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Business School

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The Haydn Green Institute

For innovation and
entrepreneurship

Impact Report 2020



Professor Shearer West
President and Vice-Chancellor
University of Nottingham

The Haydn Green Institute is among Europe's leading centres for enterprise education and the focus for entrepreneurial skills development at the University. Ingenuity is at the heart of the work of the Institute – through its award-winning scholarship, support for business start-ups, and through its public-facing Ingenuity Programme.

Reflecting on the immense changes to our society brought about by Covid-19, I have seen how the world has come together and responded to tackle this new and invisible enemy. This year, a pioneering and entrepreneurial approach has been needed more than ever to meet the challenges

posed by the global pandemic. As a leading Russell Group university, Nottingham is well placed to address new and emerging challenges.

A tremendous amount of thought and effort went in to ensuring that the work of the Institute could continue during lockdown. HGI's network of Entrepreneurs in Residence supported Ingenuity Lab business start-ups, through online mentoring, round table discussions and sharing their expertise at online events. Teaching was adapted to the online environment through innovative uses of pedagogy and technology. Research into the barriers faced by women entrepreneurs during the crisis has led to the sharing of evidence to inform UK government policy.

The Ingenuity Programme has continued to grow, with a national presence this year - reaching out to diverse audiences to provide new opportunities for innovative business ideas to thrive. Its focus on impact-led enterprise contributes to the University's civic mission to engage with new stakeholders and gain different perspectives from all parts of society.

At the University of Nottingham, students in receipt of a core bursary have the opportunity to take part in the Witty Entrepreneurial Scholarship programme, to develop their social impact ideas and businesses. Partnerships established during Ingenuity 19 gave scholars the opportunity to work with a range of businesses to develop their skills and gain work experience with leading employers.

This report provides an overview of the outstanding work being carried out at the Haydn Green Institute to transform lives and shape the innovators and entrepreneurs of the future.



Professor Simon Mosey
Director Haydn Green Institute

Looking back over the last year, no one could have predicted the global pandemic or how this has made entrepreneurship and innovation a critical concern. In September, we were welcoming our new cohort of MSc students and the autumn term saw the teaching team introducing innovative methods of delivering modules which proved to be remarkably prescient. You can read about how students responded to the challenge of creating business start ups with just £5 on page five of this report.

We define Ingenuity as 'solving problems by thinking differently' and this year, we have never seen so much Ingenuity unleashed across the world!

In a matter of days, we transitioned from teaching face to face, supporting our business start-ups at the Ingenuity Lab, running competitions, events and workshops and working in

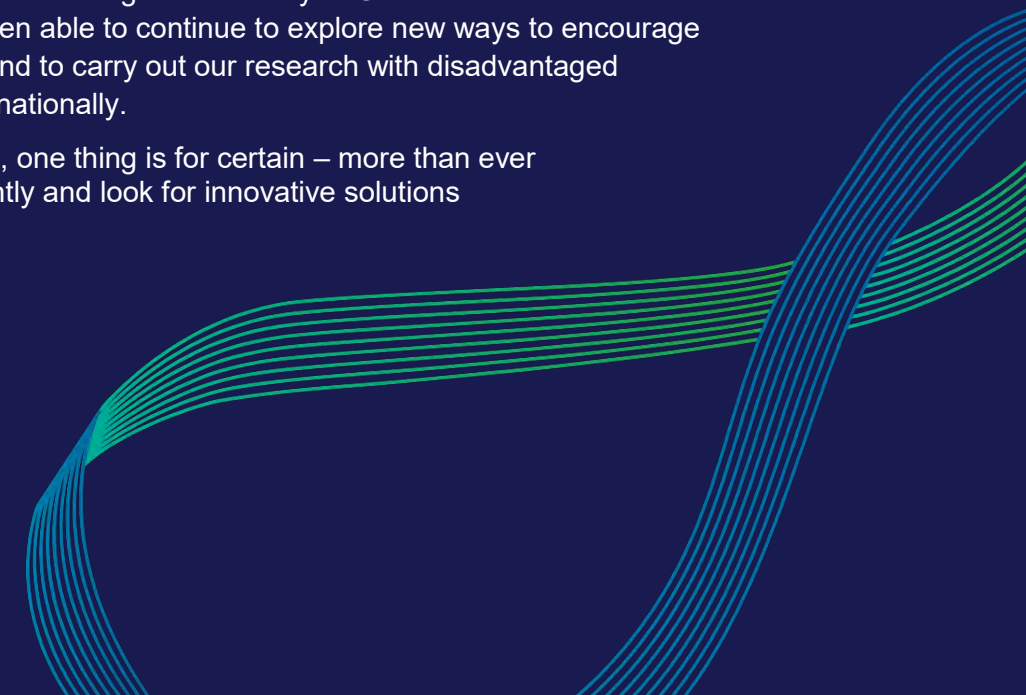
offices, to doing all of these things in the virtual world.

Over the next few pages, you will find out how we have responded to the crisis – and innovated – in how we develop the next generation of entrepreneurs, conduct high-quality research and support business start-ups. From our entrepreneurs in residence, who have been so generous with their time in supporting Ingenuity Lab businesses, to our teaching staff who had to transform their methods of delivery in a matter of days, I have been inspired by how the businesses and learners we support and all the team at the Haydn Green Institute have adapted to the circumstances, with such positivity and dare I say it – Ingenuity.

You can also find out more about our high-profile Ingenuity Programme, which focusses on creating new impact driven ventures across the UK. Launching in the autumn, I look forward to seeing how student entrepreneurs, third sector, corporate and university partners can help drive the economic recovery and rebuild a more inclusive society.

We have now enjoyed seven years of funding from the Haydn Green Foundation. It is thanks to this invaluable support that we have been able to continue to explore new ways to encourage entrepreneurship and innovation, and to carry out our research with disadvantaged communities, both locally and internationally.

As I look forward to the year ahead, one thing is for certain – more than ever before we will need to think differently and look for innovative solutions in everything that we do.



Russell Group ranking (2017 -18)*

1st for number of established social enterprises

2nd for number active after 3 years

1st for number of active social enterprises

* HEBCIS

Ranked 7th in the UK for entrepreneurial impact 2019*

*Octopus Ventures 2019

80 entrepreneurs and small business leaders were involved in academic delivery in 2018

83% of Business School students took enterprise modules in 2017/18

Ingenuity Lab businesses had a combined turnover of £83.5 million 2018/19

Small Business Charter accreditation for 3 years*

*Awarded December 2019

Most recent data available provided



Dr Hannah Noke

Deputy Director HGI

At HGI we are always looking to innovate and explore new ways and approaches to promote entrepreneurial thinking and encourage the generation of innovative ideas. Looking back over this academic year, who could have imagined that a global pandemic would force us all to work in different ways and embrace changes that just a year ago would have seemed improbable?

In the education section of this report, we will take a look at innovative teaching methods that we were implementing before Covid-19, and also look at how we responded once the lockdown was implemented.

Creating a start-up with just £5

Back in December 2019, the teaching team reviewed the Launching New Ventures module of the MSc Entrepreneurship, Innovation and Management. This module has always been a practice-based module with the aim of providing students with the opportunity to learn by doing. However, the practical assessment was due for a change and what better way for students to practise the art of entrepreneurship than being given the challenge of starting their own business?

Students worked in groups to tackle “The Challenge” which saw the Haydn Green Institute investing £5 in each group. They were then tasked with using the investment to create a start-up business that would trade for a 24-hour period only.

The aim was for the students to make as much profit from the £5 investment as possible. To keep the students safe, a set of simple restrictions were put in place - nothing illegal and no food and drink businesses. All profits would be donated to the charity chosen by the winning team – the team who made the most profit.

The business ideas ranged from personalised postcards capturing students and the University of Nottingham to social events including pub quizzes, bar crawls and escape rooms. The winning team organised a photo shoot that captured head shots for LinkedIn profiles, generating over £200.

At the end of the day, the groups submitted their takings, some full of excitement and stories of their encounters, others deflated and frustrated as things hadn’t gone quite as planned. Either way, the energy was palpable, with everyone recounting a story, covering the highs and the lows of their adventure. Whatever the outcome - learning was evident! It was a great experience and one full of value and insight.

The winning team choose to donate all the proceeds from this year’s Challenge to [Action Against Hunger](#)



The winning team with Dr Hannah Noke, centre



Three students from the MSc Entrepreneurship, Innovation and Management received awards at Nottingham University Business School Academic Excellence Awards in December 2019. Congratulations to Mohamed Al-Ahmar, Samuel Faroun-Amin and Jessica Kimber (with Dr Chris Carter, second from left).



Innovation management moves online

Dr Rachael Lamb's expertise lies in the intersection of creativity and innovation. Her research centres on addressing how organisations can create and maintain an innovative culture. Rachael teaches Innovation Management to students on HGI's Undergraduate, MSc and MBA programmes. As a former industry practitioner for twenty years, she is particularly keen to encourage students to understand the challenges of innovating in real-life organisations. With this aim in mind, her MSc module culminates in an assessment where students are

asked to research a company of their choice and evaluate its innovation practices using a systematic framework.

To support this final assessment, Rachael introduced a new online case study into her MSc programme earlier this year.

"I wanted to provide a case study to guide students on how to approach this final task. I chose Rolls-Royce as the focus, as it is a highly innovative organisation, as well as a major local employer with whom we have strong links," Rachael explained.

A specially designed online session was created to enable students to learn and practice the key skills they would need to evaluate innovation performance in a professional setting.

The students examined multiple sources of online information about the strategy, structure culture and processes of the company, then applied innovation theories to analyse it. At the heart of the case study was an online presentation from an Innovation Strategist at Rolls-Royce.

"This was a core element and it brought the whole case study to life," Rachael said. "It gave students an understanding of what it is like to work in innovation and particularly, the specific practices which lead to the best innovation performance. Innovation Management is increasingly attractive as a career choice and students said this approach gave them new insights, supported their learning and aided them in writing their final assignments."

Responding to Covid by Dr Hannah Noke

When the Covid-19 lockdown was announced, the team at HGI had to respond quickly and innovatively to ensure that their teaching could be delivered online. Fortunately, a number of HGI colleagues had already been experimenting with Microsoft Teams as a delivery mechanism, and students had already been working with this technology.

As the impact of Covid-19 took hold, we were delivering a block module - Innovation Management - to a group of MBA students. Within just one week it felt as if life was turned upside down! We had to move quickly - from the week starting with the usual face to face delivery to everything being online by the end. The adjustment made by the students was exceptional, with group presentations delivered to the same high standard as we have come to expect. The learning was immense and we as a group were able to use this experience to inform our future plans. So, in a matter of days (rather than weeks), teaching in lecture theatres, events and seminars were switched to online delivery. I was really impressed with the way in which the team came up with new ways of delivering courses, and the way in which our students responded to the challenges faced by the pandemic."

It was not just necessary to move teaching online, but it was also important to think about ways in which we connected as a team to support our teaching activities. Using Teams we set up weekly meetings which enabled us to quickly upskill ourselves and experiment in a safe space. It was also important to do something together socially so our first HGI Book Club was created!



Abigail Smith

MSc Entrepreneurship, Innovation and Management 2019 - 2020

Abigail's interest in social entrepreneurship was sparked when she travelled to Kenya in 2018 as a coach for the Kenya Lacrosse Association. Here she saw first-hand how sport had the power to change lives and develop communities and was inspired to see how she could turn her passion for sport as a tool for peace and development to create a better world.

She looked for a course that would equip her to develop sustainable solutions to some of the world's most pressing problems and embarked on the MSc Entrepreneurship Innovation and Management in September 2019

Before starting her course at the Haydn Green Institute, Abigail volunteered with a charity, delivering sport and play sessions for disadvantaged communities throughout Eastern Europe. And

even while studying, Abigail put the skills and knowledge that she was acquiring to good use.

"I was a volunteer with the Laureus Sport for Good Nottingham," she explained. "I was able to share with them much of the social business knowledge that I was studying. I also provided many suggestions to improve the sustainability of the program throughout the course of the year."

Now that she has completed her studies, Abigail is putting her education to practical use.

She added: "I recently worked with Yunus Sports Hub as the North America Regional Leader of a Covid-19 Sports Response that they designed to bring together a community of Sport and Social Business leaders. I was able to use the social business and entrepreneurial skills that I gained throughout this course to work with our region and design sport-based solutions to some of the problems presented by the Covid-19 pandemic."



Khalil Greenidge

BSc (Hons) Management 2017- 2020

Khalil Greenidge shares his experience of being a student at HGI.

Being a student at the University of Nottingham's Business School and the Haydn Green Institute has been a phenomenal experience. As a result of my studies, I have learnt how to formulate business ideas, create business plans, and pitch them to investors.

One remarkable project was when I led a team to develop a concept for a social enterprise to alleviate the issue of homelessness within Nottingham. This project was so striking that

I was given the opportunity to pitch the idea before Nottingham's City Council. I was subsequently awarded a certificate in recognition for my entrepreneurial idea by Nottingham City Council, Nottingham University Business School and the Haydn Green Institute.

Modules such as New Venture Creation, Strategic Management and Entrepreneurship & Business have been fundamental in educating me on how to run a business from the ideation stage to execution stage and beyond. Prior to attending the course, I had already started my entrepreneurial experience. However, due to lack of knowledge about business, I had failed miserably with trial and error losing over \$10,000. Now that I have a greater insight about entrepreneurship and business, I am ready to start my own business and have even acquired an investor! Was the education here worth it? Definitely!



The Entrepreneurs in Residence (EIR) network, formed in collaboration with the Small Businesses Charter (SBC), started in 2017 and has become a vital source of ongoing support for the Haydn Green Institute.

The EIRs are a group of experienced entrepreneurs who have a relationship with the University of Nottingham and enjoy helping aspiring entrepreneurs develop their ventures.

Comprised of a multifaceted range of disciplines and entrepreneurial backgrounds, EIRs regularly engage in activities including mentoring alumni

and student businesses, guest speaking, supporting MSc and MBA courses and aiding academics in their research. The current group of 55 business experts provide hours of volunteer support and have simply raised the bar during the pandemic, increasing our monthly Ingenuity Lab surgeries to a total of 64 appointments during the height of the Covid-19 crisis — when our businesses truly needed it most.

In addition to one-to-one support, the EIRs deliver a full programme of Roundtable seminars each year covering a variety of topics such as branding, acquiring funding, employing staff, restructuring and more.

This year, the network also played a role in the provision of a bespoke Covid-19 response programme - Creativity in Crisis - to help struggling companies get back on their feet. Coinciding with the UN Day of Creativity and Innovation, this event, held on the 21 April 2020, helped businesses to explore creative opportunities that the crisis presented for revamping current business models and even launching new ideas.

In July, the EIRs were also involved in delivering our new accelerator programme, Scale, designed to take companies to the next level of success. The generosity and camaraderie of the network has become a true ethos of the group, as they continue to support our businesses and students even in challenging times.

As we look to enhance our growing network, we aim to embrace more disciplines, increase diversity and provide networking opportunities within the group for further collaboration and partnership. We celebrate the success of our EIR network thus far and are excited about the future possibilities it holds.

We genuinely thank our EIRs for all they have contributed to our institute as a whole and look forward to another year of great opportunities.

Dr Terri Holloway and Professor Rob Carroll



Tyrone Courtman, Managing Director at Duff & Phelps, is a crisis management specialist.

“As an EIR, I helped Lab members during lockdown by sharing with them my insight and experience of dealing with businesses during times of crisis. My professional focus as a restructuring expert is in helping ailing businesses to survive and prosper. In the face of critical financial challenges, such as those brought about by the global pandemic, my aim is to help business owners and Lab members work through their problems and to sleep more easily!” - **Tyrone Courtman**

HGI's scholars carry out high-quality research in areas such as entrepreneurship education, technology entrepreneurship, government enterprise policy and entrepreneurial activity among marginalised groups in the UK and internationally.

The team undertakes research with impact in line with the UN's Sustainable Development Goals on Gender Equality and Poverty Alleviation. Examples include working with women from low income backgrounds in Nottingham, with women refugees in the Middle East and the UK, and with farmers in rural China. Over the next couple of pages, we will cast a spotlight on just some of the research being carried out at the Institute.



Challenges faced by women in STEMM

Dr Lorna Treanor is Divisional Research Co-Director for the Institute. Her research covers women's sustainable entrepreneurial activity. Women face additional challenges to career progression, innovation and entrepreneurial activity within 'traditionally male' professions in Science, Technology Engineering, Medicine or Mathematics (STEMM) disciplines. Lorna's British Academy/Leverhulme Trust funded research explores women's representation within business incubators and accelerators, identifying gendered barriers to attracting, recruiting and supporting STEMM women entrepreneurs and highlighting good practice in incubation management.

Reflecting Lorna's expertise and reputation in this area, she was recently commissioned by the national Enterprise Research Centre (ERC) to undertake a [State of the Art Review](#) exploring the implications of the gendered enterprise discourse for women's entrepreneurship in the UK. The review was presented at the Shard in London as part of the "What next for Women's Enterprise Policy?" event to celebrate International Women's Day 2020.

Following the pandemic, Lorna has been raising awareness of the challenges facing women entrepreneurs as a result of Covid-19. In conjunction with academic colleagues in the [Gender & Enterprise Network](#), she wrote a blog entitled [Stay Home and Work](#) which highlighted these issues and also evaluated the comprehensiveness of Chancellor Rishi Sunak's initial Business Support package for women entrepreneurs. As a result, Lorna was invited to join the new Women's Enterprise Policy Group.

Lorna commented: "This Policy Group is about sharing evidence from research and practice on the kinds of enterprise policies that enable women, and to then lobby for that evidence-base to inform UK and devolved regional government policies."

Empowering potato farmers in rural China

In the context of the UN's sustainability development goals (SDGs), small farmers, who actually feed two thirds of the developing world's population, are very vulnerable due to the small size of their farms, their use of traditional technologies, lack of access to key resources, and no bargaining power in food supply chains.

To tackle this challenge Dr Bin Wu is working on a pilot project that was recently awarded by the University of Nottingham Global Challenge Research Fund (GCRF) in collaboration with Sichuan Agricultural University (SAU) to focus on the empowerment of small farmers in marginal areas of Sichuan, one of the most populous – and also poor – regions of China. The aim of the project is to shed new light on the participation and contribution from university staff and students to poverty alleviation and food security.

Read Bin's blog: [Empowering potato farmers in rural China](#)



Small business focus

Dr Robert Wapshott, Divisional Research Co-Director, joined the HGI team in February, taking up the position of Associate Professor of Entrepreneurship and Innovation. Robert's research looks at small businesses and entrepreneurship with a particular focus on small business management and on regulation. Most recently he has published A History of Enterprise Policy: Government, Small Business and Entrepreneurship (Routledge, New York, 2020) with regular co-author Oliver Mallett.

Robert explained: "We had written previously about management practices in small businesses and it was clear government policies and initiatives are very important to how businesses address the challenges they face."

The relationship between government and matters affecting small businesses and entrepreneurship is an interest Robert pursues through his involvement in the Better Regulation Executive's Network of Experts convened by the Department for Business, Energy and Industrial Strategy.

Robert is an Editor for the International Small Business Journal and an editorial board member for Human Relations.

Haydn Green Institute is contributing two Impact Case studies for REF 2021—evidence of the strong impact of our scholarship on education, policy and practice.

My business my way

Dr Isobel O'Neil is working with Dr Lorna Treanor on a research project to track the journeys of ten aspiring female entrepreneurs over the course of 2020. This builds on research impact projects run in collaboration with Debbie Clarke and Alexandra Hardwick.

Isobel has been carrying out interviews with a group of women who took part in the My Business, My Way programme, for women on lower incomes to explore self-employment. This offered the opportunity to follow women whose lives have not always been straightforward, yet who have made their own decision to start a business rather than pursue employment or welfare routes.

Isobel said: "When the project began, we could not have foreseen the devastating impact of the global pandemic, yet in the most recent conversations we were really struck by how these women are adapting and amending their ideas given the external conditions. We've heard about new opportunities emerging - such as starting an immunity boosting natural health product business, to running a t-shirt printing business from the dining room table. The theme of resilience in adversity is coming through loud and clear!"



Gender and entrepreneurship

Samantha Hicks was awarded a Nottingham University Business School Scholarship in 2017 to complete a PhD in Business and Management. Her research focuses on contemporary debates within the field of gender and entrepreneurship, specifically male business owners who operate within STEMM-related industries, supervised by Dr Lorna Treanor and Professor Susan Marlow.

Samantha explained: "In an attempt to redefine the male agenda in entrepreneurship, my research aims to challenge the gendered assumptions that reproduce the normative entrepreneurial actor as a particular type of man. My research investigates the diverse articulations of men's gendered performances, and the ways in which they shape their entrepreneurial activity. During this time, I have successfully submitted abstracts and conference papers for ISBE, RENT, and GWO, and I am currently working on developing journal publications, with the intention to submit to 3-4* journals by the end of the year."

Supporting bio-pharma SMEs

José Francisco González's research looks into the development of second-tier regional clusters that facilitate open innovation and other entrepreneurial activities for SMEs in the bio-pharma industry. He said: "After working in the biotech and bio-pharma Industry in both the UK and Mexico, I realised that governments and science parks still have opportunities to better understand the challenges that SMEs founded by scientists struggle with. I am keen to support companies in such regions by providing empirical evidence to science park managers, policy makers and life-science entrepreneurs."

José also aims to benefit society by looking at ways in which collaborations within and between regional clusters might be improved.

He added: "Ultimately my research will highlight the collaborative activities needed to develop key drugs and vaccines for humanity."



Assistant Professor, Dr Tom Coogan co-authored a report, published by Innovate UK in July 2020 that outlined barriers, challenges, opportunities and support needs for minority ethnic groups and disabled people to participate in business innovation. Innovate UK have already committed to taking on board a number of recommendations from the report.

Tom said: "I'm delighted that Innovate UK is directing attention and support to innovators from minority backgrounds. One of the key reasons that I wanted to work at HGI was the strong links here to practitioner and community engagement, and this is a great example of that. I hope that we can be involved in further projects of this kind."

Read the [Supporting Diversity and Inclusion in Innovation study](#)



Ingenuity Lab update

Dr Terri Hollway

Ingenuity Lab Operations Manager

In recent months, we have seen the most challenging moment in our history in many decades. Nonetheless, In the midst of this incomparable moment in time, the businesses within the Ingenuity Lab have stood together in strength, and with a sense of community, which is nothing less than inspiring. Therefore, when I think of the Ingenuity Lab of 2020, just one word springs to mind—and that word is resilient!

The Lab of 2019, which now feels like a distant memory, was a very different place in many ways. It was extremely physically interactive, as we constantly welcomed local and international guests from all parts of the world. We also took to the streets, networking and attending external events, such as the Inaugural Nottingham International Student Civic Welcome at St Mary's Church, showcasing our businesses' products and services for hundreds of visitors. And in July 2019, we attended Nottingham's Digital Summit, where we were thrilled to see and hear all of the latest technological advances which might affect the business practices of today.

We have accomplished a lot to say the least, but most of all, we have learned more about ourselves, our commitment to business, our dedication to each other and yes, we have learned that we are resilient!

The Lab of 2020, post-Covid, has been equally vibrant and interactive—yet in brand new ways. While in 2019 we listened to seminars theorising about embracing technology - in 2020, we transformed into a completely technological experience, networking and collaborating in ways that we would never have imagined.

Since the UK lockdown commenced in March, The Ingenuity Lab has gone 100% virtual, delivering weekly surgeries, our Start-up Visa pitching sessions, membership meetings, EIR mentoring, bi-weekly Roundtable events, a bespoke Crisis programme designed for Covid-19 business recovery, and we even piloted a new accelerator programme called Scale in June (see below for more information).

We continue to stand with our businesses during this time and beyond as they reinvent themselves embracing a new skillset, new knowledge and a hope for a brighter future.



Scale

Scale is the Ingenuity Lab's accelerator programme for those wanting to take their business to the next level.

The first Scale programme was launched in June, with Lab Members taking part via a virtual learning environment. Over five weeks, topics included an introduction to building a scalable model, sales and marketing, human resources, and how to scale up finance processes. The programme was delivered by HGI academics and Professors of Practice. Although we were not able to celebrate in person, we held a graduation ceremony via Teams to mark everyone's achievements!



Yasmin Gregory has moved her well-being services online

Creativity in Crisis

In these uncertain times, Ingenuity Lab members have been adapting their lives and businesses to the Covid-19 crisis in many different ways. In April, the Lab hosted an online event, Creativity in Crisis, where industry experts and Lab members came together to share advice and talk about their own experiences during the crisis.

Yasmin Gregory, who runs local wellbeing hub at1.SPACE, successfully moved her services online. She set up a virtual yoga platform via Facebook, providing a way for people to connect to the community and practice yoga

without leaving their homes. "Although there is a physical distance between us, we've been able to adapt quickly," Yasmin said. "I feel we are connected more strongly than ever."

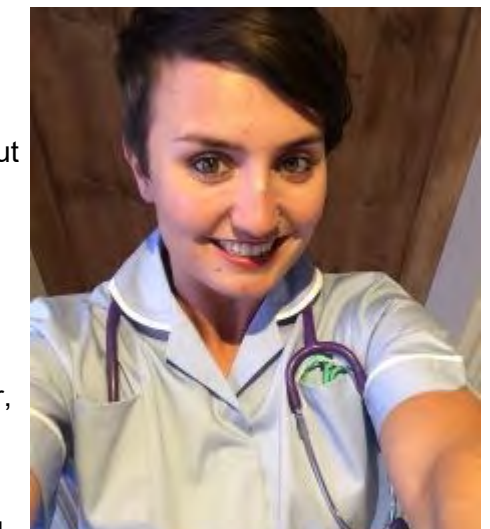
Rob Avery-Phipps, who co-runs the China Britain Regional Initiative from the Lab, was invited to be a part of the East Midlands Chamber Covid-19 Business Task Force Group. As well as this, he has helped to coordinate donations of PPE from Chinese provinces to Leicestershire and Lincolnshire councils with whom he has contracts.

Olivia Swift was on the front page of the Nottingham Post in April, after swapping running a maternal clothing company to join the front-line effort to combat the Covid-19 crisis. Olivia trained as a midwife at the University, where she was inspired to start her business. But when the Covid-19 lockdown caused her factory to temporarily close, Olivia chose to respond to a request from the Nursing and Midwifery Council (NMC) to join the temporary coronavirus emergency register and support the understaffed and overstretched hospital services.

Jordana Chin, who opened the Avocafe in Nottingham earlier this year, has reverted to running a food delivery service from her kitchen while her restaurant is closed.

She explained "At the moment I'm doing everything myself from taking orders, cooking, serving walk-in and take out customers as well as deliveries. We were lucky as we started as a delivery service so we had all facilities in place such as online ordering system and delivery system."

Peer mentoring app TyFy.co, which is run from the Lab by James Doherty, is continuing to help students at Keele University as they study from home. James rounded off with some sage advice on working from home: "Make sure you've got a plan for the day, not just sitting at your computer procrastinating," he said. "It's good to see the extra time you've got to do more, but also if you do nothing other than get through the day, you're doing just fine."



Olivia Swift joined frontline NHS services



The Ingenuity Programme was created to develop the quality and impact of business ideas created at the University of Nottingham. Initially aimed at students and graduates, it expanded out to the wider university community, working externally across the Midlands, Malaysia and China. Now in its sixth year, Ingenuity is focussing on using business for impact.

Launching in the autumn, the Ingenuity Programme 2020 is designed to create impact through enterprise in communities across the UK. Our aim is to harness our collective intelligence, capacity and determination to create new enterprises and encourage organisational innovation.

Ingenuity helps create new business start-ups as well as initiatives within organisations, that deliver sustainable social impact. The programme is delivered via an online insight and learning platform, regional Challenge summits and a national business plan competition with significant investment and support.

A partnership of the UK's academic, commercial, public and third sector organisations, we are looking for the most viable and innovative business ideas that will transform how and where we live.

As we emerge from the global crisis created by the Covid-19 pandemic, Ingenuity and its partners are committed to explore the big issues we face, engage across society, and help drive recovery to rebuild our economy and society.



Supporting Future Founders

Ingenuity will support the creation of investment-ready start-ups that produce sustainable impact across the UK.

Encouraging Regional Pioneers

Ingenuity will encourage new thinking within existing organisations, to develop better businesses and more socially responsible activity.

[Find out more about Ingenuity 2020](#)

Programme Overview

Regional and national events will offer participants the chance to work in partnership with diverse groups of like-minded individuals. Participants will:

- Explore global issues identified by the UN's Sustainable Development Goals.
- Work with experts from business, universities, charities and the wider community to understand the issues and develop solutions.
- Transform their solution into a sustainable start-up idea, or a proposition to transform the practice or impact of their organisation.
- Build a business plan or proposition and submit it for expert assessment and feedback.
- Pitch to a panel of industry leaders at regional finals.
- Represent their region and get investment at the national Ingenuity Week.



Ingenuity offers a comprehensive programme of insight and inspiration, collaboration and partnership, skills and training, and business plan creation and investment.

Ingenuity Challenges

Ingenuity participants are asked to come up with business solutions posed by the key issues facing our world today.

Create Prosperity

How can we improve financial inclusion and resilience, to enable sustainable prosperity and growth?

Build Community

How can we create stronger, more inclusive and accessible communities that benefit individuals throughout their lives?

Improve Health

How do we improve people's health in body and mind, tackle health inequalities and provide long-term health security?

Tackle Climate Change

How do we evolve our ways of living, how society operates, and work together in ways that are more sustainable?



This has been another interesting year working with the Witty Scholars. I never fail to be amazed by the breadth and depth of their ideas, commitment and goals and I personally learn so much from them. The scholars are keen to engage with the variety of opportunities that being a part of HGI offers them and we have reached out to provide this, working with The Princes Trust and Experian amongst others. They are adapting their ideas to deal with the current challenges of virtual learning and working and I look forward to seeing how they continue to grow and develop.

Janet Wallace
Witty Scholarship Manager



Bryony (left) With Olivia from Lotus Maternity

Management) gave me the ability to learn information vital to understanding innovation, which I would never have had access to otherwise.

Paid internships are notoriously competitive - yet help from the Witty Scholarship enabled me take part in two marketing ones in my first year of university. The first was with Dr Rachael Lamb of the Business School, and the second with Ingenuity Lab business, Lotus Maternity.

Although I don't want to start my own business, or at least, not yet, I participated in Ingenuity19's Future Communities summit. Purely from a social side this was fascinating, as I met a wide range of people of all ages, experiences, and interests. However, what was perhaps even more interesting was the educational side of this, as I learnt more about many of society's problems and how companies and individual people can help tackle these. In addition, I also participated in Ingenuity19's Develop programme, which explained many complicated business areas in bite-sized, easily-understandable chunks. Being part of the Witty Scholarship has enriched my university experience so much, offering me incredible opportunities, individualised guidance, and, of course, financial help, which is always welcome!

The world of business

English student Bryony Adshead tells us about her experience of the Witty Scholarship. People are always shocked when I tell them I'm part of the Witty Entrepreneurial Scholarship, not believing that an arts student could be interested in the world of business! However, I have never felt like an outsider – instead, everyone who is part of the scholarship has gone above and beyond to help me further my career. While the focus of the Witty Scholarship is encouraging entrepreneurship I have also used it to get advice on applying to internships, writing CVs, and finding job opportunities. Additionally, taking part in a Business School module (Corporate Entrepreneurship and Innovation



Insight into the real world of work

“As a result of Ingenuity19's successful partnership with Experian, I was approached to find a group of students to be involved in the research for innovative financial education tools for 16 - 25 year olds to support their money management,” explained Janet Wallace. Seven Witty Scholars were recruited to take part. They researched and created a product which they market-tested with their peers before pitching their final idea to managers, directors and executives at Experian. “I chose to work with the Witty Scholars programme because I believe the scholarship provides an excellent platform for young people from disadvantaged backgrounds to gain access to opportunities and learn new skills. The programme itself is incredibly diverse and allowed my team to hear from a variety of voices that would otherwise struggle to be heard. The students and I worked on developing a solution for people under 25 to access relevant financial education resources. The students' approach to research, product development and marketing really shaped the project direction and objectives. They should be incredibly proud of their contribution.”

Joseph Nwosu, Marketing and Social Innovation Manager, Global Expansion, Experian

FRANCESCA LANE	CARLA AMADO	BIBI KWAYKE
<p>Working on this project for six months gave me a great insight into the real world of work and definitely gave me something interesting to do alongside studying at University.</p> <p>Francesca Lane (English with Creative Writing)</p>	<p>It was beneficial as feedback was received, teamwork and communication skills were practiced and as young individuals we were able to provide ideas that can benefit our age group.”</p> <p>Carla Amado (Medical Physiology & Therapeutics)</p>	<p>We considered different methods to empower young people to make great choices regarding their finances. Our work with Experian was extremely rewarding as we were able to utilise and strengthen different skills.</p> <p>Bibi Kwayke (Geography with Business)</p>



Now in its 24th year, the Young Entrepreneurs Scheme (YES) is an innovative global competition developed to raise awareness among postgraduate students and postdoctoral researchers of how ideas from science and engineering can be commercialised.

During YES19, engineering and science researchers from 21 universities were challenged to work together to come up with commercial solutions to some of the world's most pressing health and sustainability issues. YES19 was organised into three themes and teams took part in the stream corresponding with their area of study – Biotechnology, Engineering and Environment. Each stream had a winning idea.

Biotechnology YES

The winners of the Biotechnology YES stream were Invecta Solutions from UCL with their innovative manufacturing process that enables novel gene therapy products to reach the market faster.

Engineering YES

Engineering YES saw Cloud Break Technologies, a group of researchers from MRC DiMeN DTP representing the universities of Leeds and Sheffield, take the prize for their idea for a home heating system which uses the power of the sun to save money and the environment.

Environment YES

The winners of Environment YES were Larvita from the University of Manchester with their vertical insect farm which recycled food and brewery waste to produce high protein, nutrient-boosting poultry feed and a low cost, natural fertiliser.



Invecta Solutions (left to right) Jaime Teneb, Greta Jasulaityte, Viktoria Gkoutzioupa and Noelle Colant

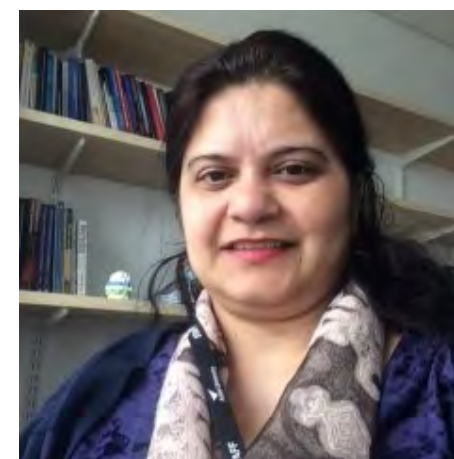
Over the past 24 years that I have been involved, YES has seen many ideas - each with their own unique business models and ground-breaking impacts - come to fruition. It is important to provide environments that encourage curiosity, inspired by the freedom to be creative, and that UK plc can actively support this activity. **Dr Malcolm Skingle, Director Academic Liaison, GSK**

[Find out more about YES](#)



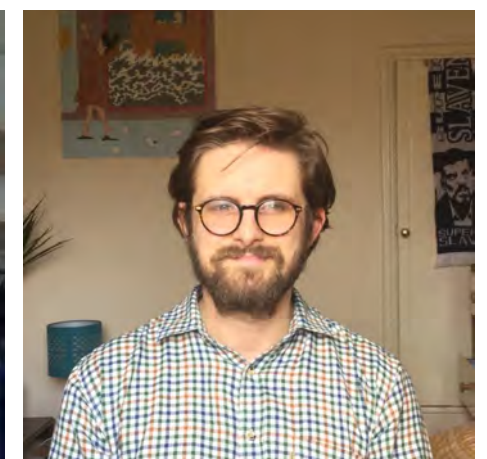
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Meet the team



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