



Nottingham University
Business School
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**Haydn Green Institute
for Innovation and
Entrepreneurship**


Haydn Green Institute

Impact Report 2024



A year in numbers


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In the academic year 2022-23
our graduate start-ups were

2nd **in the UK**
for their
turnover

HESA (Higher Education Statistics Agency)
Source: www.hesa.ac.uk





**SMALL
BUSINESS
CHARTER**

We are accredited
for a further 4 years by


**Small Business
Charter**

*Awarded January 2023

2,500 **400**

**business school
students** **students from
the wider university**

took an
enterprise
module in the
academic year
2023-24




Over the past year, the Haydn Green Institute has continued its commitment
to engage with diverse groups. Our most
recent programme cohorts were:

54% female

58% from an ethnic
minority background

20% living with a disability
or health condition



Female and ethnic minority engagement figures are drawn from Ingenuity Impact, the Witty Scholarship, and YES, while disability figures are based on data from Ingenuity Impact and the Witty Scholarship only.



Professor Jane Norman

Interim Vice Chancellor
University of Nottingham

The Haydn Green Institute for Innovation and Entrepreneurship (HGI) is a leading centre for enterprise education and the home of innovation and entrepreneurial skills development here at the University of Nottingham.

With entrepreneurial education taught by both academics and business experts at undergraduate and postgraduate level, the Institute continues to offer outstanding opportunities to students in Nottingham and beyond. This collaborative approach to innovation remains truly unique and we are incredibly proud of its growing impact.

Over the past year, the Ingenuity Lab has continued to grow, creating an increasingly collaborative and engaging environment for entrepreneurs globally. This year marked the fifth anniversary of Scale, an exciting initiative designed to help Lab members navigate the complexities of business growth, with seminars led by academics and industry experts. The Lab also hosted its inaugural Food Expo, bringing together members of the Lab, the Haydn Green Institute, and the wider university community to celebrate innovation, enterprise, and technology in the food sector.

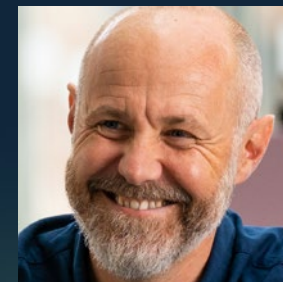
Established in 2016, Ingenuity Impact is a programme aimed at tackling social, health, and environmental challenges in the UK by supporting the creation of impactful start-ups. It provides free skills training, learning and development opportunities, and access to seed funding for students, graduates, and community members across the country. Since its inception, the programme has equipped over 4,500 changemakers with the skills needed to launch their social enterprises. Each year, the programme hosts a national competition in which the highest scoring businesses

compete for a share of prize funding, which this year was £75,000. Inclusivity is at the heart of the programme, and in this cycle 54% of participants were women, 60% were from ethnic minority backgrounds, and 19% were living with a disability or health condition – figures that surpass national averages.

Now in its 29th year, Your Entrepreneurs Scheme (YES) is a nationwide competition that offers Master's and PhD students, researchers, and technicians in science and engineering fields, training on how to take their ideas to market. The scheme offers business skills training and industry networking, and tasks participants to develop a hypothetical business that tackles a real-world issue. This year saw innovative ideas such as a vertical farming system designed to grow tropical tree crops in the UK for the first time, an AI solution to automatically detect intracranial haemorrhages on CT head scans, and a vitamin-enriched drink to alleviate the symptoms of menopause and perimenopause.

The Witty Entrepreneurial Scholarship is funded by a generous donation from Sir Andrew Witty and family. It supports students from lower-income backgrounds who show promise in entrepreneurship, providing them with funding, mentoring, and resources to assist them in developing their entrepreneurial spirit.

The creativity and innovative spirit of our staff, students, and alumni are evident throughout this report, highlighting the exceptional achievements at the Haydn Green Institute over the past year. The Institute continues to thrive, a reflection of the contributions made by those – both past and present – who have helped shape its success.



Professor Simon Mosey

Director
Haydn Green Institute

I am delighted to introduce the latest Impact Report from the Haydn Green Institute – it is a reflection of our combined efforts to build a world-leading space at the intersection of inclusive entrepreneurship and sustainable innovation. This year, our work has been recognised globally, and we have been shortlisted for several teaching awards, including the Small Business Charter Excellence awards, the Times Higher Education awards, and the Collaborative Award for Teaching Excellence.

Our commitment to innovation in education continues to shape our approach, with a strong emphasis on combining cutting edge knowledge with real-world applications. A standout example is the Entrepreneurship Project, where MSc Entrepreneurship, Innovation and Management students worked in teams to deliver research-driven consultancy to local entrepreneurs and SMEs, showcasing the impact of their learning beyond the classroom. This year, we were also fortunate to welcome new professors of practice alongside an expanded pool of Entrepreneurs in Residence, who have enriched our curriculum with invaluable insights and experiences.

This year, our research initiatives have continued to thrive, with high-quality publications appearing in leading journals. We have secured significant funding from the UKRI/Strategic Innovation Fund and the Gatsby Fund to support projects led by Dr Chris James Carter and Dr Hannah Noke, respectively. Our work has also informed policy, with Dr Robert Wapshott and Dr Gary Chapman presenting their research to the Department for Science, Innovation and Technology, as well as HM Treasury. Additionally, Dr Lorna Treanor's contributions to diversity and inclusion have shaped key initiatives for the D2N2 Local Enterprise Partnership and the new East Midlands Combined County Authority.

The Ingenuity Lab remains a central hub for HGI, where innovative ideas are transformed into successful enterprises. In the summer, I had the pleasure of delivering a session for the fifth anniversary of the Scale accelerator programme, helping to equip businesses with the tools and attitudes for sustainable growth. The Ingenuity Lab is also hosting a world first with two of our Witty scholars embarking upon an 'entrepreneurship year out' where they develop their nascent venture ideas as part of their studies.

In January, we showcased our pioneering science and engineering entrepreneurs at the Royal Society where they advocated for deploying the latest research breakthroughs to address the challenges of healthcare and climate change. In July, we watched the finalists of the Ingenuity Impact national competition pitch for top prizes. This year's winning businesses included HYGGE, which offers adaptable living spaces with a tracking platform to help families care for elderly relatives and BaseGap, a community initiative that equips young people with the tools and knowledge to redesign their living spaces. These events exemplified the strength of social action and demonstrated how entrepreneurship can serve as a powerful force for positive change.

In the following pages of the Impact Report, you will find stories that highlight the depth of our accomplishments and the spirit of collaboration that defines the Haydn Green Institute. From groundbreaking research to educational initiatives, we remain committed to fostering sustainable innovation and inclusive entrepreneurship. I hope that you enjoy reading about our endeavours as much as we enjoy delivering them and witnessing the impact that they deliver.

Module case study – MSc Entrepreneurial Creativity



Entrepreneurial Creativity is an MSc module running in semester one, with a core focus on unpacking the complex and deep-rooted links between entrepreneurship, creativity and innovation.

One popular new feature of the module this year was the introduction of a “walking lecture” class field trip to the Creative Quarter of Nottingham city centre. Led by events entrepreneur Family Cookson, students were taken on an insightful tour around the bustling Lace Market, Hockley, and Sneinton Market areas of the city. Drawing from her experience of small creative industry enterprises across Nottingham, Family shared valuable perspectives into the history of the city’s Creative Quarter. She also introduced students to real small businesses operating in the area, with impromptu talks generously provided by the entrepreneurs behind the MinorOak co-working space, Luisa’s Vegan Chocolates, and LensFayre.

Module convenor Dr Chris James Carter said: “I wish to express my sincere gratitude to all of the independent businesses who took the time to speak our enthusiastic 2023-24 cohort about entrepreneurship in Nottingham.” One student noted in their module feedback:

“I really liked the field trip part and how business theory was explained through a variety of real examples. The city tour was great!”

It was a great honour to have Family design and lead the trip, and she received a hugely positive response from students on her return as guest assessor of their entrepreneurial pitches in December.



Education

Introduced by Dr David Achtzehn

Departmental Teaching Director and Associate Professor of Entrepreneurship and Innovation

The Haydn Green Institute’s teaching team have had a particularly busy and successful year. We delivered 24 entrepreneurship modules across undergraduate, Master’s and MBA level and taught over 2,500 students, including over 400 from outside of the Business School. We were shortlisted for several teaching awards, including the Small Business Charter (SBC) Excellence awards, the Times Higher Education (THE) awards, and the Collaborative Award for Teaching Excellence (CATE).

We continue to innovate through hands-on learning approaches and real-world assessments, such as the Entrepreneurship

Project, during which groups of MSc Entrepreneurship, Innovation and Management students provided research-based consultancy service to eleven local entrepreneurs and small to medium sized enterprises (SMEs). We benefited from the input of seven newly appointed professors of practice within the Business School and expanded our pool of Entrepreneurs in Residence. Looking forward, we continue to develop our programmes and our cross-disciplinary offer, as well as our executive education portfolio.

 nottingham.ac.uk/hgi-study

Module case study – MSc Entrepreneurship Consultancy Challenge



The Entrepreneurship Consultancy Challenge is one of the longest-running, practice-based modules in the MSc Entrepreneurship, Innovation, and Management programme. Over the past 16 years, students have worked together in small groups in a consultancy capacity to provide services to over 200 start-ups, social enterprises, charities, and companies.

Students enter the module with varying levels of business knowledge and experience. They learn how to build relationships, negotiate, and manage expectations with participating organisations. They tackle ad-hoc problems and devise creative methods to collect market and stakeholder data. This module requires students to apply everything they have learned from the course along with their past experiences to solve entrepreneurial and innovative business problems.

This year, Jaydon Xu, Rosa Zhang, Noppawat Kengudomkit, and Eric Shi collaborated with HemoGAD Technologies, a medical device company, to develop their pricing strategy through market, customer, and competitor research. The group employed entrepreneurial problem-solving techniques to suggest optimal pricing, analyse the price-volume mix, and assess the risks associated with different price points.



Jaydon said: “We learned how to conduct a project from start to finish and developed a clear understanding of how to create pricing strategies for new products. We also improved our market research and data analysis capabilities. It was a great opportunity to learn and interact with local companies.”

This group of students was awarded the Research Excellence Award and Exceptional Visual Communication at the Entrepreneurship Consultancy Challenge Showcase Day, where students presented their projects in a poster format to all participating organisations this year.

This project was supported by George Donnelly, CEO of HemoGAD Technologies. The group was also supervised by the module convener, Dr Pai (Sahattaya) Achtzehn, assistant professor of inclusive entrepreneurship, and consultancy mentor, Professor David Falzani, professor of practice at the Haydn Green Institute.

George Donnelly said: “I’ve seen some of the work they have done and it’s tremendous. It will help me tremendously. It’s without a doubt going to take HemoGAD another year nearer the goal.”

“We learned how to conduct a project from start to finish and developed a clear understanding of how to create pricing strategies for new products. It was a great opportunity to learn and interact with local companies.”

Jaydon Xu,
module student

Module case study – MSc Strategic Entrepreneurial Growth

Entrepreneurship discussions often centre on growth, with small businesses celebrated as future giants, and entrepreneurs seen as problem solvers for social and economic issues. In the Strategic Entrepreneurial Growth module, students take a step back to examine what growth truly means for businesses and their owners.

Rather than relying on simplistic ‘how to’ instructions, students focus on research insights to develop growth strategies relevant to specific contexts. This approach develops knowledge and skills applicable to diverse situations, rather than focusing on just one technique.

Students engage with the complexities of venture growth, exploring how motivations for expansion can evolve as the business and leader’s circumstances change. They also consider what happens post-growth, including strategies for managing a business at a smaller scale.

By adopting a critical perspective, students move beyond popular narratives of entrepreneurial growth to address deeper questions about motivations, risks, and challenges. This allows them to create flexible growth plans and identify the skills necessary to manage these processes effectively.



Inclusion and diversity

One of HGI's fundamental ambitions is to create more inclusive and diverse communities of practice across all key activities. This has been clearly reflected within the Institute's research outputs. Dr Lorna Treanor has developed a portfolio of research exploring how gender and intersectional issues influence entrepreneurial activities. It focuses on ensuring that underrepresented groups, such as women and neurodivergent individuals, are recognised in policy initiatives to support entrepreneurship.

Related to this, Professor Marlow and Dr Treanor were speakers and panellists at a very well attended event at the ISBE conference (UK) on 'how to create enterprise ecosystems that work for women'. Dr Isobel O'Neil delivered a funding research report, under the university's EDI priorities, focused upon understanding and learning from the lived experiences of the diverse university community.

Dr Tom Coogan continues to develop his research focused on issues of ability and disability in the context of entrepreneurship. Dr Gary Chapman has published work on the under-acknowledged issue of diversity in innovation.

Consequently, our cumulative research efforts on equality, diversity and inclusion not only contributes theory and evidence to this debate but also, makes a difference in practice.



Research

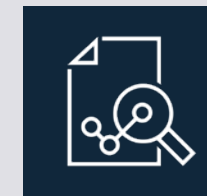
**Introduced by
Professor Susan Marlow**

Research Director
Professor of Entrepreneurship
Haydn Green Institute

Once again, colleagues at the Haydn Green Institute (HGI) have been extremely productive over the last year regarding their research attainments. We are proud to generate research notable for its quality and diversity, which, in turn, translates into impact. Collectively, we have drawn upon our research to inform journal articles, book chapters, conference papers, web-based outputs, and reports. Additionally, we have maintained our record of attracting external funding. Consequently, over the last year, HGI staff have published their research in several of the Chartered Association of Business Schools (CABS) top-rated journals.

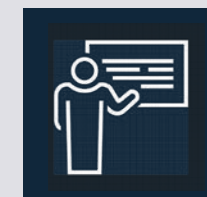


nottingham.ac.uk/hgi-research



Research publications and funding

HGI staff have published in prestigious journals such as *Sociology*, *British Journal of Management*, *Journal of Technology Transfer*, *Entrepreneurship and Regional Development*, *Journal of Rural Studies*, and the *International Small Business Journal*. Funding awards have been awarded from the UKRI/Strategic Innovation Fund and the Gatsby Fund to support specific research activities undertaken by Dr Chris James Carter and Dr Hannah Noke, respectively.



Policy engagement and workshops

Over the past year, HGI's research activities have informed policy initiatives. Dr Robert Wapshott and Dr Gary Chapman have been invited to present their research on funding research and development (R&D) initiatives to the Department for Science, Innovation and Technology, as well as HM Treasury. Dr Lorna Treanor has been recognised as an expert researcher in diversity and inclusion, prompting invitations to influence and steer policy on social inclusion

for the D2N2 Local Enterprise Partnership (LEP) and the new East Midlands Combined County Authority (EMCCA). Along with Dr Hannah Noke and Claire Mulholland, Dr Isobel O'Neil hosted a research impact workshop at the International Entrepreneurship Educators Conference supported by previous grant funding.



Global engagement and recognition

More broadly, based on their reputation and research dissemination, HGI colleagues have been invited as keynote presenters, panellists,

and commentators at numerous policy meetings, conferences, and workshops across the UK, China, Europe, India, Malaysia, Singapore, South Africa, Canada, and North America. HGI's reputation for excellent research is acknowledged by peers and external organisations, with Professor Susan Marlow recognised as among the top 2% of globally cited research scholars in the entrepreneurship discipline. Dr Lorna Treanor has been elected as President of the UK's leading research and practice organisation, the Institute for Small Business and Entrepreneurship (ISBE), and Dr Bin Wu has been invited as an adjunct professor to the China Agricultural University.

“The main challenges that create significant uncertainty when trying to branch into unfamiliar markets are being new, small, or from a different country. I’m aiming to develop practical tools that will help SMEs navigate these challenges.”

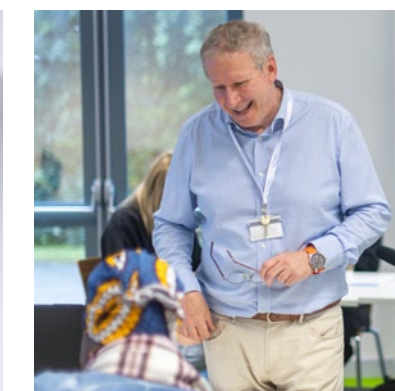
PhD focus Edward Halls



Edward Halls transitioned from a 20-year career in hospitality to academia, motivated by a desire for change during the Covid-19 pandemic. After selling his successful business in 2020, he pursued higher education, earning a bachelor’s degree and an MBA at Cranfield University. Now, as a PhD candidate at the Haydn Green Institute (HGI), his research focuses on the resilience of small entrepreneurial firms, particularly those that internationalise early.

Edward says: “The main challenges that create significant uncertainty when trying to branch into unfamiliar markets are being new, small, or from a different country. I’m aiming to develop practical tools that will help SMEs navigate these challenges.”

His work aspires to contribute both theoretically, by establishing the study of international entrepreneurial resilience, and practically, by offering SMEs strategies to “bounce forward” in the face of disruptions. Drawing from his extensive experience as a business owner, Edward’s research seeks to bridge the gap between theory and practice, ultimately benefiting the SME sector by providing actionable resilience strategies.



ECR support

A key feature of the Haydn Green Institute (HGI)’s research mission is to support early career researchers through mentoring and engagement.

Mentoring initiatives

Dr Robert Wapshott is working with the European Council for Small Business mentoring scheme to support junior colleagues in developing their research profiles. Both Professor Marlow and Dr Treanor continue their development with the Middle East and North Africa Gender and Enterprise Network (MENAGEN), an initiative funded by Babson College in the USA to support women academics from the Middle East and North Africa in improving their publication outputs.

Conferences and workshops

Dr Gary Chapman co-organised the fourth Early Researcher Conference in conjunction with the British Academy of Management, featuring a keynote presentation by Professor Susan Marlow. In addition, Professor Marlow was a keynote speaker at the ISBE Early Career Researcher (ECR) event at the University of Bangor, aimed at supporting ECRs and doctoral students in developing publication strategies. She also led a series of workshops at the University of Edinburgh to assist ECRs in reflecting in building career pathways.

Research engagement

Central to our research engagement is presenting research at external events to diverse audiences.

Conference presentations

HGI members have delivered their research findings at conferences in the UK, Europe, China, and the USA. A paper by Dr Gary Chapman and colleagues, accepted into the prestigious Academy of Management conference held in the USA, on diversity, ageing, and innovation, was one of a select number to be published in the full proceedings. Several staff also presented at the annual ISBE conference, where a paper by Dr Chris James Carter and colleagues was awarded the Best Paper prize in the Creative Industries Entrepreneurship Track.

Workshops and editorial engagement

Professor Susan Marlow, in her capacity as a journal editor of two high-profile journals and a journal ranking committee member for the Chartered Association of Business Schools, has conducted publication and editorial workshops across the UK and Europe for various audiences to enhance research outcomes through article writing skills. Additionally, she has delivered several keynote addresses at conferences and workshops in institutions ranging from the Management College of South Africa (MANCOSA) to University of Liverpool in the UK, exploring future research opportunities in our discipline.

Individual contributions

All HGI research staff are actively engaged in presenting at workshops and conferences related to their particular expertise. For example, Dr Hannah Noke was invited as a keynote speaker at Queen’s University Belfast regarding her high-profile work on the role of technicians in the knowledge exchange process. Dr Thomas Coogan was invited to speak at a roundtable at the ‘Entrepreneurship For All’ conference at the University of Oxford. Meanwhile, Dr Chris James Carter organised a session for the ISBE conference on building an academic personal brand through social media. Recognised for his expertise in rural entrepreneurship and sustainable agriculture in China, Dr Bin Wu has been invited to present his research at various international events, including conferences in Finland, Singapore, and the USA.

Practice



Ingenuity Lab

Introduced by Dr Terri Holloway

Head of the Ingenuity Lab



The Ingenuity Lab is such an inspiring place, and each year we're amazed at the amount of support we receive from our community of Entrepreneurs in Residence (EIRs), mentors, and staff team, as we aim to launch society's next batch of world leaders and innovators.

As usual, we felt this year was better than ever as our Lab offer and the businesses we support continue to develop and flourish. Over the past academic year, we delivered a host of insightful roundtables, alumni fireside chats, business development programmes, networking events, Mastermind groups, and even a conference-style food expo for the very first time.

 nottingham.ac.uk/ingenuity-lab

The launch

The Ingenuity Lab launched its events programme in January with an informative session from Tyrone Courtman on how to rescue a struggling business against the odds. Given the current financial climate, this session provided valuable insights and strategies to venture members and the wider university community.

The Lab then went on to host one of the most exciting Pitch to Win competitions to date in February, awarding three worthy winners with top prizes to help launch their ideas. The first place and people's choice winner was Nathan Harrison-Clark of The PhD Place, with second place going to Ella Bramhall of UniTal. Congratulations to all who took part!

In March, Lab members switched from pitch practice to networking as Fiona Duncan-Steer taught a session on how to *Work the room like a pro*, highlighting how invaluable communication skills can be in the life of entrepreneurs and professionals in the workforce. Following Fiona's interactive session, Lab members welcomed alumnus Andrew Duncan to simplify the concept of intellectual property (IP) for an audience of business owners, students, and university staff members, compiling his years of IP experience into an hour of incredible tips and invaluable guidance.



Welcoming our fantastic alumni

In April, the Lab held two more impactful sessions, providing our members with the foundational knowledge to help lead them to startup success. First up, alumna Lawumni Nwaiwu impressed everyone with her session on *How to develop an entrepreneurial mindset*, which helped Lab members to realise the role of confidence and positive thinking in growing a business. Alumni are always well received at the Ingenuity Lab as it shows current members how far you can go as a University of Nottingham graduate. "What really resonated with me was the Lab's focus on providing students with real-world opportunities whilst connecting them with mentors, industry experts, and encouraging a supportive community," Lawumni said.

Later in the month the Lab welcomed another alumnus and EIR, Graham Podmore. During this insightful roundtable, Graham shared how to turn ideas into a 'real business', and explained the importance of market research and investing time into truly understanding the needs of your client base.



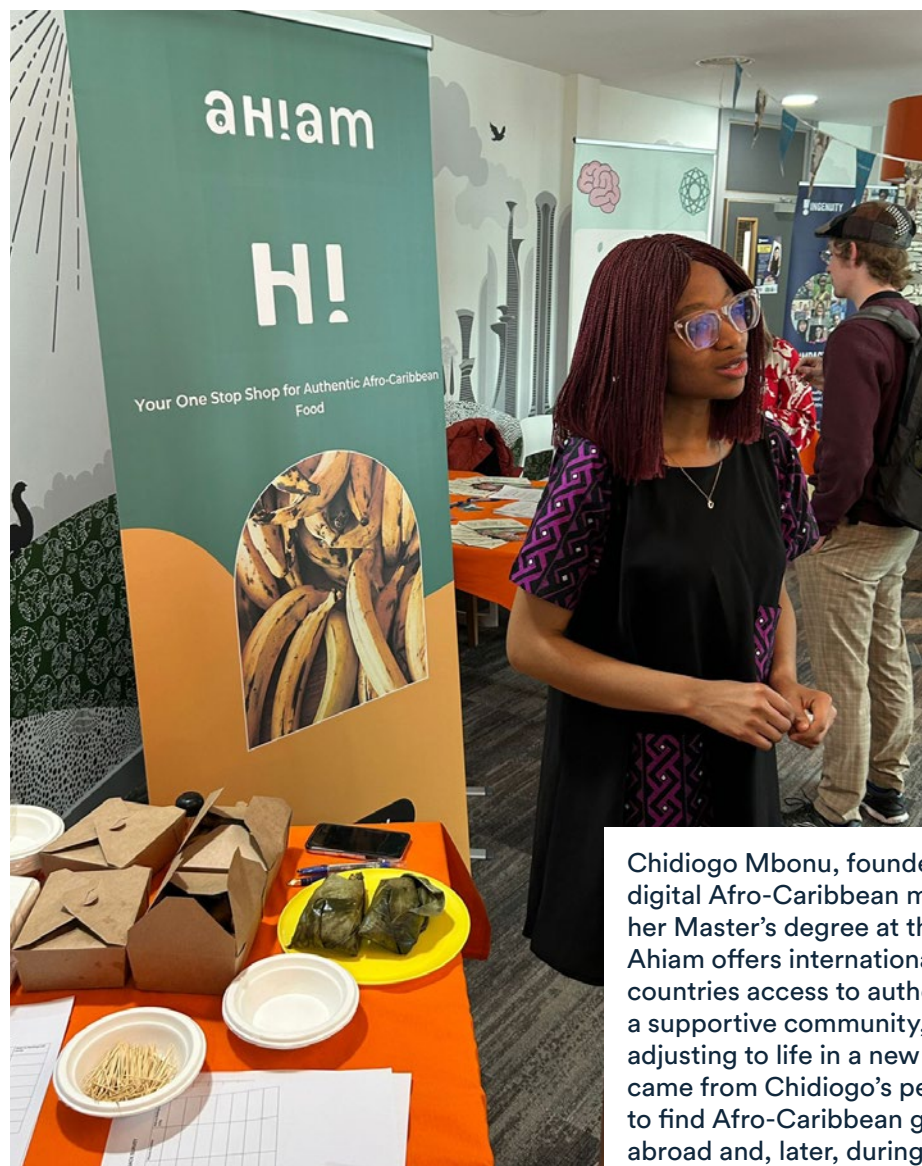
Growing ventures: innovation showcases and business training

The very first Ingenuity Lab Food Expo launched in May, where members of the Lab, Haydn Green Institute, and the wider university came together to showcase food innovation, enterprise, and technology. Attendees browsed pop-up food stalls full of sensational tastes from the Lab's international community, heard about the latest health food and drink innovations, and celebrated the food-related ventures developing their businesses with the University of Nottingham.

The close of the academic year in the Lab was all about business development and training, which kicked off with the business incubator, The Link. The Link is designed for entrepreneurs at the very start of their business journey and provides the skills and know-how to turn ideas into viable enterprises.

The year ended with a bang, celebrating the fifth anniversary of the accelerator programme, Scale. This five-week course designed to bridge the knowledge gap between establishing a viable idea and taking the next steps towards sustained growth. To prepare the incoming cohort for this year's pitch in week five, EIR Keith Burgess, delivered a roundtable: *Perfect your pitch*. In July, the Ingenuity Lab hosted a group of exceptional businesses for training in business planning, HR, sales, and finance, concluding the year's successes with a celebratory barbecue for all.

It has been another inspiring year at the Ingenuity Lab. Stay connected for more updates on the innovation, creativity, and start-up successes to come in the future.



Chidiogo's story

Chidiogo Mbonu, Ahiam

Chidiogo Mbonu, founder of Ahiam, developed her digital Afro-Caribbean marketplace while studying for her Master's degree at the University of Nottingham. Ahiam offers international students from Afro-Caribbean countries access to authentic food, groceries, and a supportive community, easing the challenges of adjusting to life in a new country. The idea for Ahiam came from Chidiogo's personal experience of struggling to find Afro-Caribbean groceries while studying abroad and, later, during the Covid-19 lockdown when she was unable to source essential ingredients.

"The Ingenuity Lab was crucial in bringing my concept to life...I was given the opportunity to stay in the UK to build my business. The Lab provided me with a workspace, mentors, and a community of founders on similar journeys. It's been so helpful to have that network."

"I came up with the idea for Ahiam in a lecture on Entrepreneurship and New Business Formation. I had trouble finding Afro-Caribbean grocery stores in Nottingham, and the nearest one was 11 tram stops away. I found myself doing huge shopping trips for my friends who couldn't easily get the food they needed, and that's when I realised there was a bigger problem I could solve.

"The Covid-19 pandemic was a turning point for me. I was in the Netherlands when I got infected and had to isolate. I needed food, particularly African pepper soup, which is known for breaking fevers, but I couldn't find any store online that sold what I needed. That's when I knew I had to create Ahiam.

"The Ingenuity Lab was crucial in bringing my concept to life. Through the Start-up Visa programme, I was given the opportunity to stay in the UK to build my business. The Lab provided me with a workspace, mentors, and a community of founders on similar journeys. It's been so helpful to have that network."

Petru's story

Petru Ganj, Warriors Within

Petru Ganj, co-founder of Warriors Within, came to the UK from Romania in 2019 to study MEng Architecture and Environmental Engineering at the University of Nottingham. He later pursued an MSc in Management and became a member of the Ingenuity Lab in February 2023. He later pursued an MSc in Management and became a member of the Ingenuity Lab in February 2023. He founded Warriors Within at this time. His business offers programmes both online and in person to help young men aged 18-26 to build confidence and lead balanced lives.

"The inspiration for Warriors Within came from a deeply personal place. In 2023, I lost my father and grandmother, and the pressure to 'man up' in the face of grief was overwhelming. During this time, I connected with two friends who were also grappling with the challenges of modern masculinity. Together, we realised that many young men feel lost, unsupported, and unsure of how to navigate these pressures in a healthy way.

"The Ingenuity Lab has been crucial in getting Warriors Within off the ground. The safe, non-judgemental environment and support from mentors have been invaluable. They guided us through the complexities of starting a business, making what seemed like an overwhelming process more manageable."



"I lost my father and grandmother, and the pressure to 'man up' in the face of grief was overwhelming...many young men feel lost, unsupported, and unsure of how to navigate these pressures in a healthy way."

Inchirah's story

Dr Inchirah Adala, PLURABIO

Dr Inchirah Adala, founder of PLURABIO, discovered her passion for entrepreneurship after joining the Ingenuity Lab's Link Programme in early 2024. Having worked full-time at a large company, she felt out of place and uncertain about her future, but after completing the three-day programme and winning a networking prize, she realised that entrepreneurship was the path she wanted to follow. By June 2024, she had registered PLURABIO, a company focused on developing genetically diverse skin models for use in drug testing.

"Before joining the Ingenuity Lab, I was unsure about my career and where I fit. The Link Programme opened my eyes to the possibility of creating something meaningful, something that could positively impact society while giving me a deeper sense of purpose. No job title or salary could offer me that fulfilment, so I made the bold decision to leave my full-time role and dive into entrepreneurship.

"The support has been incredible, especially through advisory sessions with experts in legal matters and business planning. These helped me build confidence in my vision. I'll never forget the encouragement I received from Mel Berry of HER SPIRIT, who really understood what I was trying to achieve. The Lab has given me the tools, confidence, and resilience to keep pushing forward – even when failure is part of the process. I know I'll always have the strength to try again."



"Before joining the Ingenuity Lab, I was unsure about my career and where I fit. The Link Programme opened my eyes to the possibility of creating something meaningful, something that could positively impact society while giving me a deeper sense of purpose."



Ingenuity Impact

Ingenuity Impact equips early-stage, impact-driven businesses with start-up skills training, mentoring, networking, and funding opportunities to help them create positive and meaningful change.

Run by the Haydn Green Institute in partnership with Nuffield Health, Ingenuity Impact focuses on supporting business ideas that build stronger communities, improve health and wellbeing, and tackle climate change. The most impactful ideas are awarded a top prize and receive a share of £75,000 funding to help them in the early stages of their entrepreneurial journeys.

The programme remains committed to supporting underrepresented groups, as reflected in this year's figures: 54% of participants were female, 60% were from ethnic minority backgrounds, and 19% were living with a disability or long-term health condition.

Ingenuity Impact helps participants transform their ideas for change into exciting new ventures. It demystifies entrepreneurship and fills gaps not addressed by current services available in Nottingham and the UK's start-up landscape. This involves engaging with and supporting underserved and underrepresented groups within both the university and its local communities.

Outreach events

In line with its commitment to diversity, inclusion, and accessibility, Ingenuity Impact hosted a series of community outreach days over the past year. These events were set up to engage with people from underrepresented groups in the local community, providing them with an introduction to entrepreneurship and showcasing how the programme could support their journey towards setting up a business.

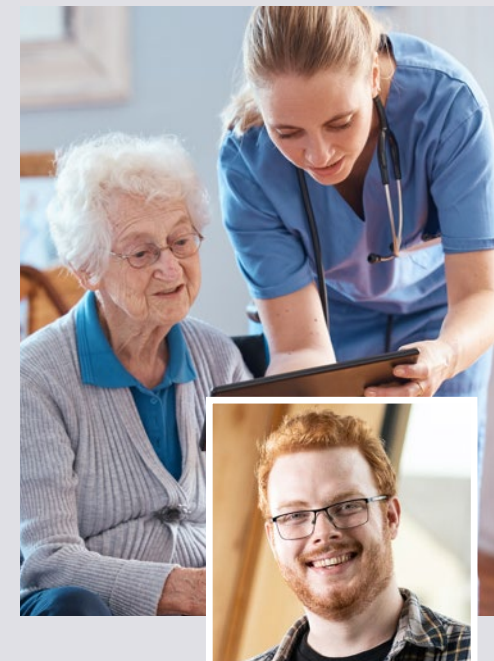
Each session was crafted to support a specific group that the Charter for inclusive entrepreneurship recognises as encountering barriers to entrepreneurial opportunities: women, ethnic minorities, and people living with disabilities. At the disability entrepreneurship event, attendees heard from Richard Holmes, founder of Global Anthem and Impact Entrepreneur of the Year 2023. The female entrepreneurship event featured Claire Mann, founder of ChangeXtra and Impact Entrepreneur of the Year 2021. Charm Daley, founder of Global Dance and Female Entrepreneur of the Year 2022, delivered an empowering talk at the ethnic minority entrepreneurship outreach event.



54%
of participants
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19%
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long-term health
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60%
from an ethnic
minority
background.



Impact Entrepreneur of the Year 2024 and Health Champion Max Bateson, HYGGE

Max, a Bournemouth University graduate, won both the overall Impact Entrepreneur of the Year and Health Champion sponsored by Nuffield Health. This was for his business, HYGGE, an innovative combination of modular living pods and a tracking platform to support families in caring for their elderly relatives at home. Max also won the Shakespeare Martineau Legal Prize of £2,000 of in-kind legal support, and the Engineers in Business prize of £1,000 provided by the Engineers in Business Fellowship.

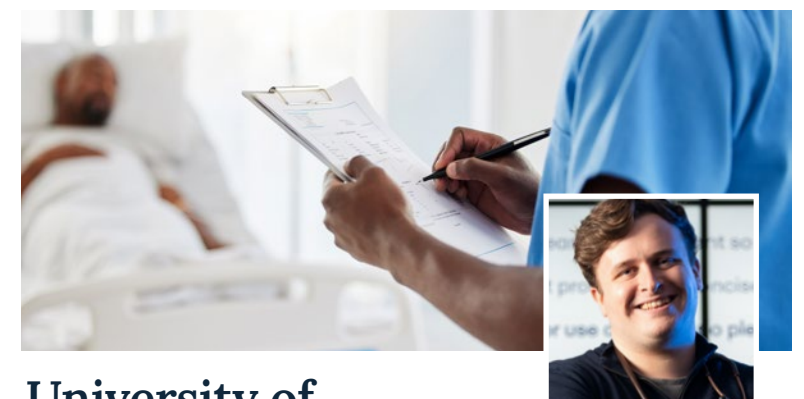
“Working with Ingenuity Impact has been great, every time I join a networking call I get a new boost of motivation as I see so many people doing amazing things to offer a product or service to help others!”



Communities Champion 2024 Jade Morgan, BaseGap

Jade, a graduate of Birmingham City University, won the Communities Champion 2024 prize sponsored by Nuffield Health. Her business, BaseGap, tackles the double disadvantage of young people facing poorly designed homes and public spaces. This social enterprise believes young people from underprivileged communities deserve inspiring surroundings. BaseGap works with them, educators and councils to co-create comfortable and inspiring surroundings.

“Ingenuity Impact propelled BaseGap from a passionate idea to a viable social enterprise, equipping me with the skills and confidence to turn my vision into a reality. I’m truly grateful to the team for their continuous support.”



University of Nottingham Champion 2024 Henry James, Medscribe

Henry James, from the University of Nottingham, is the founder of Medscribe. His business addresses the administrative burden currently faced by clinicians in the NHS, offering impressive time savings, and empowering clinicians to refocus on providing safe, high-quality patient care.

“Ingenuity Impact has been invaluable in getting Medscribe off the ground. The combination of expert mentoring, comprehensive educational resources, and the opportunity to win prize funding has been instrumental. Without Ingenuity’s support, I don’t think we would have been able to get to where we are today. I am immensely thankful.”



Witty Entrepreneurial Scholarships

Introduced by Janet Wallace

Manager, Witty Entrepreneurial Scholarships

This year the Witty Scholarship increased its numbers to 75 scholars engaged in the programme, our largest cohort yet. We partnered with Careers and Employability Services to deliver a Nottingham Advantage Award, 'How to Start Your Own Business'. This offers more flexibility to scholars alongside the wider student population, to access entrepreneurship education. We also worked with the Business School Placements Team to offer a fully funded entrepreneurship placement year bursary which we will be piloting in the 2024-25 academic year.

Scholars engaged with a wider range of opportunities, joining in talks with more established businesses, supporting lectures to Master's students in the Business School, coordinating activities to promote the scholarship, as well as developing their business or career opportunities alongside their studies.

We collaborated with other areas of HGI work, with Alex Munday and Nil Varu winning Social Mobility prizes at the Ingenuity Impact national showcase, scholars attending YES sessions at the headquarters of multinational businesses GlaxoSmithKline and Mondelez as well as Alexia Jeayes supporting the programme to increase her marketing work experience.

One of the ambitions of the Witty Scholarship is to encourage similar financial support from other alumni of the university. We are pleased that we have supported other departments with their own scholarship work as well as extending our offer to students through the newly created Entrepreneurship Fund. This has helped us to reach a new group of inspired undergraduates.

It has been a busy year with many new initiatives developing, we are looking forward to seeing this work come to fruition.



nottingham.ac.uk/go/witty



Shumile's story

Shumile Chishty – BMBS, BmedSci Medicine, final year, Lincoln Medical School

Shumile Chishty, a third-year medical student, founded Lincoln Medical School's first student-led conference on innovation. Additionally, Shumile established the Pre-Hospital Care and Emergency Medicine Society, offering invaluable hands-on learning opportunities. His successful YouTube channel showcases his medical journey, allowing him to connect with a broader audience, including professionals at Google health events.

"The Witty Scholarship has transformed my university experience, enabling me to pursue ambitious projects, like launching a mental health journal business. It has broadened my horizons and expanded my network across various industries. My time as a Witty Scholar has truly bridged the gap between academia and the real world, empowering me to innovate and lead with confidence."



Rebecca's story

Rebecca Wallis Downham – BSc Biotechnology with a year in Computer Science (2024), University of Nottingham

During her time at Nottingham, Rebecca Wallis Downham was selected for the prestigious Excel in Science internship, which gave her the opportunity to investigate the cystic fibrosis lung microbiome with the Whelan lab. This research led to her being awarded the Harry Smith Grant from the Microbiology Society. Additionally, Rebecca led the Enactus project Colouria, focusing on using microbes to enhance the sustainability of textile dyes.

"The Witty Scholarship has been transformative for my personal development and for connecting with like-minded individuals. I received invaluable mentorship and even had the privilege of presenting to Sir Andrew Witty. The scholarship has funded opportunities, including research for sea turtle conservation in Cyprus, which has been fundamental in shaping my future career in biotechnology. It has truly helped me grow and explore my passions."



Florence's story

Florence Onabanjo – BMBS Medicine, final year, University of Nottingham

Florence was awarded a Witty Scholarship in her first year, which opened doors for her to work as a Widening Participation Summer School Ambassador, where she inspired young people across the UK to pursue higher education. She co-designed a community health initiative at a local secondary school, collaborating with dedicated academics and students. Florence plans to continue her work with the Centre of Interprofessional Education and Learning, promoting collaboration within health and social care professions.

"My time as a Witty Scholar has connected me with courageous and innovative students and provided incredible support, including mentorship from experienced academics and valuable coaching sessions with Janet Wallace. Everyone has to start from somewhere, don't be afraid to say yes to yourself!"





**Introduced by
Tracey Hassall-Jones**

Your Entrepreneurs
Scheme (YES) Manager

 www.yescompetitions.co.uk

YES23: Fostering diversity, igniting innovation

In the dynamic realm of STEM entrepreneurship, we are enormously proud that YES stands as a beacon of inclusivity and in 2023 we were shining even brighter with our 28th cohort.

According to national statistics, women make up just 29.4% of the STEM workforce in the UK (The Government Equality Hub, 2023) and the percentage of the STEM workforce from a Black, Asian or Minority Ethnic background is just 8% (Black History Month Organisation, 2023). At YES, we believe anyone with the passion and drive to succeed in STEM should be given the opportunity to do so. For YES23, 55% of our participants were female, and 42% from a BAME background, way above the national averages.

Addressing the gender bias ingrained in entrepreneurship and education is important to us. Dr Pai Achtzehn, assistant professor of inclusive entrepreneurship, completed her PhD studies on inclusivity in STEM entrepreneurship with a focus on YES. Her research found that, by challenging stereotypes, YES empowers participants to perceive entrepreneurship as an inclusive pursuit, free from preconceived notions. Claudia Aguguo, PhD student at the University of Reading, and former YES finalist said:

“I never saw myself as someone that would thrive in business because I had myths about what an entrepreneur looked like. However, YES dismantled these myths and opened my eyes to the possibilities available to me. The programme’s emphasis on problem solving and innovation resonated deeply with me, inspiring me to explore new avenues.”

This year, with the support of Syngenta, we were delighted to host five early career researchers from the Broadening Horizons programme. Broadening Horizons in the Chemical Sciences, delivered by the Royal Society of Chemistry, is a programme offering support to students and graduates from minoritised racial and ethnic backgrounds to pursue careers in the chemical sciences as many leave the profession following undergraduate studies. Dr Ephraim Okolo, who joined us from the Broadening Horizons programme, said: “YES was a whirlwind of innovation and collaboration. Despite the geographical distances separating me from my team, we leveraged technology to work seamlessly, refining our business acumen and honing our entrepreneurial spirit.”

We are delighted to have once again brought together a diverse group of participants to foster innovation through YES23. As we look to the future, we hope to continue helping participants break down barriers and reshape the future of STEM entrepreneurship.

Overall winners SynchroTech

Representing the University of Nottingham, SynchroTech pitched an innovative wearable device designed for personalised in-vitro fertilisation (IVF) hormone dosing. The multi-cartridge, automatic dosing system ensures precise hormone delivery, reducing the need for frequent injections and complex treatment schedules. By improving patient compliance, the business idea has the potential to increase fertility success rates while simplifying the IVF process.

The SynchroTech team said: “Participating in YES has been transformative for our team. The invaluable mentorship and immersive experience allowed us to not only develop practical skills in business, marketing, and finance but also boost our confidence. YES has been a catalyst for personal growth, fostering connections, and has opened doors to unforeseen career opportunities, extending our horizons beyond academic paths.”



Best Disruptive Food and Drink Business Plan Minu

Dynamic duo Nikki Tuck and Charlie Bradley, representing the universities of Aston and Brunel respectively, won the prize for Best Disruptive Food and Drink Business Plan, sponsored by the Food Consortium Collaborative Training Partnership. Their business idea Minu introduced a range of vitamin-enriched cordials aimed at alleviating symptoms of menopause and perimenopause.

Nikki and Charlie said: “YES23 has allowed us to consider opportunities beyond academia. The wealth of knowledge gained from our mentors has equipped us with the resources and experience to consider business management and strategy. We feel confident in our approach, considering costings, profitability and intellectual property. We have formed some fantastic connections”



Best Sustainable Agriculture Business Plan TropiCultivar

TropiCultivar, representing the University of Reading, pitched a vertical farming system to grow tropical fruits in the UK year-round. This idea won them the Best Sustainable Agriculture Business Plan prize, sponsored by Syngenta. Their business idea proposed the use of proprietary LED light technology and bespoke nutrient formulas to ensure high quality, fresh fruit in UK climates.

The TropiCultivar team said: “YES has given us the opportunity to explore the business world, gaining so much knowledge and experience through the process. We are truly grateful for the network we have built from this journey.”



Executive Education uses Ingenuity Online as part of its custom programmes

Ingenuity Online, developed at Nottingham University Business School, is backed up by years of industry practice and academic rigour. Executive Education uses this tool to create a space where everyone contributes to solving organisational challenges. This process can be included as part of your tailored programme to establish the root cause of key challenges.

We use the Ingenuity Online platform to encourage creative thinking amongst diverse teams. It provides a rigorous framework to make sure that the correct problem or root cause is considered, that a diverse range of potential solutions are generated and that the optimal solution is chosen.

This process can be run for small and large teams and can be delivered in person or online. It creates an opportunity to connect teams, including executive boards, across the globe to address business challenges.

Ingenuity Online is a collaboration with Cloud Enterprise.



Ingenuity Process

1. Define



- Understand complex challenges and potential change mechanisms
- Unravel root causes
- Define priorities and key outcomes

2. Discover



- Engage with divergent thinking
- Allow all voices to be heard
- Discover different options to address root causes

3. Determine



- Evaluate the potential solutions
- Reflect on your priorities and key outcomes
- Determine the most appropriate solutions for your challenges

Mitsubishi Chemical Group

Overcoming Barriers to Innovation

This group commissioned the Overcoming Barriers to Innovation programme delivered by members of the Haydn Green Institute for Innovation and Entrepreneurship.

In this interactive programme, delegates used the Ingenuity Process to develop strategies and action plans so that the outcomes for the different work packages could be improved.

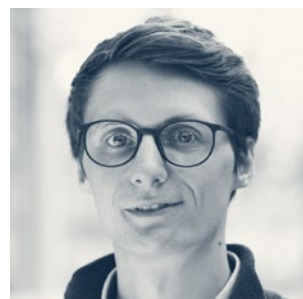
“Bringing a multi-disciplinary team of industrial and academic researchers together outside the usual workspace allowed time for creativity in considering strategies to address pertinent real-world problems. The Nottingham University Business School facilitation process has been key to stimulating and capturing the outcomes of our conversations, leaving us with credible action plan options to take forward and make a difference to both our Net Zero Acrylics Prosperity programme and internal organisation.”

Mark Reynolds, Process Manager (new routes), Mitsubishi Chemical Methacrylates



Meet the team

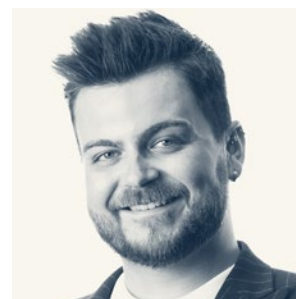
Haydn Green Institute for Innovation and Entrepreneurship



Dr David Achtzehn
Departmental Teaching Director,
and Associate Professor of
Entrepreneurship and Innovation



Dr Sahattaya Achtzehn
Assistant Professor of
Inclusive Entrepreneurship and
Sustainable Innovation



Dominic Bark
Marketing and Digital Officer,
Haydn Green Institute



Megan Bates
Programme Officer,
Ingenuity Impact



Rachel Bedrock
Senior Operations Officer,
Ingenuity Lab



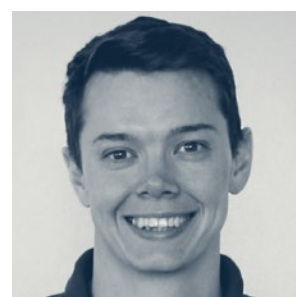
Dr Punita Bhatt
Assistant Professor of
Entrepreneurship and Innovation



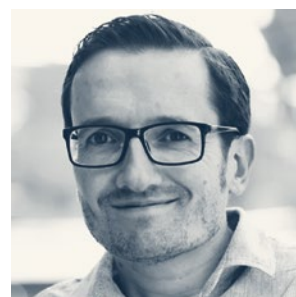
Professor Rob Carroll
Professor of Practice,
Venture Capital and Private Equity



Dr Chris James Carter
Departmental External Engagement
Director, and Assistant Professor of
Entrepreneurship and Innovation



Dr Gary Chapman
Director of MSc Entrepreneurship
Programmes, and Assistant Professor
of Entrepreneurship and Innovation



Dr Tom Coogan
Assistant Professor of
Entrepreneurship and
Innovation



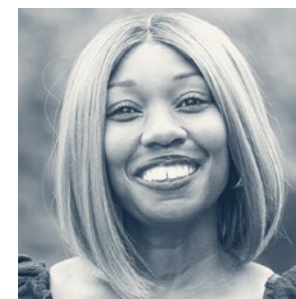
**Professor David
Falzani MBE**
Professor of Practice,
Sustainable Wealth Creation



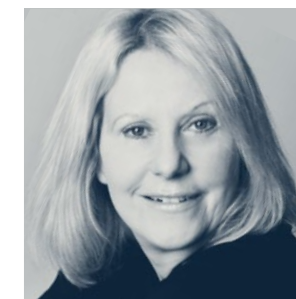
**Dr José Francisco
Gonzalez**
Deputy Director of MSc
Entrepreneurship Programmes,
and Assistant Professor of
Inclusive Entrepreneurship and
Sustainable Innovation



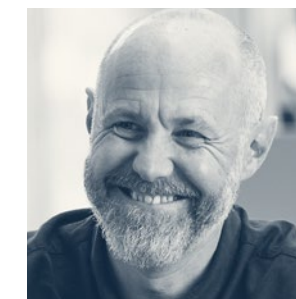
Tracey Hassall-Jones
Manager,
Your Entrepreneurs
Scheme



Dr Terri Holloway
Head,
Ingenuity Lab



Professor Susan Marlow
Research Director, Haydn Green
Institute, and Professor of
Entrepreneurship



Professor Simon Mosey
Director, Haydn Green Institute, and
Professor of Entrepreneurship
and Innovation



Claire Mulholland
Senior Manager, Business
Development (Haydn Green
Institute) and Ingenuity Impact



Dr Hannah Noke
Deputy Director, Haydn Green
Institute, Associate Professor of
Entrepreneurship and Innovation



Dr Isobel O'Neil
Associate Professor of
Entrepreneurship and Innovation



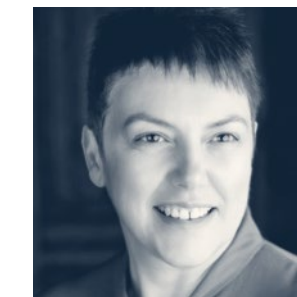
David Park
Dean, Nottingham
University Business School



Mike Reid
Business Development and
Operations Manager,
Ingenuity Impact



**Dr Pattanapong
Tiwasing**
Assistant Professor of
Sustainable Innovation



Dr Lorna Treanor
Associate Professor
of Entrepreneurship
and Innovation



Janet Wallace
Manager,
Witty Entrepreneurial
Scholarships



Dr Robert Wapshott
Associate Professor of
Entrepreneurship and
Innovation



Peggy Wong
Communications Officer,
Ingenuity Lab



Dr Bin Wu
Senior Research Fellow
in Innovation

Meet the team

Impact Report 2024



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Business School
UK | CHINA | MALAYSIA

**Haydn Green Institute
for Innovation and
Entrepreneurship**

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

nottingham.ac.uk/enterprise

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

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