terri Holloway has been at Ingenuity Lab since 2010 and has managed the operations of the Lab, developing membership services, and mentoring and inspiring our innovators.

**< Catherine Thompson**  
Institute Administrator

**< Lizzie Smith**  
Ingenuity Lab Events and Marketing Assistant

**< Lili Zhu**  
Ingenuity Lab Administrator

**< Paul Kirkham**  
Researcher in the Field of Entrepreneurial Creativity

**< Isobel O’Neil**  
Lecturer in Entrepreneurship and Innovation; PWC Admission Tutors; Head of Undergraduate Admission (Home/EU)

**< Tracey Hassall-Jones**  
Young Entrepreneurs Scheme Manager

**< Dr Chris Carter**  
Assistant Professor in Entrepreneurship and Innovation

**< Professor Martin Binks**  
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Things To Come

Covering the exciting year ahead for the Haydn Green Institute (HGI)

Although in terms of its remit to support entrepreneurial creativity, HGI will never actually arrive at some pre-planned destination, a consideration of the past by any organisation or individual will often reveal critical junctures that were particularly influential in shaping future developments.

The completion of the Ingenuity Centre and our superb Ingenuity Lab is one such juncture, and the coming year will begin to reveal how the creativity of our students, and our team, opens up new opportunities, building upon those recognised and realised in the past.

By Professor Martin Binks

COMING UP... Ingenuity18

The Ingenuity Competition (Ingenuity) has grown over the past two years to become the biggest of its kind in the UK, having impacted on over 900 students and alumni, and investing over £250,000 into new ideas in the last two years alone. Building on this success Ingenuity18 will expand its focus creating a festival of thought, ideas and data that aims to introduce a more dynamic culture of innovation and creativity to the University of Nottingham. For the first time Ingenuity will offer three distinct strands, each with its own unique development pathways: Entrepreneurship, Intrapreneurship and Early Career Researchers, which will allow the exploration and realisation of talents across the Institution, offering Ingenuity the chance to fully celebrate enterprise at the University.

By Steve Chapman

COMING UP... The Andrew Witty Entrepreneurial Scholarship Programme

Sir Andrew Witty, Chancellor of the University of Nottingham, has generously established a major new undergraduate scholarship programme to encourage student entrepreneurship. His gift will allow the Institute to deliver an innovative programme of support for students from low-income backgrounds to explore entrepreneurial career options. The programme will include expert mentoring and support from the Ingenuity Lab, personal and enterprise financial assistance, and a rigorous HGI education experience. The programme will be launched in January 2018.

By Professor Simon Mosey

A Thank You to Catherine Thompson

This year marks the retirement of Catherine Thompson, the Haydn Green Institute's Senior Administrator, after 26 years of service. Instrumental in the creation of the Institute in 2000 we would like to pay tribute to Catherine, her work, her dedication, and most of all for being the glue that holds the Institute together. We wish Catherine a very long and happy retirement.

Cherry Anderson (BA French Studies, 1998)

Alumna Cherry Anderson is an accomplished Graphic Designer and has been a successful entrepreneur for over 15 years. Cherry has been working with HGI for over two years now and is responsible for the strong visual identity of the Ingenuity Competition, the striking visuals in the new Ingenuity Lab, and the design of the HGI Impact Report. Part of the HGI family, she will continue to create innovative visual identities for the Institute in order to best represent its work. Cherry has also worked with many high street names over the years as well as establishing her own retail brand Fenton.