



Swansea University

# Student Enterprise

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# IMPACT REPORT 2020

Produced by **Research, Engagement & Innovation Services**



# ACCELERATING ENTREPRENEURSHIP

Our strategic approach to Student Entrepreneurship (2018 -2023) has informed an unrelenting drive to embed entrepreneurship across Swansea University's values, policies and practices. We are proud to be delivering on the long-term commitments set out in this strategy, creating an entrepreneurial university with the knowledge, skills and drive to be truly enterprising.

# OUR VISION

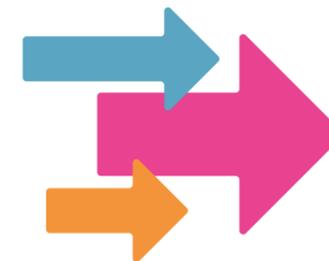
**Developing innovative and entrepreneurial talent is a distinctive feature of the Swansea University student experience, transforming lives and futures by unlocking and fostering a connected entrepreneurial community.**

## OUR MISSION

- 1. Embed an effective and dynamic entrepreneurial ecosystem and culture**
- 2. Produce entrepreneurial and innovative graduates that are sought after, from across all Colleges and Schools**
- 3. Be nationally recognised as a student Entrepreneurial University**

## CHAMPIONING CHANGE

Working across the university to bring together key staff and student champions to accelerate the Entrepreneurship agenda and drive culture change. Working collaboratively and sharing best practice in the delivery of an integrated student support programme within the academic Schools and Colleges.



## COMMITTED TO WALES

In the wider strategic context for Wales, we are fully committed to the Welsh Government's Well-being of Future Generations Act 2015, Prosperity for All - Economic Action Plan and the "Be the Spark" Movement which actively encourages Innovation-driven entrepreneurship.

Swansea University has fully embraced its commitment to the Welsh Government's Youth Entrepreneurship Strategy recognising that it provides an extremely effective framework for supporting and promoting enterprise within the University and with external stakeholders on a domestic and national level. We are committed to actively supporting, promoting and enriching Welsh culture and the Welsh language and providing an inclusive and supportive working and learning environment for all.





# COMMITTED TO OUR STUDENTS

We have created a framework to support the student **“Entrepreneurial Journey”** by providing an environment of inclusivity and accessibility to encourage business start-ups and help our students develop their entrepreneurial skills, mind-set and resilience.

## 5,102 ENGAGED STUDENTS

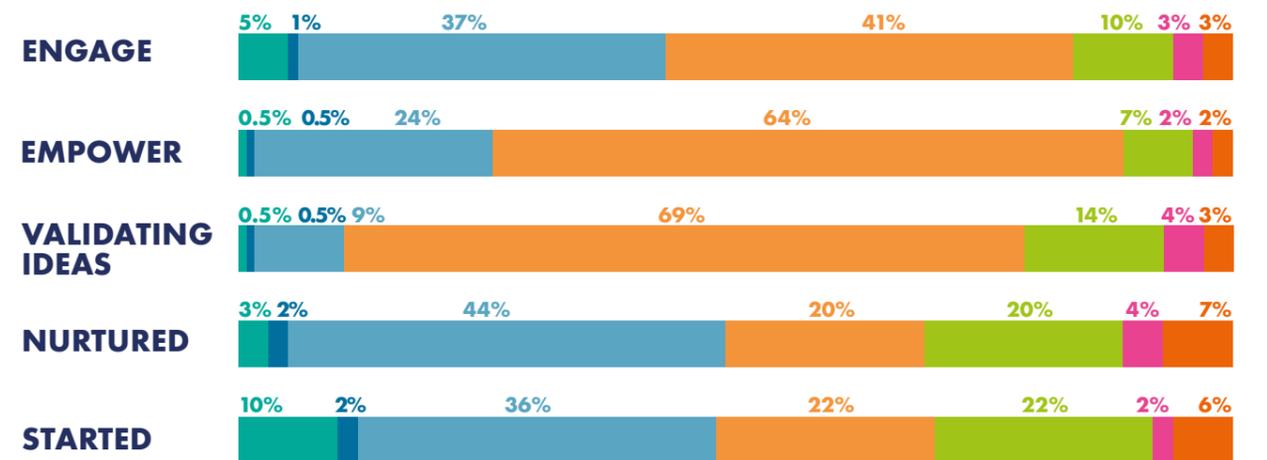
Raising awareness and aspiration for entrepreneurship through face-to-face engagement at initiatives including career & employability events, college module induction talks, Students’ Union events and role model & entrepreneurship talks.

## 2,320 EMPOWERED STUDENTS

Providing students with entrepreneurial learning opportunities through a series of extra and co-curricular workshops, competitions, hackathons, boot camps and entrepreneurial initiatives.

## INTERACTING WITH STUDENTS ACROSS ALL DISCIPLINES

■ Arts & Humanities  
 ■ Law  
 ■ Management  
■ Engineering  
 ■ Science  
 ■ Medicine  
 ■ Human & Health



## EQUIPPED STUDENTS

Providing mentorship, 1-2-1 advice, innovation and venture creation modules, access to funding, test trading opportunities, entrepreneurship placements, accelerator programmes and much, much more to help students start and grow their businesses.

**50** BUSINESSES STARTED

**1,118** VALIDATED IDEAS

**98** NURTURED TO START

# ACCELERATOR THEMES

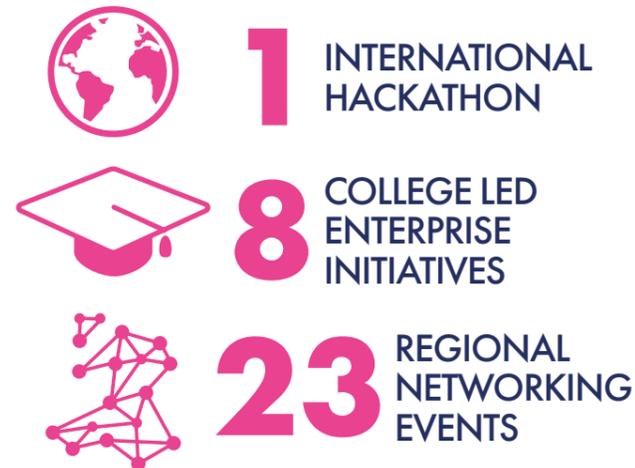
## 1. BUILDING COMMUNITIES OF ENTREPRENEURS

In providing a platform to enable our students to take a lead on Enterprise focused activities, we have mobilised a growing and enthusiastic community, who are educating and inspiring their peers within individual student societies, encouraging collaboration between societies and engaging with the wider external stakeholder community. In doing so, they are developing important skills and practical knowledge that will support their start-up journey.



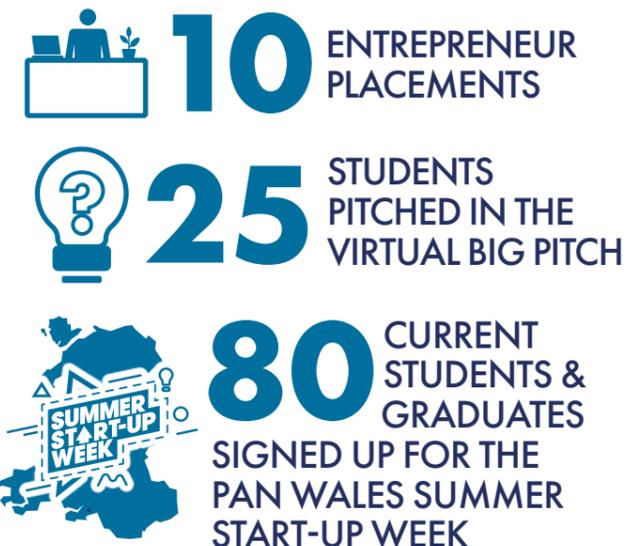
## 2. REGIONAL PRIORITIES AND COLLABORATION

We identified and created opportunities for regional collaboration and with a focus on our institutional strengths in order to support student starts-up and test trading in the region.



## 3. START-UP AND GROWTH

We developed innovative opportunities to identify and increase student start-ups with a focus on those with growth potential.



# INVESTMENT TO OUR START-UPS

£44,780

## INVESTMENT RAISED TO SUPPORT START-UPS THROUGH PARTNERSHIPS

£24,000

from Santander Universities to support those starting up

£12,500

from Santander Universities to support start-ups affected by COVID-19

£5,000

from Go Compare

£3,000

from Engineers in Business Competitions

£280

from Alumni Community support Enterprise Activities

£18,480

## INTERNALLY INVESTED FROM ACROSS THE UNIVERSITY

£10,000

from School of Management Enterprise and Innovation Committee

£8,480

from Swansea Employability Academy for Internships

# COMMITTED TO STAFF

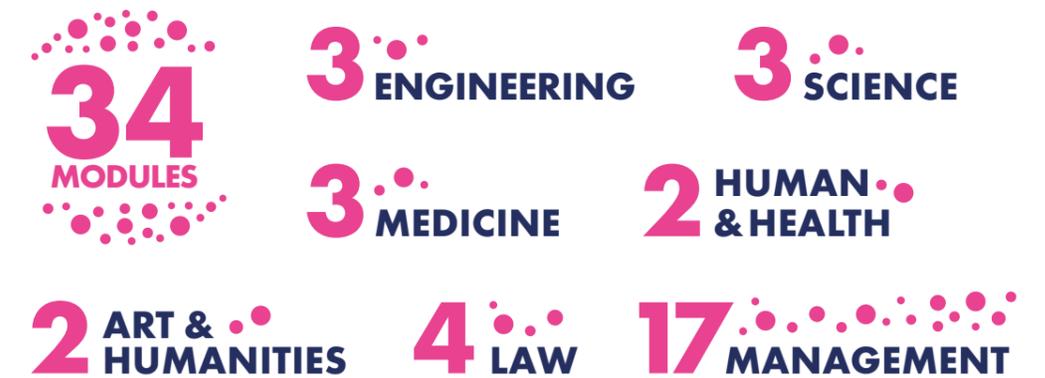
The university continues to build its internal communities, working together to create synergies and linkages across colleges, schools and professional departments. Then by ensuring we support each other, share best practice, resources and cross faculty teaching, learning, enterprise and innovation to break down traditional boundaries and silos in order to empower others to deliver entrepreneurship.



# CO-CURRICULAR DEVELOPMENT



There are currently **34 modules focused on Enterprise, Entrepreneurship or Innovation** which have **855 students enrolled** (Academic year 2019/20); in addition there a further **3,943 students engaging in entrepreneurship** activities within their modules.



We have **encouraged and supported our colleagues to embed entrepreneurship into the curriculum**, using the ETC Toolkit to develop modules and share best practice within our Entrepreneurship Strategic Development Group.



We continue to **review our Academic Career Pathway** to recognise Entrepreneurial teaching and engagement activities.



The Enterprise team **developed a cross campus unit** that has been included within the Career Development Course, **“Starting your own business”** which is one of the 16 units available to get students career ready. Since launching in August 2020, **62 students have chosen to undertake the unit.**

# COMMITTED TO WORKING WITH PARTNERS & STAKEHOLDERS

At Swansea University we have a shared sense of common purpose and operate as a connected 'community of communities', built on trust and personal accountability. We are innovative and dynamic, and committed to providing entrepreneurial leadership for regional and global challenges.

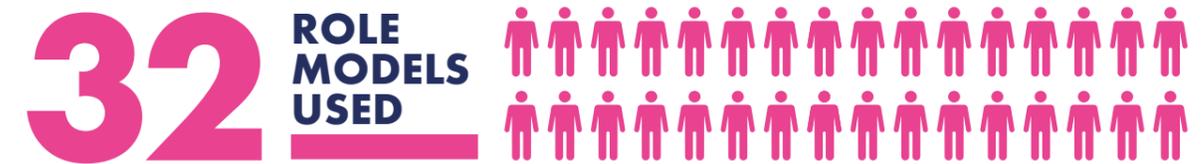
## Santander Universities

As one of the 85 Santander Universities, we receive funding to support Education, Employability and Enterprise. The Enterprise Team received £24,000 to support students to start businesses, which is awarded to students through activities such as pitching competitions and Accelerator programmes.



## Big Ideas Wales

## Big Ideas Wales



## Referring Students to Regional Support Providers

We are ambitious and want to make a difference to the lives and futures of our students and the wider community, society, and economy. We are fully committed to actively working with students as key partners, colleagues in a cross-disciplinary approach to education and research, educational partners in other universities, colleges, and schools; and with regional stakeholders from business and community groups.



## Starting up in the Region



Swansea University's Enterprise Team have entered into a new strategic collaboration with 4theRegion (an organisation that brings together regional businesses, community groups and change-makers across South West Wales), to create Starting Up in the Region. Swansea University are funding membership fees for its student start-ups for an entire year. This will enable fledgling Student start-ups to not only gain exposure for their business in the region, attend events and members' forums, but also gain valuable support whilst building their own networks with the other 250 business members.

**10 Start-ups were awarded membership when the programme was launched in November 2020 as part of Global Entrepreneurship Week.**

# RESPONDING TO COVID-19

On the 16th March 2020 the University ceased face to face interaction, following restrictions set by the Government in relation to the Covid-19 Global Pandemic.

COVID and the subsequent lockdown significantly affected our ability to reach as many students and graduates as usual via in-person activities such as events. However, the lockdown provided a catalyst for change and an opportunity for us to review how we deliver services and focus on new opportunities and ways of working, such as developing online services, using video and social media platforms to connect and keep in touch.



## OUR SERVICES AND SUPPORT

The Enterprise team moved all of its activities and support online to ensure that disruption to the service provided to students and staff was minimal. Online 1-2-1 sessions were set up for current students and recent graduates to support them during this time of uncertainty, providing reassurance, advice and support to pivot their delivery models to survive the crisis.

Our Annual "The Big Pitch" competition was delivered virtually so that funding could be awarded to those wanting to start a business. 25 students sent in their 3 minute pitch videos where **£12,000 was awarded**. Santander Universities provided Swansea University **£12,500 additional funding** to support student start-ups that were affected by the Global Pandemic.



## WORKING IN COLLABORATION ACROSS WALES

Working virtually has encouraged collaboration across Wales, with the Enterprise Champions the Enterprise Champions at Further and Higher Education Institutions came together and coordinated "Summer Start-up Week". **560 students and graduates registered** for the 5 day start up programme, 8th-12th June 2020, 13 sessions were delivered by 20 Business Experts and Entrepreneurs. Summer Start-up Week was **Won the Entrepreneurship Catalyst Award** at the National Enterprise Educators Awards in Sept 2020.



### THE JOURNEY

**19.03.20**

Email from **Enterprise manager at USW** to **collaborate** on a Pan Wales **Start up Week Online**

**26.03.20**

**Enterprise Champions for institutions across Wales met** virtual on zoom to form **4 task groups**:

1. Tech & Logistics
2. Content and Curation
3. Marketing
4. Community Building

**26.05.20**

**Website, Social Medias and Eventbrite went live**

**308 Members** in an **active and ongoing** Facebook Community with over **3.8k Engagements**

[www.summerstartup.co.uk](http://www.summerstartup.co.uk)

[Wythnos Cychwyn Busnes yr Haf / Summer Start-Up Week 2020](https://www.facebook.com/WythnosCychwynBusnesYrHaf/)

[startupweek2020](https://www.instagram.com/startupweek2020)

[@startupweek2020](https://twitter.com/startupweek2020)

**3.06.20**

**Ice Breaker and information session** with the Weeks Host and 2 Entrepreneurs sharing their stories

**4.06.20**

**500 Tickets SOLD OUT** reserve list created  
**288 with a business idea**  
**144 early stage trading**  
**134 looking to be inspired**

**8-12.06.20**

Entrepreneurs and business experts **deliver informative and inspirational live sessions**

**12.06.20**

**Session recordings uploaded** onto the Website and **accessed 759** times in the first few weeks



# CASE STUDIES: START-UPS RESPOND TO CRISIS

Start-ups are key drivers of economic growth and job creation, and are often a catalyst for radical innovation.

During the coronavirus (COVID-19) crisis, start-ups have continued to play a critical role for the UK economy. Some innovative young firms, as well as many student start-ups have reacted fast and flexibly to the pandemic, and have been critical in helping adapt and shift towards fully-digital work, services and have provided innovations as a direct response to COVID-19.

## Just in Case

Just in Case was founded by Emily Farley who graduated in July 2020 from the School of Management into the global pandemic. With her business knowledge and passion for marketing and customer service Emily decided to start up her own micro enterprise in order to get the “experience” in which industry seek. Spotting an opportunity Emily decided to start up “Just in case” personalising boxes to store the now compulsory facemasks that are helping us protect against Covid-19.

Since launching in September 2020, Emily has sold over 700 boxes via a variety of online channels and shipping her product around the world. Due to her success, Emily is now branching into other personalised products in the gift market. To find out more, visit

**Instagram @justincase.designs**



## 3D Crowd

David Sims a second year Computer Science student used his 3D printer to print Personal Protective Equipment (PPE) such as visors and donate them to Health services to overcome the shortage that was being experienced at the time. David set up 3D Crowd and fundraised over £15,000 for materials for the printing of equipment which was also produced by a “crowd” of 3D printer owners across the UK.

**Welcome To 3D Crowd**  
[www.3dcrowd.org.uk](http://www.3dcrowd.org.uk)



## Letzee

Joshua Blackhurst founded Letzee during his 2nd year of Business Management at Swansea. Letzee is a business that offers 3D Virtual Tours of properties for prospective tenants and to allow landlords the ability to handle more viewings without having to physically be at the property. Josh launched his business in March 2020, and with support from the University has grown from strength to strength.

**South Wales’ Premier 3D Virtual Tour**  
[www.letzee.co.uk](http://www.letzee.co.uk)



# GLOBAL ENTREPRENEURSHIP WEEK 2020

16<sup>th</sup>-22<sup>nd</sup> November

Swansea University ran a programme of events for Global Entrepreneurship Week focused on the Welsh Government's priority areas; Business Start-up, Social Enterprise, Tech and Innovation, Female and BAME Entrepreneurship. We invited back a host of Swansea University Alumni and Entrepreneurs in the region to inspire and encourage our stakeholders.



# CELEBRATING SUCCESS



**1 Santander Universities Semi-Finalist**

2020 Alex Coldea | [www.mydill.co.uk](http://www.mydill.co.uk)



**1 National Enterprise Educators Award**

Entrepreneurship Catalyst  
**SUMMER START-UP WEEK**



**Swansea University Enterprise Champion recognised at National Enterprise Educators Award**

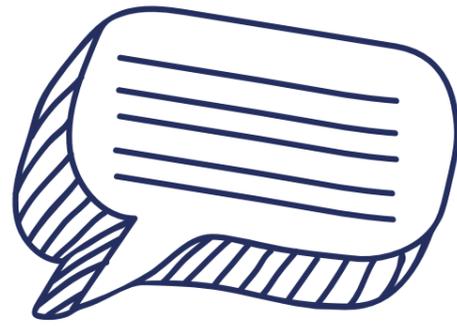
Kelly Jordan shortlisted in UK top 3 for Rising Star in Enterprise Education



**5 Wales Online Top 35 Young Entrepreneurs**

Alex Coldea, Joe Charman, Joelle Drummond, Michael Pinocci, Sam Gibbson

# WHAT OUR STUDENTS SAID...



// A fantastic team that makes every effort possible to help young entrepreneurs succeed. After only hearing about the enterprise team a couple months ago I have already benefited from great mentorship and huge life-changing opportunities. I couldn't recommend more highly.



**JAMES ANDREWS**  
BIOLOGY STUDENT

// I had a 1 to 1 with the Enterprise Team. I came to them with a very vague idea of how I wanted to start up a business. They have got an amazing amount of knowledge which they are very willing to share! I left the meeting so excited and motivated to see where my ideas can take me! Very supportive and flexible, they shared the same enthusiasm I had! Definitely recommend having a meeting to anyone interested in entrepreneurship.



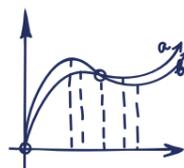
**SAM CRESSALL**  
ENGINEERING STUDENT

// The Enterprise Team has provided me with so many opportunities that wouldn't have been available otherwise. The interaction with large public and private sector companies has been invaluable and the consequent networking has given me professional development outside and beyond of my university experience.



**JOSHUA HARRIGAN**  
SPORT STUDENT

// Being given the opportunity to access and gain insight from the Swansea University Enterprise Team has allowed me to obtain tremendous support and knowledge whilst starting up the small business, InTouch Marketing Consultancy. With help from the enterprise team myself and my business partner have been able to grow from strength to strength by addressing any concern or queries via a professional member of staff to guide us in the correct direction.



**HANNAH WARDEN**  
BUSINESS STUDENT

// The Swansea University Enterprise Team are a hidden gem within the university. They go above and beyond in everything that they do to help student start-up businesses get off the ground. The continuing, around the clock support I have received in setting up my company GoGo Coffee has been outstanding. I can safely say that without the support I have received from this department I wouldn't have dreamed that I would be where I am with my company after just months since I launched.



**LUKE GREEN**  
BUSINESS STUDENT

# 2020 START-UPS



## 3D Crowd

David Sims  
3D printing of PPE  
[3dcrowd.org.uk](http://3dcrowd.org.uk)

## Aldean Designs

Rowan Aldean  
Software and web development  
[aldeandesign.com](http://aldeandesign.com)

## Alumus Capital Management LTD

Drew Stephens  
Finance and investment  
[alumuscapitalmanagement.co.uk](http://alumuscapitalmanagement.co.uk)

## Beauty by Jodanna

Jodanna Dower  
Beauty treatments  
[Instagram @JD\\_nails\\_beauty](https://www.instagram.com/JD_nails_beauty)

## Becs-2020

Amelia Gilbert  
Gender neutral clothing  
[myshopify](http://myshopify)

## Books Outside The Shop

Vicky Brewster  
Book subscription service  
[thebooksoutsidethebox.com](http://thebooksoutsidethebox.com)

## Conser

Samuel Posejal  
Website developer  
[conser.co.uk](http://conser.co.uk)

## CrafticalHit

Felicity Mckee  
Dice creator  
[etsy @CrafticalHit](https://www.etsy.com/CrafticalHit)

## DMK Sports Massage

Darran McKeown  
Sports massage and soft tissue  
[Facebook @DMK Sports Massage](https://www.facebook.com/DMK_Sports_Massage)

## Duffers Design

Alex Duffield  
3D Printing business  
[Facebook @Duffers Design](https://www.facebook.com/Duffers_Design)

## Letzee

Joshua Blackhurst  
Premier 3D virtual property tour service  
[letzee.co.uk](http://letzee.co.uk)

## Eatalian's

Alessandro casentini  
Italian fast food on Wind Street, Swansea  
[Facebook @Eatalian's](https://www.facebook.com/Eatalian's)

## GeeBakes

Georgia Woodhead  
Cake Business  
[Facebook @GeeBakes](https://www.facebook.com/GeeBakes)

## GOO Crew

Roland Foster  
Children toys (Slime kits)

## Handmade Jelly

Elly Jebbet  
Upcycled clothing  
[depop @ellyjebbet](https://www.depop.com/ellyjebbet)

## Help FUR Heroes

Nick Cole  
Dog walking business  
[helpfurheroes.co.uk](http://helpfurheroes.co.uk)

## HS Handyman

Hayden Pound  
Handy man  
[hs-handymanservices.co.uk](http://hs-handymanservices.co.uk)

## In Touch Marketing

Hannah Waldren & Rebecca Maddocks  
Marketing support  
[intouchmarketingconsultancy.co.uk](http://intouchmarketingconsultancy.co.uk)

## Just in Case

Emily Farley  
Mask cases  
[Instagram @justincase.designs](https://www.instagram.com/justincase.designs)

## KTY.

Will Macdonald , Curtis Freer and Prajwal Chandra Kanumolu  
Money sharing app  
[kty-ltd.co.uk](http://kty-ltd.co.uk)

## Lotus Noise

Aeron Davies  
Music and meditation  
[lotus-noise.com](http://lotus-noise.com)

## Markiv Sales

Vikram Ponnuswamy  
Drop shipping

## O Nutrition

Markus Mikkola  
Protein powder  
[onutrition.co.uk](http://onutrition.co.uk)

## Online Esports Tournaments

Oliver Thomas  
Moderator of online esports tournaments

## Online Maths Tutoring

Kartik Kaushia  
Online maths tutoring  
[mathsifytutoring.com](http://mathsifytutoring.com)

## Precision Aerospace Investment Group

Ioan Hill  
Mergers and acquisition of engineering companies  
[LinkedIn @Precision Aerospace Investment Group](https://www.linkedin.com/company/Precision-Aerospace-Investment-Group)

## Retonio Ltd

Rebecca Pedrick Case  
Science learning resources  
[retonio.com](http://retonio.com)

## Royce Link Ltd

Thomas Abbott  
Communications platform for start ups  
[roycelink.com](http://roycelink.com)

## Sade&Co

Luis Williamson  
Womans clothing  
[etsy.com @sadecolondon](https://www.etsy.com/sadecolondon)

## Seasense

Luke McMillan  
Biodegradable flipflops  
[seasenseflipflops.com](http://seasenseflipflops.com)

## She Loves Business

Emma Tamplin  
Printing business  
[Instagram @shelovesbusiness](https://www.instagram.com/shelovesbusiness)

## Side Hustle

Tom Robertson  
A podcast experimenting side hustles

## Sow your own LTD

Luis Williamson  
Vegetable plant distributor  
[@Amazon](https://www.amazon.com)

## Spanish lessons

Jeffrey Jean  
Spanish lessons

## Spark & Clean

Nicolas Van eerve  
Sanitising boxes  
[sparkcleanuv.com](http://sparkcleanuv.com)

## SuBrandco

Anu Subra  
Social media  
[suBrandco.com](http://suBrandco.com)

## Sunrise and Soul

Joanna Traverse  
Handmade jewellery  
[sunriseandsoul.com](http://sunriseandsoul.com)

## Swindon Delivery

Arjun Patel  
Delivering within the hour  
[swindondelivery.co.uk](http://swindondelivery.co.uk)

## Teeeink

Nameel Babu  
T- shirt company  
[teeink.com](http://teeink.com)

## The Cakeologist

Aungshu Rahman  
Cake business  
[Instagram @Cakeologist B.A.R](https://www.instagram.com/Cakeologist.B.A.R)

## The Lead Sparks

Adrian Zabica  
Drop shipping  
[theleadsparks.com](http://theleadsparks.com)

## The Rugby Robcast

Robert Yarr  
Podcast on spotify, anchor, about rugby  
[Anchor.FM @The Rugby Robcast](https://www.anchor.fm/TheRugbyRobcast)

## Tidelines Jewellery

Rachel Nichols  
Handmade jewellery from the sea  
[etsy @ Tidelines Jewellery](https://www.etsy.com/TidelinesJewellery)

## Triathlon Coaching

Ben Kent  
Triathlon coaching  
[Instagram @kernow\\_tri\\_coaching](https://www.instagram.com/kernow_tri_coaching)

## Vitalize Personal Training

Iwan Williams  
Personal training  
[Facebook @vitalizehealthandfitness1](https://www.facebook.com/vitalizehealthandfitness1)

## Vnectiv

Cameron Calder  
Software development  
[vnectiv.com](http://vnectiv.com)

## VulcanIT

Morgan Friskins  
E-commerce IT shop  
[vulcanit.co.uk](http://vulcanit.co.uk)

## Wafflab

Alex Coldea  
Student letting app  
[wafflat.com](http://wafflat.com)

