



Nottingham University
Business School

UNITED KINGDOM · CHINA · MALAYSIA

Haydn Green Institute
for Innovation and
Entrepreneurship

Ingenuity19

Nottingham's Innovation Event

Enterprising ideas to transform our future.



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Useful Start-up Resources

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Free online resources and Tools

- **Mix Panel**: Data analytics mainly for mobile products
- **Google Analytics**: Data analytics mainly for websites
- **Slack**: Team communication
- **Buffer**: Social Media Management
- **Coursera**: An online educational platform with access to many entrepreneurial free and cheap courses

Helpful blogs and Youtube Channels

- [Medium Startup](#)
- [TechCrunch](#)
- [TEDx](#)
- <https://smallbusinesscharter.org/business-advice/category-management-essential-business-school-jargon/>
- Sunday Times Business Section – ‘How I made it’ is particularly good as well as recommendations from Business Angels and Luke Johnson for common sense.
- <https://smallbusinesscharter.org/business-advice/innovation-or-experience-or-both/>

Book Recommendations

I'd really recommend a Blinklist subscription, and then to read the following on there. (Or, read the whole books if they wanted to instead!)

- **The ONE Thing - Gary Keller and Jay Papasan**
- **This is Marketing - Seth Godin**
- **The 7 Habits of Highly Effective People - Stephen R Covey**
- **The Chimp Paradox - Prof Steve Peters**
- **Grit - Angela Duckworth**
- **Pivot - Jenny Blake**
- **First Things First - Stephen R Covey**
- **Thinking, Fast and Slow - Daniel Kahneman**

Book Recommendations

- The Art of the Start by Guy Kawasaki is an excellent start for anyone interested in entrepreneurial tech businesses either as a student, founder or an employee
- The Power of Now by [Eckhart Tolle](#) helped me personally to manage business stress because it teaches you how to channel your negative thoughts in the right direction
- Business book Zero to One by Peter Thiel
- <one minute manager meets the monkey> by Ken Blanchard. As my team grew, I had trouble managing them, especially regarding pin them down to responsibilities and making them take ownership of their situations/tasks/projects -- I found everything keeps coming back around in circle and end up on my desk. I inadvertently became the bottleneck; and overworked! This book helped me break through the bottleneck like magic

Women Entrepreneurs

<https://www.womenwhocreateuk.com/podcast/>

www.nottingham.ac.uk/go/mybusinessmyway

Inspiring talks.....

Ted Talks...

Tricia Wang – The Human insights missing from big data

https://www.ted.com/talks/tricia_wang_the_human_insights_missing_from_big_data?language=en

Simon Sinek – Start with why

<https://www.youtube.com/watch?v=IPYeClXpxw>

Anne-Marie Slaughter – Can we all “have it all?”

https://www.ted.com/talks/anne_marie_slaughter_can_we_all_have_it_all?language=en

Inspiring talks.....

- **Glossier CEO Emily Weiss on the "art and science" of the beauty business from Recode Decode, hosted by Kara Swisher in Podcasts.**
<https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000427757428>
- **How to Create a Billion Dollar Company Ethically from Start to Sale in Podcasts.** <https://itunes.apple.com/gb/podcast/start-to-sale/id1437079871?mt=2&i=1000423458138>
- **Square CFO Sarah Friar and Instacart CEO Apoorva Mehta from Recode Decode, hosted by Kara Swisher in Podcasts.**
<https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000420685669>
- **Why nonprofits should think more like tech companies from Recode Decode, hosted by Kara Swisher in Podcasts.**
<https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000423818310>
- **Why Weight Watchers is now WW from Recode Decode, hosted by Kara Swisher in Podcasts.** <https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000426851465>

Inspiring talks.....

- **23andMe CEO Anne Wojcicki.**
<https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000422212520>
- **Christina Tosi: From Artisan to Business Leader from Start to Sale in Podcasts.** <https://itunes.apple.com/gb/podcast/start-to-sale/id1437079871?mt=2&i=1000420566770>
- **Dermalogica's CEO: If You People-Please, You'll be Mediocre from Start to Sale in Podcasts.**
<https://itunes.apple.com/gb/podcast/start-to-sale/id1437079871?mt=2&i=1000422995669>
- **DoorDash CEO Tony Xu and COO Christopher Payne on the future of delivery from Recode Decode, hosted by Kara Swisher in Podcasts.** <https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2&i=1000427288680>

Inspiring talks.....

<https://itunes.apple.com/gb/podcast/recode-decode-hosted-by-kara-swisher/id1011668648?mt=2>

www.dailyom.com

Wonderful website for relaxation - check out the 15 minute 'daily om'

Radio 4 Future Proofing – Timandra Harkness
What is knowledge in the age of big data

Future Lab insights – anything that Future Lab produces is always of interest