



Nottingham University  
**Business School**

UK | CHINA | MALAYSIA

A decorative graphic consisting of multiple parallel lines that form a wavy, ribbon-like shape. The lines are colored in a gradient from blue to orange to red. The text is centered within this graphic.

# **The Ingenuity Lab**

## **Handbook**

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# Welcome to the Ingenuity Lab

The Ingenuity Lab is run by the Haydn Green Institute for Innovation and Entrepreneurship, which is part of Nottingham University Business School. We are based at the Ingenuity Centre on the University of Nottingham's Innovation Park (UNIP), Jubilee Campus, Nottingham.

## Our mission

The Ingenuity Lab's mission is to create an environment where students and alumni of the University of Nottingham can explore their business ideas and start their own enterprises. Our support can help accelerate your business growth into the marketplace and towards entrepreneurial success.

We aim to:

- Create a stimulating culture of ideas generation and exploration.
- Establish a dynamic community of student and alumni entrepreneurs.
- Offer support, advice and mentoring from experienced entrepreneurs and specialist consultants.
- Offer a range of products and services to support business formation and development.
- Develop virtual and physical spaces to inspire and grow new enterprise.

## Join the Lab

If you have an interest in business - whether it's a fully commercial venture or a social enterprise - then the Lab will help you develop your ideas. Our ambition is to create an innovative community of entrepreneurs, working together to encourage innovation and produce exciting new start-ups.

## The Lab community

We bring members together in a supportive engaging environment where you can benefit from support from your peers as well as from established business leaders.

At the Lab, you will benefit from the support, advice and mentoring from experienced entrepreneurs, specialist consultants and our community of Entrepreneurs in Residence. We are part of the Haydn Green Institute of Innovation and Entrepreneurship and you will also benefit from collaboration with leading academics and researchers in the field.

We encourage our members to take part in the wider opportunities available at the University by taking part in entrepreneurship schemes and competitions, such as the Ingenuity Programme, Young Entrepreneurs Scheme (YES) and Enactus.

## Balancing work and study

While we will give you every encouragement to develop yourself and your business, we do ask that if you are a current student that you always give priority to your academic studies. Working with the Lab can offer considerable added value to your learning experience, but you should consider how any entrepreneurial activity will affect your studies and try to schedule Lab activity outside of peak academic periods.

## Making the most of your membership

You will be given advice and encouragement while you are a Lab Member, but responsibility for your business and the decisions you make ultimately rest with you - the entrepreneur. We recommend that you listen to the advice which is offered and then decide for yourself what feels right and the direction to proceed.

All services and products are available free of charge for students and alumni of the University of Nottingham in the UK, Malaysia or China. Three levels of membership are available – Academic, Venture and Ambassador. All types of membership can be accessed online or in the Ingenuity Centre building on the Jubilee Campus.

See below for the criteria of each type of membership.

### Academic membership

Academic membership is for students enrolled in the Haydn Green Institute's postgraduate courses. This membership provides access to Ingenuity Lab events (on and offline) and use of the Lab space but does not include access to monthly surgeries. No business plan summary is required for this membership.

### Venture membership

Venture membership is for those who are interested in starting a business, or already have a business. We offer a range of services and products that will help you to plan, develop, implement and then grow your business.

As a Venture Member you can benefit from:

- **Advisory surgeries** – these are run by business professionals who offer confidential advice in areas such as law, accounting, marketing and brand development.
- **Mentoring** – our experienced business mentors provide you with valuable insights on how to kick- start your venture.
- **Programme of events** – our programme of events run throughout the year and range from seminars led by industry experts to informal networking opportunities, where members can get together to share their experiences.
- **Funding** opportunities
- **Internship Scheme** – in partnership with the University's Careers and Employability Service, we offer paid internships to recent graduates to help add value and capacity to fledgling businesses.

## Becoming a Venture Member

Complete the online form, providing a business summary. You will then be asked to have an initial meeting with the Lab Manager who will assess your application. You will be informed after this meeting whether your application has been successful.

[Ingenuity Lab Venture member application form](#)

## Ingenuity Lab Ambassadors

The Ingenuity Lab Ambassador Scheme is for those whose business has developed beyond the start-up stage, and who can inspire and mentor our next generation of Venture members.

Ambassadors take part in company projects, take an active role in Ingenuity Lab events, and contribute to seminars and mentoring at the Haydn Green Institute.

As well as the benefits offered to Venture Members, Ambassadors can also access:

- our advanced business training programme - Scale
- funding opportunities
- a supportive peer network
- a presence on HGI's website (subject to approval from HGI's Marketing Manager)
- internships
- a dedicated mentor
- a dedicated workspace in the Lab.

## In the Ingenuity Centre

In the Lab there are three different types of workstations – your allocation will depend on what stage your business is at and your level of membership. You can hot desk, have a permanent work desk, or for those who are Lab Ambassadors, access to a business pod for 12 months.

Every level of membership offers the following benefits:

- Workstations (hot desk, permanent desk, business pod)
- Phones for free UK calls (international calls not included)
- Free printing (subject to the University of Nottingham's reasonable usage policy)
- Access to computer monitors
- Use of the Ingenuity Lab Lounge with space to relax, read or unwind. No prior booking is required to use this space. We ask that members respect others when using this space, by keeping noise to a minimum and not eating or drinking here.
- Booking the Lab meeting room as well as other facilities of UNIP (some charges may apply for UNIP services)
- Use of the Lab as a business address (conditions apply)
- Daily lockers to keep your belongings secure (according to availability)
- Free tea and coffee

Please Note:

Registration documents and guidelines do not constitute a contract between you as an Ingenuity Lab member and the University of Nottingham. The University reserves the right to withdraw the services outlined at any time.

## Entrepreneurs in Residence (EIR)

Collaborating with the Small Business Charter (SBC), the Haydn Green Institute has recruited a number of Entrepreneurs in Residence (EIRs) to support engagement between the University and local SMEs, entrepreneurs and students. The EIRs mentor Ingenuity Lab businesses, deliver business training seminars and aid academics in their research.

## Lab Services

### Business advice

We have a range of business advisors who can offer you impartial advice and signpost you in the right direction. Our experienced staff can advise on a range of topics, but we also provide external specialists who can provide expert advice on areas such as:

- Legal and contracts
- IP and patents
- Sales and marketing
- Accounts
- Investment
- Branding
- Product design

Specialist information is delivered via seminars, while one to one surgeries enable you to ask deeper questions.

Seminars are held regularly, while surgeries are held monthly – you book your place on these with the Lab Administrator. Please note that although surgeries are confidential, the visiting professionals may discuss the topics raised with Ingenuity Lab staff. We generally offer no more than three visits per enterprise, but further consultations can be arranged if availability exists.

### Scale

Scale is an accelerator programme designed to equip Ingenuity Lab businesses to take their ventures to the next level, which is delivered over the summer of each academic year. Participants attend five 3-hour weekly training sessions, which include a combination of teaching, facilitation and peer-to-peer learning.

The programme consists of the following sessions:

- Business planning, including an introduction to Business Model Canvas software
- Sales and marketing
- Human resources
- Finance
- Consolidation of learning with Entrepreneurs in Residence

What we are looking for:

To take part in Scale, you will need to meet the following criteria:

- Each approved business must be viable, innovative and scalable.
- Active Ingenuity Lab participation (demonstrated by attending business surgeries, roundtables, volunteering time when requested, exploring EIR mentorship and utilising current available resources).
- Confirmed attendance for every session of Scale.

## Grow-on Space

Membership of the Lab is intended for those investigating their idea or in the early stages of development but once your business starts to grow you may need more established office space. The Ingenuity Centre is designed for the growth of start-up businesses and has office space available to rent (subject to availability).

Please contact UNIP reception to discuss this further:  
**BB-UNIP-Reception@nottingham.ac.uk**

## Code of Conduct

The information below refers to the Code of Conduct for working in the Ingenuity Lab space and is subject to Covid-19 restrictions permitting.

The Ingenuity Centre reception is usually staffed from 9.00am to 5.30pm on weekdays.

The Ingenuity Lab is used by a large and varied group of students and entrepreneurs for whom a professional working environment is critical to the success of their business. We ask you to maintain a high level of professional conduct at all times and to give careful consideration to the needs of others.

### Professional behaviour

Please make sure you work as quietly as possible. Phone calls should be kept to a minimum or taken outside of the Lab. Ensure that your desk is clear and tidy when you leave for the day.

### Lab availability

The Lab Office is closed on weekends and University designated staff holiday periods and bank holidays. Please check dates with the Ingenuity Lab administrator.

### Access cards

Venture and Ambassador members have 24/7 card access to the Lab to work and to carry out **business related** activity only.

Two access cards are available per business for Venture and Ambassador members only. You must not share your card with others under any circumstances.

Failure to do comply with Lab guidelines could result in your membership being revoked

### IT Access

Alumni Venture members will be issued with a username and password and students should use their university sign on. The university wireless network is also available. Please let us know if you need access. Please see Appendix two for internet terms of usage.



## Food and Drink

In order to keep the facility clean and tidy, please ensure that any crockery or cutlery you or your visitors use is washed, dried and put away at the end of the day or put in the dishwasher in the corridor.

## Receiving post

Each individual business must be registered separately and permission to use the address must be sought from university staff on each occasion. This is the case whether or not you already have a business registered with us.

## Proof of identity

In order to satisfy money laundering regulations which came into effect 1 April 2008, anyone wishing to use the Ingenuity Lab address as a correspondence address or wishing to use it to register a limited company with Companies House or HMRC must provide two proofs of identity, copies of which will be kept on file for the period specified by the legislation.

Appropriate documents for providing proof of identity include: passport, photo driving licence or birth certificate, but other documents may be accepted. Please ask if you are unsure. If you are a student, your student library card can form one of the two proofs required. Immediately following company registration, each business must also provide a copy of a Company's House certificate to the Ingenuity Lab Administrator.

Until we have received proof of identity, you must not use the Lab address. Any mail received for an individual or company which has not provided the requested documentation will be returned unopened to the sender.

Further information about the Money Laundering Regulations legislation  
[www.hmrc.gov.uk/mlr/regs.htm](http://www.hmrc.gov.uk/mlr/regs.htm)

## Visitors

If you are expecting a visitor, please note that they are your responsibility and ensure that you are present in the Ingenuity Lab before your visitors arrive and that you are available to meet them at Reception. Please also note that you are responsible for ensuring that your visitors comply with the guidelines for use of the building.

## Additional staff members

The Ingenuity Lab is designed for individuals or small teams to use for limited periods only. We recognised that some businesses may have additional staff members, who are not University of Nottingham students or alumni and that these may need to visit the Lab on occasion. The Lab Member should always be present if additional staff members are required to visit the Lab. The number of additional staff permitted on the premises at any given time is no more than two. The Lab Manager reserves the right to limit representatives of a company to one in busy periods.

## Online behaviour

We expect our Members to behave in a professional manner whether they are in the Lab building, or online.

We ask Lab Members to acquaint themselves with the University of Nottingham's code of conduct regarding freedom of speech.

<https://www.nottingham.ac.uk/governance/free-speech-and-academic-freedom.aspx>

# Appendix 1

## Terms and conditions

Membership of the Ingenuity Lab is open to:

- Current registered University of Nottingham students
- Alumni of the University of Nottingham, normally up to 12 months from registration date for pre-start businesses
- Other individuals at the discretion of Ingenuity Lab Manager

Ingenuity Lab members must:

- Take full responsibility for their own possessions. Those using hot desk spaces need to take all personal belongings off the premises and leave desks clear when they leave at the end of the day.
- Use the booking system for the use of meeting rooms.
- Use photocopying, stationery, telephones and postage in reasonable quantities only (the Lab Manager reserves the right to decide what is reasonable).
- Access the premises and use the facilities for the activities of the specified business only.
- Notify the Ingenuity Lab administrator of changes to contact details.
- Seek permission before trading from the Ingenuity Lab or using the Ingenuity Lab as a registered business address with Companies House or with HMRC.
- Provide proof of identity if wishing to use the Ingenuity Lab address for business purposes.
- Inform Ingenuity Lab staff if the business proposes to promote services which may reasonably be expected to duplicate or conflict with existing university activity.
- Ensure that their business operates entirely within the UK legal system.
- Comply with UK immigration regulations where appropriate.
- Comply with the University's IT usage policies.
- Ensure that they are aware of and comply with, current Data Protection and Health and Safety legislation.
- Maintain a high standard of professional conduct.
- Not hold the Lab, or the University, liable for any information offered through one to one meetings, event or documentation provided through the activity of the Lab.

Ingenuity Lab members must not:

- Use any University logo on any business stationary or promotional material or imply that the University endorses the activity of the business without prior agreement.
- Use the Lab for anything other than outlined above without prior approval from the Ingenuity Lab Manager.
- Attempt to compete, or pass off, as a provider of any activity or service that could reasonably be understood to duplicate activity or services being provided by the University of Nottingham. Any business that intends to work in a related or similar field must first seek the approval of the Ingenuity Lab Manager and will be expected to gain the approval of the Head of Service or

Department where relevant. Failure to do so will result in the business being required to modify their activity or in extreme cases leave the Ingenuity Lab.

Please Note:

Memberships can be revoked at any time if the management of the Lab feel that they are no longer able to support the individual or business or that the business or individual is disruptive to the smooth running of the Lab. They may also revoke membership if they feel that Lab facilities are not being used with the spirit or respect that they deserve. This includes a reasonable usage policy that is at the sole discretion of the Ingenuity Lab Manager.

These decisions are final and we aim to give you 30 days' notice of termination unless exceptional circumstances apply. Finally, the Lab reserves the right to suspend services from time to time and remove services as it sees fit. All changes will be given notice via email.

# Appendix 2

## Computing code of practice for users of the university IT facilities

We ask that you comply with the university's code of practice when using our computing facilities.

Before you start in the Lab, please ensure that you read the [University of Nottingham Code of Practice for users of the University Computing facilities](#)

# Appendix 3

## Fire safety

**UNIP operates a ‘Get out, stay out,’ policy with respect to fire safety.**

Each UNIP building has an automatic fire detection system and emergency lighting. These are maintained by University of Nottingham Estates Department.

The University Fire Safety Advisor undertakes fire risk assessments of the building in line with current legislation.

All extinguishers and fire blankets are maintained by the University of Nottingham Estates Department.

For full details of UNIP’s Fire Safety policy, see the UNIP Client Handbook.

### **IN CASE OF FIRE**

If you discover a fire, raise the alarm by breaking the nearest break glass call point. If possible, inform the Security Control Room on ext.18888 with details of the incident or contact the fire brigade using the 999 system.

Do not put yourself at risk - only tackle the fire with an appropriate fire extinguisher if you find yourself trapped.

If you hear the fire alarm, leave the building using the nearest exit, closing doors and windows as you leave. **Do not use the lift.**

Depending on your exit route, report to the assembly point in the Permit Holder’s Car Park. Pass on any information you may have to security or the fire brigade.

Do not re-enter the building until security or the fire brigade say that it is safe to do so.

### **FIRE ALARM TESTING**

The fire alarm is tested every Thursday morning shortly after 8am and is a single siren tone which will last for a maximum of 30 seconds. If the alarm sounds for longer than this you must evacuate the building. If you become aware that you are not able to hear the fire alarm in your area, please report this immediately to Reception.

**Fire Safety Notices are displayed throughout the building. Please familiarise yourself and your business associates/team members with these instructions and check the location of all the fire exits, break glass call points and refuges.**

**If in doubt, leave it to the emergency services**

# Contact us

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