



Swansea University
Prifysgol Abertawe

Innovation
Arloesedd



Enterprise
Menter



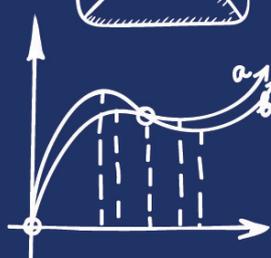
Drive
Brwdfry

Student Entrepreneurship & Enterprise

Impact Report
2019



Passionate
Angerddol



Adaptable
Addasadwy



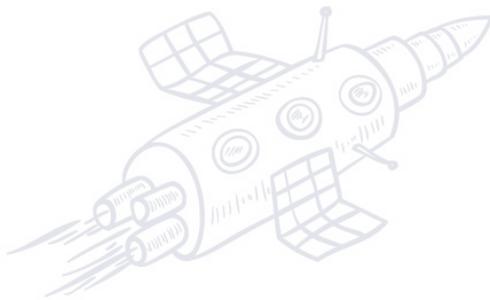
Innovation
Arloesedd



Enterprise
Menter



Creativity
Creadignwyd



Problem Solving
Datrys Probleman



ACCELERATING ENTREPRENEURSHIP

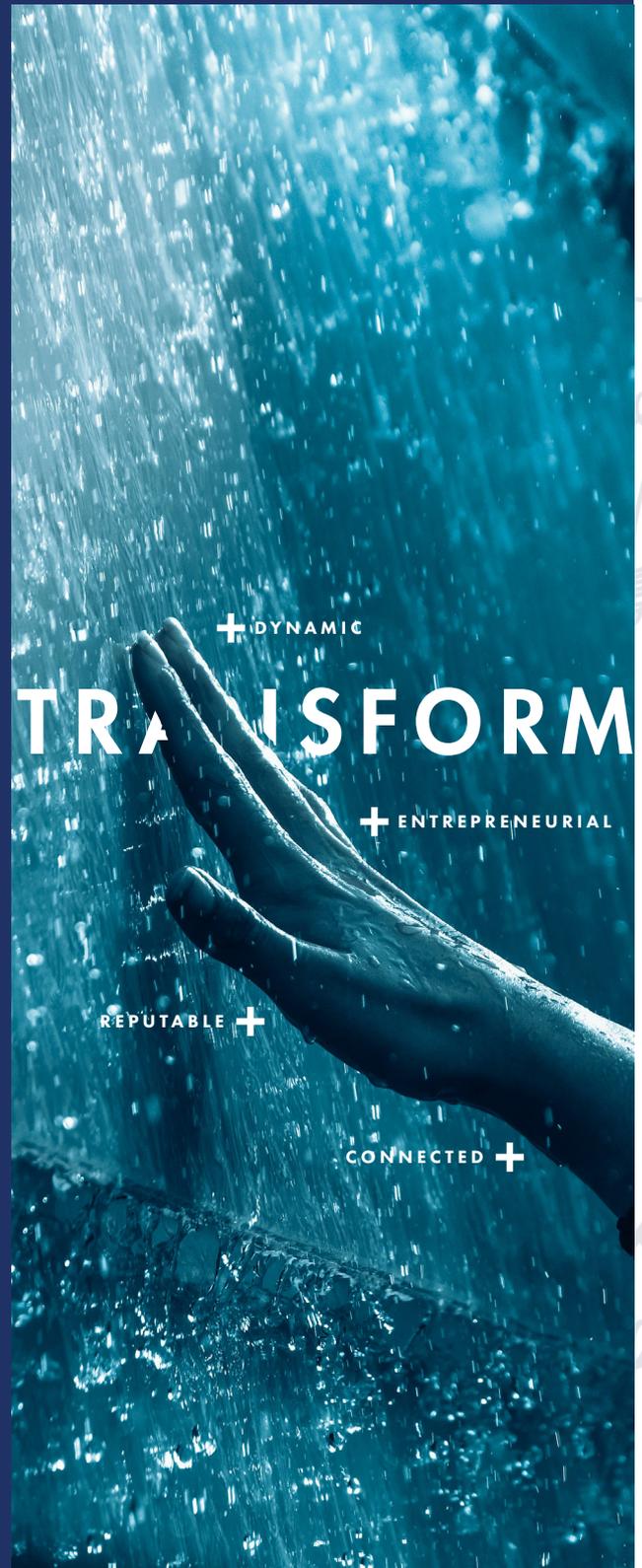
Our strategic approach to Student Entrepreneurship (2018 -2023) has informed an unrelenting drive to embed entrepreneurship across Swansea University's values, policies and practices. We are proud to be delivering on the long-term commitments set out in this strategy, creating an entrepreneurial University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

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



MEET THE ENTERPRISE TEAM

The central team based in Research, Engagement & Innovation Services (REIS) helps students and graduates develop their skills through workshops and initiatives, to gain valuable experiences that will help them start their own business; be it self-employed, a social enterprise, freelancing or a tech business.



REIS Team with University Enterprise Champions; Emma Dunbar (Head of Engagement, Innovation & Entrepreneurship); Kelly Jordan and Ryan Stephens (Entrepreneurship Support Officers)

CHAMPIONING CHANGE

Our Entrepreneurship Strategic Development Group brings together key staff and student champions from across the University 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.

CONTACT US

Enterprise Team, Department for Research, Engagement & Innovation Services (REIS)
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Email: enterprise@swansea.ac.uk

Web: www.swansea.ac.uk/enterprise

Facebook: Swansea University Enterprise

Instagram: [Swanuni_Enterprise](https://www.instagram.com/Swanuni_Enterprise)

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.



Llywodraeth Cymru
Welsh Government

CREU
SBARC

BE THE
SPARK

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 fully committed to improving data collection and to working across the entrepreneurial ecosystem to identify and deliver a programme to support and accelerate student and graduate start-ups.

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.

In 2019, we delivered a programme of enterprise and entrepreneurship activities across the institution for staff, students and graduates, in order to support the



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.

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.

EMPOWERED STUDENTS

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

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.

9,010

ENGAGED

1,575

EMPOWERED

425

VALIDATED IDEAS

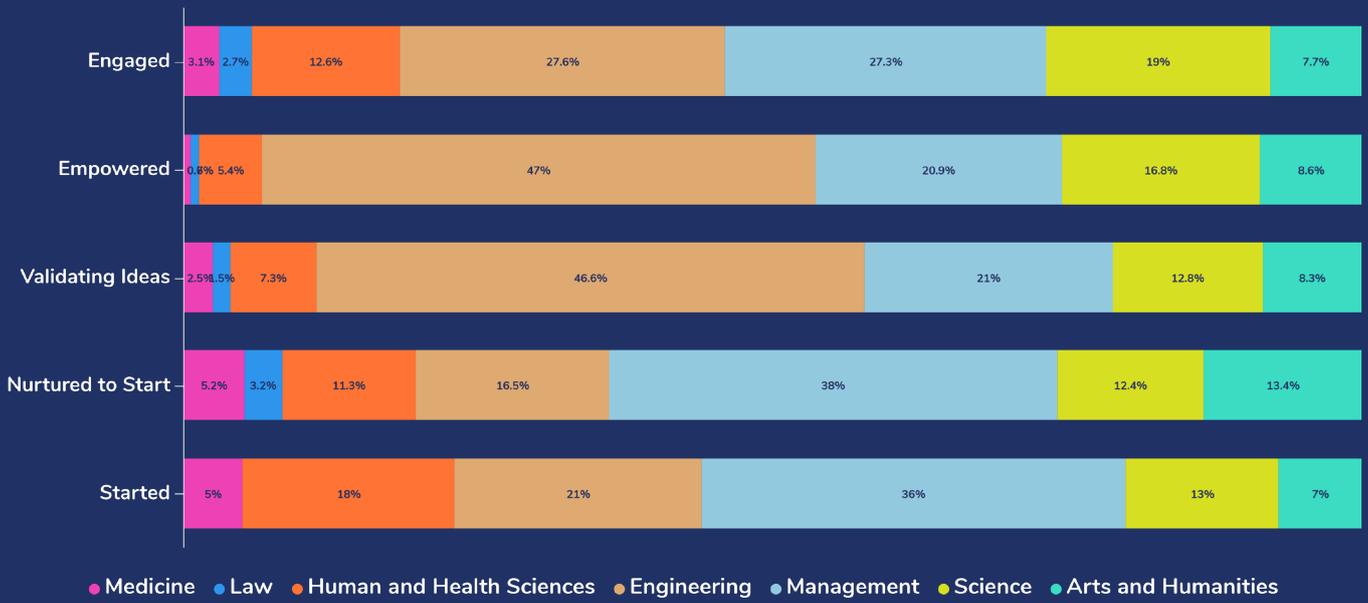
98

NURTURED TO START

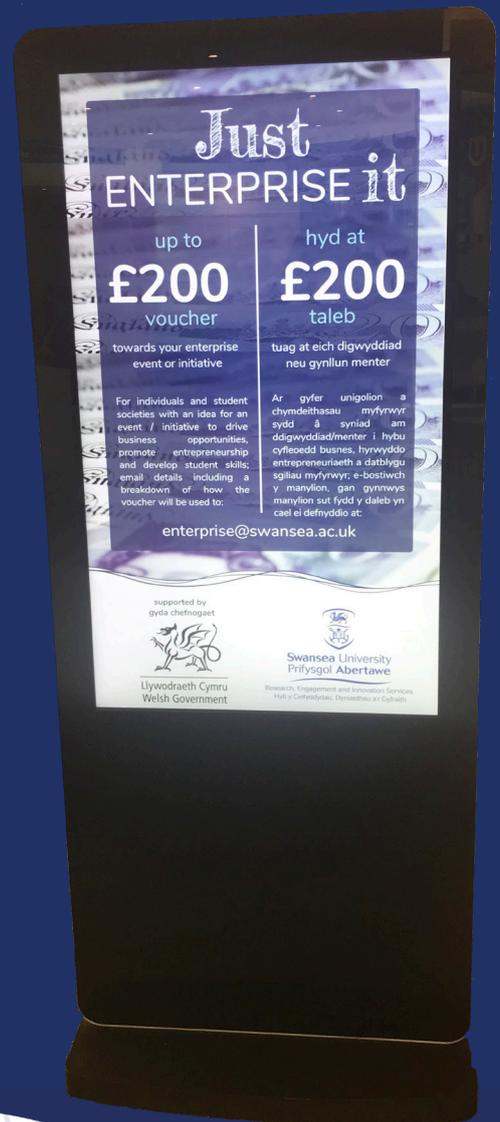
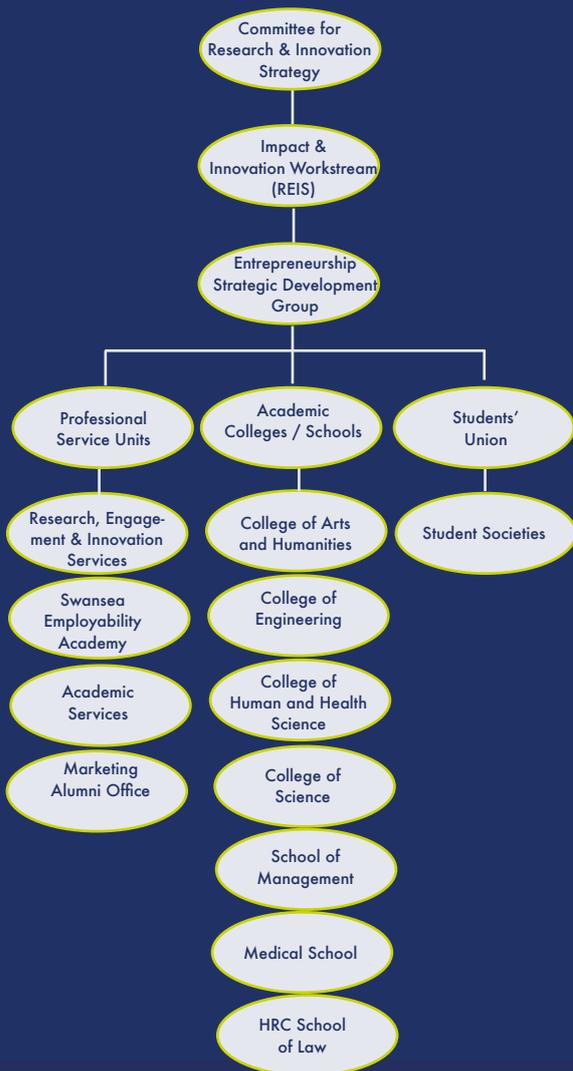
40

BUSINESSES STARTED

INTERACTING WITH STUDENTS ACROSS ALL DISCIPLINES



OUR STRUCTURE



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.

450
TRAINED
STUDENT
AMBASSADORS

182
SOCIETY
MEMBERS
TRAINED

10
STUDENT LED
INITIATIVES

4
START-UPS
TRADING IN
STUDENTS' UNION
SHOP

3
STUDENT
INTERNS
EMPLOYED

GLOBAL ENTREPRENEURSHIP WEEK ACTIVITIES

GLOBAL ENTREPRENEURSHIP WEEK **Calling all STUDENTS** Swansea University Prifysgol Abertaw

Monday 18th November

- How Entrepreneurial are you?** Drop In Session Launch Pad, 12 - 4 pm, Room 223, Floor 2, Talbot Building, Singleton Campus.
- Swansea Women in Business: ACT RESPONSIBLE. THINK SUSTAINABLE.** Plantasia Parc Tawe, Swansea 6 - 9 pm.

Tuesday 19th November

- Hear from a Selection of Social Entrepreneurs** 12 - 1 pm, 1 - 2 pm, Fulton House A, Singleton Campus.
- No Business? No problem. Union Collective** You don't need a business to be business like. Taliesin, Singleton Campus 6 - 8 pm.

Wednesday 20th November

- Synlladau Mawr Cymru: Big Ideas** **DIGITAL MARKETING** Wednesday 20th November | 12pm - 4pm, Swansea Coast Park, Village Hotel, Swansea, SA1 1BCY.
- Santander £100 Challenge Final** Santander Universities, Taliesin, Singleton Campus 3 - 7 pm.

Friday 22nd November

- How Entrepreneurial are you?** Drop In Session Bay Campus, 11 - 3 pm, Room 0014, Computational Foundry Bay Campus.

Saturday 23rd & Sunday 24th November

- Synlladau Mawr Cymru: Big Ideas Volume** **Bootcamp to Business** **SYEN** SWANSEA YOUTH ENTREPRENEURS NETWORK PRESENT - **BECOMING** AN EVENT DEDICATED TO CELEBRATING DIVERSITY IN ENTREPRENEURSHIP - BUSINESS EXHIBITORS FASHION SHOWS LIVE PERFORMANCES DIVERSE CUISINE. **SATURDAY 23RD NOVEMBER 2019, 5PM** BRANGWYN HALL, SWANSEA. EXHIBITORS STAND A CHANCE TO WIN £1000 AND ONGOING BUSINESS SUPPORT. EVENT IS FREE TO ATTEND AND EXHIBIT! SIMPLY REGISTER ON OUR WEBSITE - WWW.YENWALES.ORG. FOLLOW US ON FACEBOOK, TWITTER, INSTAGRAM @YENWALES.

STUDENTS TRADING IN ZERO WASTE SHOP



ACCELERATOR THEMES

2. REGIONAL PRIORITIES AND COLLABORATION

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

12
REGIONAL NETWORKING EVENTS

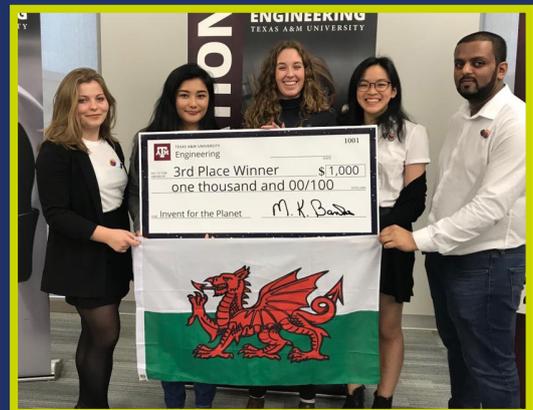
6
COLLEGE LED ENTERPRISE INITIATIVES

2
HACKATHONS

REGIONAL WEEKLY WORKSHOP



INVENT FOR THE PLANET, LED BY TEXAS A&M UNIVERSITY, SWANSEA WAS ONLY UK UNIVERSITY INVITED TO PARTICIPATE



SWANSEA CITY AFC HACKATHON



ACCELERATOR THEMES

3. START-UP AND GROWTH

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

2
ANNUAL COMPETITIONS

13
STUDENTS ON 5-DAY ACCELERATOR PROGRAMME

8
ENTREPRENEUR PLACEMENTS

5
STUDENTS ON MENTORSHIP PROGRAMME

SANTANDER £100 CHALLENGE



ACCELERATOR PROGRAMME



START-UP TO CEO



THE BIG PITCH



COMMITTED TO STAFF

The university continues to build its internal communities, working together to create synergies and linkages across colleges, schools and professional departments, 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.

STAFF CHAMPIONS	
STUDENTS' UNION	5
PROFESSIONAL SERVICES	18
SCHOOLS AND COLLEGES	27
TOTAL	50

60
STAFF TRAINED
AT CPD
WORKSHOPS



PRIVATE SECTOR INVESTMENT

£23,000

PRIVATE SECTOR INVESTMENT
RAISED AND AWARDED TO
16 START-UPS THROUGH
PARTNERSHIPS WITH
GOCOMPARE AND SANTANDER
UNIVERSITIES

1

TELETHON TO RAISE ENTERPRISE
FUNDS THROUGH ALUMNI OFFICE

2

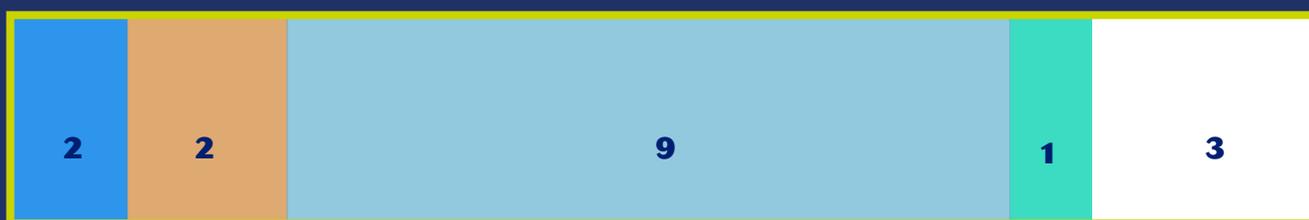
STUDENTS SECURED FUNDING
THROUGH SWANSEA WAVE
CROWDFUNDING PLATFORM
LAUNCHED IN 2019

COMMITTED TO STAFF (CONTINUED)

(CO)-CURRICULAR DEVELOPMENT

- We have encouraged and supported our colleagues to embed entrepreneurship into the curriculum, including the ETC Toolkit to develop modules and share best practice.
- There are currently 17 modules focused on Enterprise and Entrepreneurship; in addition to other modules that empower entrepreneurship.
- We are reviewing our Academic Career Pathway to recognise Entrepreneurial teaching and engagement activities.

ENTERPRISE AND ENTREPRENEURSHIP MODULES



• Law • Engineering • Management • Arts and Humanities • Cross Campus

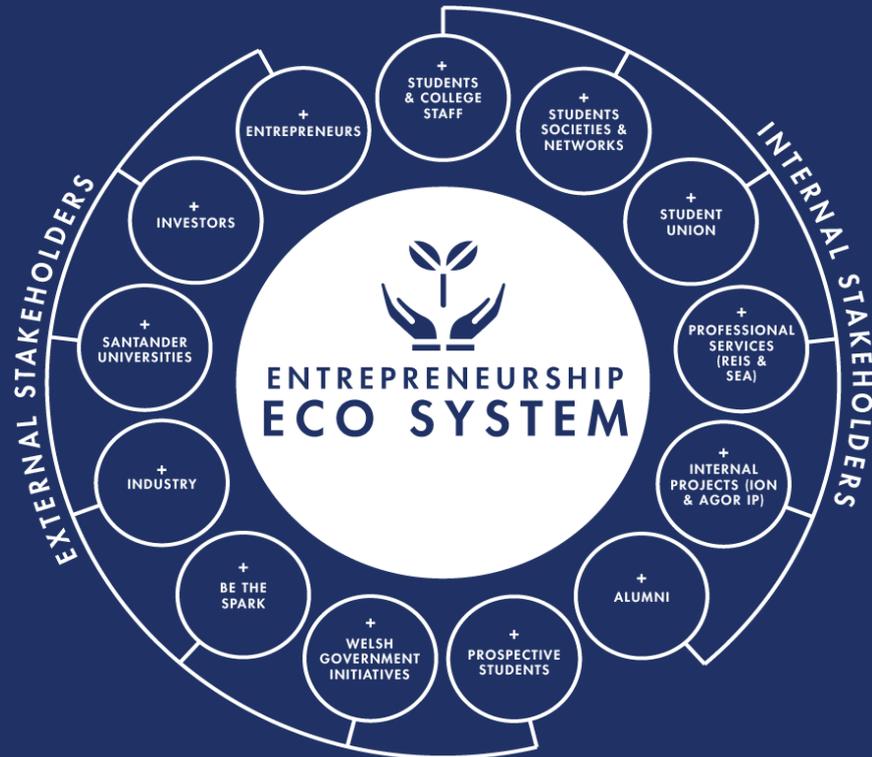


CO-CURRICULAR SESSIONS	ENGAGED	EMPOWERED	EQUIPPED
HUMAN AND HEALTH SCIENCES	4	1	1
ENGINEERING	4	2	2
MANAGEMENT	6	2	1
SCIENCE	2	1	
ARTS AND HUMANITIES	2	4	1
NUMBER OF EVENTS	18	10	5
NUMBER OF STUDENTS	3,536	1,025	214

COMMITTED TO WORKING WITH PARTNERS AND 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.

We are ambitious and want to make a difference to the lives and futures of our students and the wider community, society, and economy by being 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.



136
EXTERNAL
STAKEHOLDERS
ENGAGED

13
REGIONAL
NETWORKING
EVENTS
SUPPORTED

Syniadau Mawr Cymru
Big Ideas Wales

REFERRING STUDENTS TO REGIONAL SUPPORT PROVIDERS

22
STUDENTS
ATTENDING BIG
IDEAS WALES
CELEBRATED

36
INSPIRATIONAL
TALKS FROM
BUSINESS
LEADERS AND
ROLE MODELS

13
STUDENTS
ATTENDING
BOOTCAMP TO
BUSINESS

18
STUDENTS
RECEIVED
BUSINESS
ADVICE

SHARING SUCCESS

25
CASE STUDIES
PRODUCED

27
PRESS
RELEASES
PUBLISHED

80
STUDENTS
ACCESSING
"LAUNCH PAD"
OFFICE SPACE

1
EEUK BOARD
MEMBER
DAVE BOLTON

2
LAUNCHES:
ENTERPRISE
WEBSITE &
CERTIFICATE IN
ENTERPRISE

MILLIONS
TV VIEWERS SEE
SWANSEA UNIVERSITY
GRADUATE START-UP
HONOURED AT DAILY
MIRROR'S PRIDE OF
BRITAIN AWARDS



3
WALES ONLINE 2019
TOP 35 YOUNG
ENTREPRENEURS:
JOE CHARMAN,
EMILY REES &
JOELLE DRUMMOND



18
STUDENTS RECOGNISED
THROUGH SWANSEA
EMPLOYABILITY ACADEMY
STUDENT AWARDS FOR
ENTREPRENEURSHIP



1
BOOTCAMP TO BUSINESS
ACHIEVEMENT AWARD:
BEN HUMPHRIES



3
WALES START-UP AWARDS
Young Entrepreneur of the Year (Drop Bear Beer Co), Green Start-Up of the Year (Surple), Innovative Start-Up of the Year (Hexigone Inhibitors)

Santander Universities
Santander Universities
Entrepreneurship Awards 2019

1
SANTANDER
UNIVERSITIES
SEMI_FINALIST 2019
JONATHAN WIDDOWSON,
PROCOLL LTD



2019 HIGHLIGHTS



**STUDENTS LAUNCH
DISCOUNT PLATFORM
'GAIN' TO HELP REVITALISE
THE HIGH STREET**



**STUDENT'S UNIQUE
'GOGO COFFEE' BUSINESS
HELPING TO IMPROVE
SUSTAINABILITY**



**STUDENT START-UPS
SELL PRODUCT LINES
IN NEW ZERO WASTE
SHOP**

**£100 CHALLENGE
FACILITATES LAUNCH OF
'EASILY ECO' STUDENT
BUSINESS**



**BIOMATERIAL
RESEARCHER AND
'PROCOLL LTD'
ENTREPRENEUR
WINS £60,000 FUNDING**

Innovation
Arloesedd



Swansea University
Prifysgol Abertawe



Enterprise
Menter



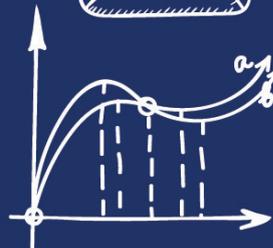
Creativity
Creadigrwydd



Driven
Brwdfrydig



Passionate
Angerddol



Adaptable
Addasadwy

