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I’m a strong believer in the value of a comprehensive university like Nottingham. We produce research that provides new discoveries across the full disciplinary spectrum, fosters different ways of thinking and benefits society, the economy and our quality of life. The education we offer promotes globally aware, responsible citizens who are prepared for a changing world of work. Nottingham has nurtured Nobel Laureates, world leaders, opinion formers and prize-winning authors.

Having completed my first year as Vice-Chancellor, it has been fantastic to see the impact of the Haydn Green Foundation’s financial support, through events such as the Ingenuity18 Awards Dinner, where I was delighted to announce WalkIn as winners of the Vice-Chancellor’s Innovation Award. I also hosted the Women in Ingenuity lunch, involving a group of inspiring, determined and ambitious female entrepreneurs based within the Haydn Green Institute.

With the five years of support from trusts and organisations like the Haydn Green Foundation, plus the creativity of staff, students and alumni of the Haydn Green Institute, the University has been successful in developing one of Europe’s leading academic centres for entrepreneurship and innovation. This enables the University to make a significant contribution to discovering the next generation of social entrepreneurs and businesses, as well as leading ground-breaking research and education in innovation and entrepreneurship.

The Haydn Green Institute undertakes world-leading research and delivers exceptional education to over 4,000 students each year. Its reach provides a significant contribution to the University of Nottingham’s civic role in the city and region.

Professor Simon Mosey
Director,
Haydn Green Institute (HGI)

Research, teaching and practice across the Institute has demonstrated fantastic impact this year and has reached far beyond our campus gates.

Our award-winning students have particularly enjoyed working with local organisations, including Nottingham City Council, to transfer their academic knowledge into practical, innovative solutions to the key social issues facing Nottingham. This experience is shaping many of our recent graduates’ career paths.

HGI academics have been travelling around the world sharing their research and ground-breaking industry insights. They’ve participated in exciting collaborations, delivered popular public seminars and even nurtured the entrepreneurial ideas of primary school students!

We’ve seen a range of Ingenuity Lab businesses scale up their operations, enabling greater economic impact across Nottingham and beyond. It’s great to see them, in turn, giving back to the community by providing peer mentoring to our earlier-stage start-ups.

On the competition side, 2018 has been the year for social change! We kicked off with Ingenuity18, and its campaign to #FixTheWorld; while Universitas21 put participants to task with responding to the UN’s Sustainable Development Goals. The Young Entrepreneurs Scheme (YES) is currently mobilising a global network of early career researchers exploring science and technology-based ideas to protect the planet.

As well as the support of our external contributors, we’re also celebrating five years of continued support from the Haydn Green Foundation, without which this broad spectrum of activity would not have been possible. Find out more about how their support has shaped the Institute on pages 20-21, and please don’t hesitate to get in touch if you would like to be part of the HGI entrepreneurial ecosystem.
The delivery of education within the Haydn Green Institute (HGI) has seen another exciting and successful year, with increased numbers across all our offerings, and more students than ever undertaking entrepreneurial ventures and Tier 1 visas.

Dr Hannah Noke _Associate Professor of Entrepreneurship and Innovation; Deputy Director, HGI_
Researching the hidden homeless

Young people continue to make up nearly half of the people accessing homelessness services in England. By discovering key trends in youth homelessness and the obtainability and nature of accommodation options and support, we came up with a solution to help Far-UK develop a low-cost housing project for the homeless.

We discovered that more than 300,000 people in the UK were classified as homeless and more than 4,000 people in England were sleeping rough, but this was just the tip of the iceberg. When a deeper analysis was made, it was evident that the ‘hidden homeless’ or ‘sofa surfer’ categories of homeless people were astonishingly high and prone to sleeping rough. Factors such as unemployment, no permanent addresses and unhealthy living environments were just some of the serious issues that young ‘sofa surfers’ face.

Our proposal aimed to bring together all these elements in order to benefit society. Although providing a low-cost housing solution was a challenging task, through detailed research and several interactions with various organisations, we developed the idea for a completely self-contained housing complex based in shipping containers.

Joint ventures and shipping containers

The solution we created was through a joint venture: keeping in mind our client, Far-UK’s vision, whilst working independently, Far-UK helped us sculpt the project but gave us complete autonomy as a team.

We developed the best possible business model, which was the most cost-effective, reliable and least risky solution. We look forward to witnessing the application of our contributions in the future, and I personally take pride in being a small part of a noble cause.
From primary schools to postgrads

Along with the rest of the Haydn Green Institute (HGI), Dr Chris Carter’s year has been non-stop, with a range of successes and opportunities to help create impact through his research. He’s particularly interested in how individuals engage in innovative and creative processes within the technological and socio-cultural structures of digital platforms, including social media and online enterprise networks.

Unlocking digital creativity

Working at HGI always proves to be a vibrant and varied existence, but this has been truer than ever over the past year. Since our 2017 Impact Report, I’ve found myself debunking the myths of entrepreneurial creativity in front of budding University of Nottingham entrepreneurs at Ingenuity18. I’ve demonstrated to local entrepreneurs and SMEs within our Ingenuity Network how to successfully nurture their personal brand on social media. I’ve consulted with a popular crime fiction author on the topic of digital research. I’ve even acted as a ‘Dragon’ on an investment panel tasked with judging the entrepreneurial pitches of 6 to 10-year-old primary school students!

I’m also excited to have contributed a chapter on the topic of social media, and the future of creativity at work, in the Palgrave Handbook of Creativity at Work. This dovetails nicely with a ‘Horizon Centre for Doctoral Training Impact Fund’ grant that’s enabled us to start examining entrepreneurial creativity through our innovative Ingenuity Online creative problem-solving platform.

From July 2017 to June 2018:

- 21 conference papers
- 7 published journal articles
- 8 public seminars
- 12 invited keynote presentations
- 2 research grants

Fact file

Dr Lorna Treanor’s research focuses on the influence of gender on entrepreneurial activity and she’s explored women’s entrepreneurship in atypical contexts such as business incubators, STEM careers and social enterprise. She’s also a co-founder of the Gender and Enterprise Network, established in 2010 to promote scholarly research into the gendering of entrepreneurship.

Putting female entrepreneurs at the forefront of research

I spoke about the influence of unconscious bias on women’s professional career development in the veterinary profession. One attendee at that event, a consultant on gender equality in organisations, has now become my partner on the Impact Leader’s Training programme.

We’re really looking forward to working together over the next six months to explore how we can maximise our work to enhance gender equality for women in STEM professions. We also want to assist organisations in identifying structural barriers that inhibit women’s progression to leadership and entrepreneurial activity in the East Midlands region.

Around the world in 365 days

I’ve had a really busy but enjoyable year with several research highlights. I was an invited speaker at the Institute for Small Business and Enterprise’s inaugural international webinar. At this event I spoke about my research exploring women entrepreneurs and crowdfunding which I’m undertaking with colleagues from Ulster University.

I was also invited to speak about women’s entrepreneurial activity at the Global Entrepreneurship Conference in February 2018 which was broadcast worldwide from India. I then found myself in Bucharest, giving a keynote speech at the International Economics and Social Sciences Conference about our research into HGI’s Young Entrepreneur Scheme (YES).

Building relationships with impact

In May 2018, marking International Diversity Day, I hosted a public seminar and combined virtual conference from Nottingham University Business School in conjunction with the Federation of Small Business in Nottingham, Plymouth and Manchester, and academic partners from Plymouth University Futures Centre and Manchester Metropolitan University.

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In 2015-17 I carried out research into women entrepreneurs’ approaches to gaining legitimacy. This research has led to an ‘impact’ project to develop valuable knowledge for practitioners. In early 2018, I successfully bid for ESRC Impact Accelerator Account (IAA) funding to design and disseminate a women’s entrepreneurship legitimacy toolkit. I’m now working with three local entrepreneurs, Sarah King, Debbie Clarke and Alex Hardwick. Our aim is to fill a support gap for women entrepreneurs in two ways: firstly to foster self-awareness about what makes them legitimate as a business founder and secondly, to encourage the user to develop a plan for portraying their legitimacy as authentically as possible.

We have already completed a scoping activity to better understand the existing support, or lack of, and are now working towards compiling materials and trialling the toolkit.

Richard Gott is currently undertaking a PhD to explore how founders of small companies who aspire to grow their business, make sense of their environment and then choose between alternative sources of finance. His proposal will suggest that a sensemaking approach may be a useful lens to explore the growth aspirations of business founders.

"At the 2018 Academy of Management Conference, I was awarded ‘Faculty Best Paper Prize’, nominated for ‘Best Paper from a PhD Dissertation’, and invited to deliver keynotes at three professional development workshops. The event is the global leading academic conference for impact outputs, and it was great to have HGI so well represented in 2018."

Professor Susan Marlow...Professor of Entrepreneurship; Divisional Research Director, HGI
The past 12 months have been an incredibly exciting time for us at One Third Stories. We raised another £310,000 of investment in January, including £50,000 from the Nottingham Ingenuity Fund. We've used that money to grow our amazing team, which included hiring another graduate from UoN as our Marketing Manager. With the investment and opportunities, we've had to learn how to lead and manage a team, rather than do all the work ourselves. It's been a huge learning curve, but getting to work with super smart people who share our passion makes taking on that challenge incredibly rewarding.

We've noticed more and more adults in the UK are realising the benefits of being able to speak another language. Parents are keen to ensure their children have a head start and do not miss out on the academic and social opportunities that come with being bilingual.

Bio: One Third Stories
Alumnus Jonny Pryn (English, 2014), and his school friend Alex Somervell, launched One Third Stories in order to make learning a language as easy as reading a story. As one of our advanced Ingenuity Lab businesses, their achievements are a great inspiration for Ingenuity Lab members setting out on their journey.

We've also been busy working with new authors and illustrators to keep making new titles. At the time of writing, we're about to publish our seventeenth book and will have produced over twenty titles by the end of the year. We're now sending out thousands of our bright yellow boxes packed full of those stories every month.

Scaling up
The year ahead is all about scaling our subscriber base, and working with our customers to improve our product. We're also taking our first steps into the world of digital content later in the year, with our very own audiobook app to get even more little language learners enjoying our stories.

Winning Ingenuity18
There was no grand plan when we started WalkIn. We had no idea how to get started, did corporate jobs that didn't feel meaningful and didn't think anyone would listen to us. WalkIn really started just before Ingenuity17 as an idea to fix queuing in restaurants. We didn't have any customers or any real product but Ingenuity17, and particularly Judy Naake's talk, inspired us. We won a cash prize and some legal support, but, most importantly, we found our now-CTO Archie. Since going full-time with WalkIn and establishing the dream team last year, we have achieved some great progress in our journey. This has included building the product ourselves in under two months; seating almost 10,000 guests a month; and signing some of the best restaurants in London, including The Breakfast Club and Eggbreak. We also won Ingenuity18 and support from BDO, Shakespeare Martinneau LLP, Potter Clarkson LLP and funding through the Vice-Chancellor’s Innovation Award.

Starting WalkIn was the best decision we ever made and we continue to learn, from how to create value for our customers and learning coding languages to understanding business. We've never learnt this much in such a short period of time.

Reaching new audiences
To achieve impact we'll soon close our investment round. The funding will increase our rate of growth significantly as we have more restaurants that want to use the App than we can currently handle between the three of us. We hope you end up being one our 250,000 seated guests before the end of the year!
HGI Practice

Proodle and Halalivery have a shared team of 11 to develop their products and direction of their business, demonstrating the collaborative spirit of the Ingenuity Lab network.

Finding the recipe for success

From student, to intern, to business owner

Since the first day I joined the MSc programme, I had a feeling this journey was going to be full of exciting experiences that I would take with me wherever I go.

I started my journey at the Ingenuity Lab through an internship with Yoop, which is one of the Lab’s start-ups. During that experience, I acquired so many skills in start-up and product development, and was also introduced to the Lab’s large network. The beauty of this community is that your ideas are always heard and your thoughts are always discussed.

The experience triggered the thought of wanting to start my own company. After graduating, I started working for Ingenuity Lab business, Proodle Solutions, and this motivated me to make my dream come true.

Although I had business ideas here-and-there, I wasn’t 100% committed to any of them. Then, I met my now-co-founders Amur and Tawfiq, who were also trying to develop something separately.

We clicked from the first conversation, saw there was an opportunity in the market and decided to create Halalivery.

We feel we have created something with so much potential, and have already received recognition from some really influential bodies.

Ideas mean business

We were recently announced as a winner of the Ideas Mean Business Awards! The competition is a partnership between Innovate UK and The Prince’s Trust, designed to support young people and make their ideas a reality.

Bio: Halalivery

Halalivery is run by Rawan Abu Ishira (MSc Entrepreneurship, Innovation and Management, 2017), Amur Anzorov (BSc Software Engineering, 2017) and current Law student Tawfiq Abu-Khajil. They have created a solution to make the delivery of halal meals, groceries and meat more accessible and affordable in Nottingham.

Proodle is run by Shrenik Paras Parmar (MBA, 2017), who holds a Tier 1 (Entrepreneur) visa. He has created an app that will transform the way universities acquire, engage and directly recruit international students.

An international outlook

When I started my MBA, the expectation was to get a degree, go back to India, and help the family business grow, but I always had a secure connection with technology products.

I decided to join the Ingenuity Lab in 2017 with the ambition of establishing my own business, and turning my business idea into a viable product. The journey wasn’t easy, but hard work was my number one priority.

We’ve been able to launch Proodle – a first-of-its-kind mobile app that transforms the way higher education acquire, engage and directly recruit international students. Since launching, we’ve won prestigious prizes at Ingenuity18, which has received attention from media and clients.

Not only that, but I have also been on my own personal development journey, delivering guest lectures on entrepreneurship, innovation and opportunity recognition at Nottingham and Surrey Business Schools in the UK, and Punjab University in India.

Collaboration is a powerful tool to create disruption. Working with the Entrepreneurs in Residence and sharing team members with Halalivery has given us a diverse team with a variety of expertise, and influenced our product to become a state-of-the-art technology.

Understanding the power of collaboration

Bio: Proodle

Proodle is run by Shrenik Paras Parmar (MBA, 2017), who holds a Tier 1 (Entrepreneur) visa. He has created an app that will transform the way universities acquire, engage and directly recruit international students.

The next milestones

Proodle is currently in advance discussions with a couple of Russell Group institutions that are looking forward to adopting our services early next year for their upcoming 2019 recruitment intake.

We hope this experience will help institutions to deliver meaningful interactions at each stage of the enrolment journey and recruit Gen-Z students who are the right fit in a cost-effective and simplistic way.

Ideas mean business

We were recently announced as a winner of the Ideas Mean Business Awards! The competition is a partnership between Innovate UK and The Prince’s Trust, designed to support young people and make their ideas a reality.

As we come to the end of our first four years of the Ingenuity Lab it is important that we double our efforts in creating more opportunities to drive the next generation of entrepreneurial ideas, and the next successful four years of operation. Going forward, we’ll commit to supporting not only commercial success, but also social innovation that benefits society as a whole.

Steve Chapman...Head of the Ingenuity Lab; Ingenuity Event Director

Find out more about the Ingenuity Lab: nottingham.ac.uk/go/ingenuity-lab
Fixing the world: the Ingenuity Competition

Support the next generation
Early in 2017, Steve and I set out our vision for Ingenuity 18 – a series of events to engage the University’s brightest minds with the problems facing the world. My biggest achievement was organising the Ideas Summit, a two-and-a-half-day event in which our 450+ University of Nottingham (UoN) UK, Malaysia and China innovators engaged with world issues through our keynotes, and collaborated to come up with solutions.

In addition, we ran a five-week Innovation Diploma, delivered by Professor David Park and a dream team of Ingenuity alumni and corporate partners. Late March saw the Business Plan deadline, and after three intense days of pitching to judges, we had a Top 24, which were an incredible standard. The range of ideas that won prizes at the Awards Dinner stands testament to the diversity of the Ingenuity community, and their potential to create lasting impact across society and the economy.

Shaping Nottingham’s future
Our aspiration for Ingenuity 19 is to take the Ingenuity Competition model into the city of Nottingham. We’ll be hosting community feeder events, two Ideas Summits, as well as Innovation Diplomas that will focus on both the social and commercial aspects of innovation.

We’ll be addressing some big picture issues, such as how we can create more cohesion between Nottingham’s future community leaders and UoN’s budding entrepreneurs. Added to that, we’ll be talking about how we can shape future technology and, ultimately, future human interaction.

In doing so, I really hope HGI can create a legacy of unlocking collaboration between Nottingham’s future leaders in society and industry, and strengthen the positive impact UoN can have outside its campus gates.

Unlocking potential: the Young Entrepreneurs Scheme (YES)

ECRs winning hearts
This year, we’ve had over 45 teams from UK universities, as well as Singapore, competing in Biotechnology YES, Engineering YES and Environment YES, bringing diverse fields such as healthcare, climate change, food security, engineering design, the digital economy and energy together.

The 2017 final did not disappoint. Winning Biotechnology YES were CyroThaw from the University of East Anglia. Their solution, enabling hearts to be cryopreserved and reanimated back into a viable state, would allow for extended storage times and improve post-transplantation outcomes for patients.

YES has given all our teams experience and skills to apply to future careers. They’ve also had an incredibly fulfilling insight into the industry impact they could have through their research. The competition wouldn’t have been possible without the support of our business and industry volunteers, who donate their time as speakers, mentors and judges.

The future of YES
By the end of 2018, YES will have seen its 23rd birthday and 5,803 ECRs going through the programme. Running with the theme #ProtectOurPlanet, I’m confident YES can support and inspire the future leaders of research, industry and society to choose careers that can have real impact.

Universitas21

Universitas21 saw a great mix of students this year from Business to Architecture, with a variety of nationalities, ages and backgrounds. It was exciting to see them working with people they hadn’t met before, cogenerating new ideas in a short space of time and creating a real buzz of creativity.

Jackie Andrews _ Team Facilitator, U21
The Haydn Green Institute (HGI), as a perfect way to remember Haydn's passion for innovation and entrepreneurship became apparent. The gift was based on trust rather than being conditional on the outcome or the amount but also in the basis upon which it was awarded. Indeed, it is a recognition that the very foundations of HGI were built on a belief in the human potential to solve problems and create change. The generous gift established the Institute in Haydn Green's name, it's been through the endeavours, support and advice of his friend and trustee Hardev Singh, that the vision has come alive.

The Haydn Green Foundation was established in loving memory of the founder of our group of companies in July 2012. Haydn was an innovative entrepreneur and dear friend who believed in hard work and helping others to achieve their dreams.

Professor Hardev Singh

In 2015, the Haydn Green Foundation (HGF) generously provided a gift which established the Haydn Green Institute at the University of Nottingham to support entrepreneurial research, education and practice. Whilst the generous gift established the Institute in Haydn Green’s name, it’s been through the endeavours, support and advice of his friend and trustee Hardev Singh, that the vision has come alive.

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Professor Hardev Singh
The Andrew Witty Scholarship

Sir Andrew Witty’s (BA Economics, 1985) generous gift has established an innovative programme of undergraduate scholarships for promising student entrepreneurs from lower-income backgrounds.

A three-year programme based in the Ingenuity Lab will enable Witty Scholars to create a distinctive career path and realise their entrepreneurial potential.

“Since April 2018, the first Witty scholars have been enthusiastically learning and applying entrepreneurial skills to either start their own business or help support local communities and companies across three continents.

Longer-term academic research and knowledge-exchange agendas continue to develop, helping us to measure the impact the programme has on Witty Scholars.”

Professor David Park...Professor of Practice, Entrepreneurship and Innovation

Entrepreneurs in Residence (EIRs)

EIRs are experienced business people who have offered to help students, student businesses and local SMEs grow and succeed. This UK-wide network, led by the Small Business Charter, now has 65 members, with 33 coming from NUBS.

2019 will see more female leaders and experts from the social entrepreneurship field joining the HGI EIR scheme.

“Our students really value help and guidance from successful business people in helping them achieve their own personal and business objectives. We plan to continue to grow this network over the coming months so we can help even more students achieve their ambitions.”

Professor Rob Carroll...Professor of Practice, Venture Capital and Private Equity

Women in Ingenuity

Women in Ingenuity encompasses the work being done by all strands of HGI to make entrepreneurship more accessible to women at UoN, and around Nottingham.

“After being introduced to the Vice-Chancellor, Shearer West, through Women in Ingenuity, I was then invited to have lunch with Shearer and a group of inspirational Nottingham women leaders including Dr Jennifer Barnes of Saxon Bampfylde, Anna Soubry MP, Amy Lenander the CEO of Capital One, and Julie Keller the Head at Nottingham Girls High School. My takeaway has been that, in general, women do operate differently from men and that it is vitally important for that difference to be recognised and respected. Women in Ingenuity has created a space for this to happen and I have benefited from the networking, learning and mentorship that has been offered.”

Anika Vassell...Director of Teen-Behaviour.com

Growing a dynamic community of innovators

For 2019, the Ingenuity Lab will be looking at how we grow a strong and varied entrepreneurial community.

“This will include working with the IP and Commercialisation Office to create hybrid enterprises between talented young academics and Lab entrepreneurs. We’ll also be welcoming more external start-ups into the Lab as we broaden our focus into the city and look to create more high-value, scalable initiatives. NUBS have made a commitment to support the expansion of the Lab’s physical space which will house many more start-ups. Crucially, we’ll be able to ensure that there’s more social impact, local economic benefit and that our offer is available to all.”

Steve Chapman...Head of the Ingenuity Lab and Director of Ingenuity Event

Celebrating public engagements

HGI academics are looking forward to achieving even greater impact and research breakthroughs for 2019. With multiple academics selected to join the Impact Leaders Programme 2018-19, plus a range of public seminars, conference keynotes, and funding lined up, 2019 is set to be a brilliant year for the Institute.

“The UK and EU government continue to emphasise the need to embed entrepreneurial learning in secondary and even primary education. In collaboration with our partner schools NUAST and NUSA, Paul Kirkham and I have begun to develop a pupil-specific offering, with a focus on developing students’ self-efficacy, opportunity recognition and creative problem-solving.”

Dr David Achtzehn...Assistant Professor of Entrepreneurship and Innovation

Ingenuity19

For the first time, Ingenuity19 will be open to the city of Nottingham, and will look to create lasting economic and social impact throughout Nottingham, and across the UK.

“Ingenuity19 aims to help inspire a generation (Generation Z and Millennials), enable them to discover problems worth solving and offer them the tools to create scalable sustainable solutions. By highlighting issues on a city scale, participants can determine achievable social innovations that can impact across the country and beyond.

Offering information, data and insight, world-class enterprise will be created on our doorstep, bringing more dynamic industries to Nottingham and the UK.”

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Growing a dynamic community of innovators

For 2019, the Ingenuity Lab will be looking at how we grow a strong and varied entrepreneurial community.

“This will include working with the IP and Commercialisation Office to create hybrid enterprises between talented young academics and Lab entrepreneurs. We’ll also be welcoming more external start-ups into the Lab as we broaden our focus into the city and look to create more high-value, scalable initiatives. NUBS have made a commitment to support the expansion of the Lab’s physical space which will house many more start-ups. Crucially, we’ll be able to ensure that there’s more social impact, local economic benefit and that our offer is available to all.”

Steve Chapman...Head of the Ingenuity Lab and Director of Ingenuity Event
**Meet the Team**

**Dr Hannah Noke**  
Associate Professor of Entrepreneurship and Innovation; Deputy Director, the Haydn Green Institute (HGI)  

“Working at HGI never sees one day the same and it’s never boring! Mainly because our team are privileged to be supporting the next generation of entrepreneurs and enterprising individuals through the different facets of our Institute. To never have the Sunday night blues has to be something to shout about.”

**Janet Wallace**  
Witty Scholarships Manager  

“I love supporting the Witty Entrepreneurial Scholars in developing their skills and business aspirations. They have a diverse range of people, facilities and resources to help them at HGI in achieving the dreams and goals they have set themselves. It’s amazing to see what they have achieved in such a short time.”

**Professor Martin Binks**  
Professor of Entrepreneurial Development; Chair, HGI

**Dr Tom Coogan**  
Assistant Professor of Entrepreneurship and Innovation

“I arrived at HGI in January into my teaching-focused role. A big attraction for me was the way in which HGI links theory and practice, both by bringing practitioners into the classroom, and by having the facilities for students to extend their interest in entrepreneurship outside of it.”

**Professor Rob Carroll**  
Professor of Practice, Venture Capital and Private Equity

“Since joining HGI, I’ve been most impressed by the blend of academic and practical experience. Our Professors of Practice, Entrepreneurs in Residence, and researchers are working in close collaboration to deliver in-depth, relevant entrepreneurship education.”

**Bin Wu**  
Senior Research Fellow, Innovation

“It’s my great honour to join HGI to develop my research in grassroots innovation and sustainable development in developing countries. I’m enjoying working with the HGI team to bring together research, training and community engagement for the interests of both students and multiple stakeholders.”

**Craig Butterworth**  
HGI Senior Administrator  

“HGI is an excellent institute, full of opportunities for entrepreneurship and collaboration. It’s a pleasure working here as part of a forward-thinking and friendly team.”

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

**Professor Susan Marlow**  
Professor of Entrepreneurship; Divisional Research Director, HGI

**Professor Dom Potter**  
Professor of Practice, Entrepreneurship and Innovation

**Dr David Achtzehn**  
Assistant Professor of Entrepreneurship and Innovation

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Professor of Entrepreneurship; Divisional Research Director, HGI

**Professor Simon Mosey**  
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HGI Partners

Thank you to all of our partners for their continued support, enabling the next generation of leading entrepreneurship and innovation researchers, teachers and practitioners to thrive.