



**UNIVERSITY OF LEEDS**

**STUDENT  
ENTERPRISE  
IMPACT REPORT  
2016/17**

**ENTERPRISE**  
AT LEEDS



[www.leeds.ac.uk/enterprise](http://www.leeds.ac.uk/enterprise)

*Libby Chilton, MA Fashion,  
Enterprise and Society*

# IN CURRICULAR OPPORTUNITIES

Students have access to a range of bespoke and innovative enterprise modules and programmes.

## ENTERPRISE AND INNOVATION DISCOVERY THEME

From the Enterprise and Innovation discovery theme, students can choose one of our **enterprise modules** that will enhance their transferable skills, and help them to stand out in the recruitment process.

## UNDERGRADUATE DEGREES WITH ENTERPRISE

We work with schools from across the University to deliver 'with Enterprise' undergraduate degrees. These are designed for students who want to combine a specialist subject with an understanding of business and entrepreneurship.

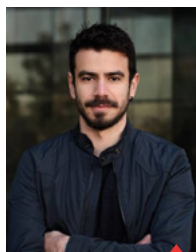
## ENTERPRISE PLACEMENT YEAR

Current students in their second year, with a workable business plan, can take part in our **Year in Enterprise programme** and spend their third year developing it.

Successful applicants receive a £5,000 bursary, serviced office space, business advice, academic tutoring and access to professional networks.

## MSc ENTERPRISE AND ENTREPRENEURSHIP

The **MSc Enterprise and Entrepreneurship** helps students develop an understanding of enterprise, entrepreneurship, family business and social enterprise on a global scale.



Christodoulos Pavlou

“By finishing the MSc, one can establish an enterprise, work as a researcher, consultant or in any other department which requires identifying, evaluating and exploiting opportunities.”

*MSc Enterprise, 2016*



## JENNA WEETS (MBChB WITH ENTERPRISE, 2018)

“If you had said to me two years ago that I'd be taking a year out of my Medical Degree to run a business that one could describe as successful, is pretty amazing to me; this feeling of achieving something which was unexpected.”

Jenna Weets, owner of Minimalist Me Designs and fifth year Medicine student, will be the first to graduate with an MBChB with Enterprise in the UK. During the academic year 2016/17, she was an Enterprise scholar and was working on her business, Minimalist Me Designs.

After her fourth year, having made jewellery for almost a year, she decided to look for careers advice and explore her options. She came across SPARK who provided guidance for her business as well as information regarding the University of Leeds Business Plan Competition and the Year in Enterprise.

“SPARK have been absolutely amazing. I didn't even know anything like that could exist and not only do you get financial support, you also get mentorship and advice when you need it. If things go wrong, you have someone there who can guide you and has the experience to do so. It's just been the best opportunity to give something a go; if you fail, it doesn't necessarily matter because you have your degree to go back to, but if it works, that's amazing.”

Jenna recognises the importance of entrepreneurial skills in any industry. “Even in Medicine, I would need enterprise skills. If I wanted to become a partner in a GP practice, I would need that knowledge of budgeting and running a business.”

Having spent the last year working hard on her business, she reflects back to some of the highlights of her year, acknowledging that she has built something from nothing; a successful business in under two years.



## MOOC

We provided a free, open access, online course aimed at FE Schools and Colleges for any FE student to learn how to start a business. This was designed to support the development of these skills in an engaging and interactive way, using videos, voting and quizzes for teachers and students to interact with real-world issues and receive expert advice.

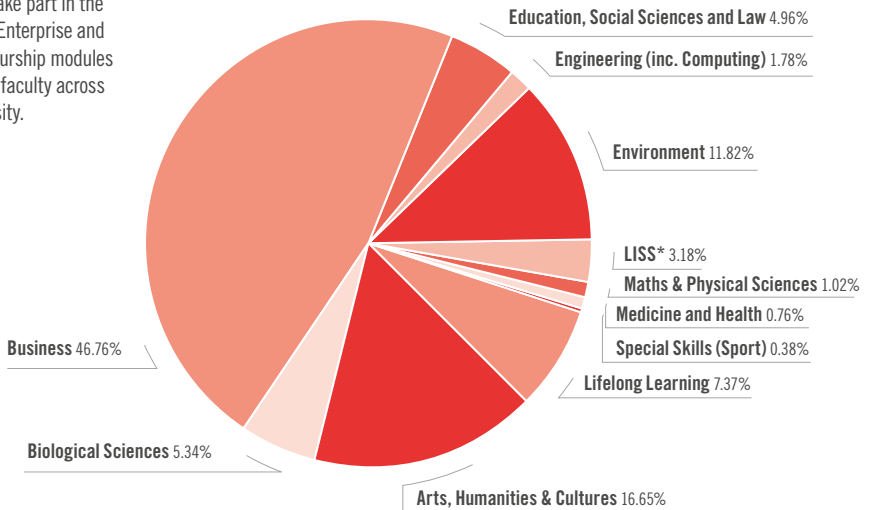


**111,935**

signed up for the 'Starting A Business' course in 2016/17 (259,058 in total)

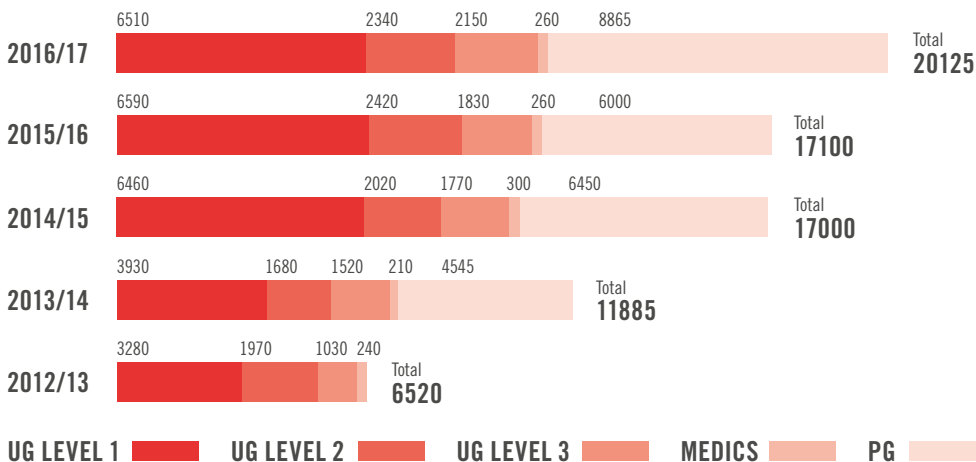
## CROSS-FACULTY PARTICIPATION

Students take part in the Centre for Enterprise and Entrepreneurship modules from every faculty across the University.



\*LISS -Leeds International Summer School

## TAUGHT STUDENT CREDITS BY YEAR

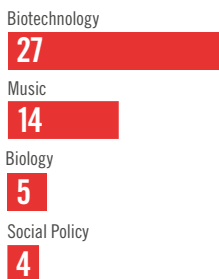


## MSC ENTERPRISE

Student numbers for 2016/17



## UNDERGRADUATE DEGREES WITH ENTERPRISE



## ENTERPRISE AMBASSADORS

We currently have 21 Enterprise Ambassadors



## GOLDMAN SACHS 10KSB PROGRAMME



The 10,000 Small Businesses programme provides high-quality, practical education and business support to leaders of high-growth small businesses and social enterprises across the country.

Over the 2016/17 academic year **223 businesses** successfully completed the programme.

## RESEARCH



A total of £28,000 of research funding has been secured in 2016/17. Grant **submissions totalling £100,000** have been submitted and are currently under consideration.

In the past year, CEES staff have been successful in winning and leading on research grants from a number of high profile funders, including the **Leverhulme Trust, British Academy and the Society for the Advancement of Management Studies.**

Our staff have published research in major international journals including Academy of Management Learning and Education, Entrepreneurship and Regional Development, Small Business Economics and International Small Business Journal.

We are currently developing a number of research collaborations with UK Universities, as well as international partners including **Harvard, George Washington University and Copenhagen Business School.**

# START UP SUPPORT

## DEVELOPING BUSINESS IDEAS

Providing support to develop business ideas and gain access to a professional network, funding, industry mentors and incubation space.

### SPARK START-UP SERVICES

Our team of business advisers at SPARK can help students consider their ideas, what motivates them to set up a business and what skills they'll need to help it to become successful.

**Chris Wilson**, MA International Business, developed a social enterprise dedicated to reducing food waste called Too Good To Go. Its innovative mobile app allows users to collect reduced food from local restaurants, cafes, bakeries, market stalls and other food businesses that would otherwise be thrown away.



“ SPARK provided me with the tools we needed to turn Too Good To Go into reality. ”

### SCHOLARSHIPS AND AWARDS

We offer a series of scholarships and awards to help support students in their entrepreneurial journey, from an initial idea to start up, growth and beyond. Funds are available from £250 - £5,000.

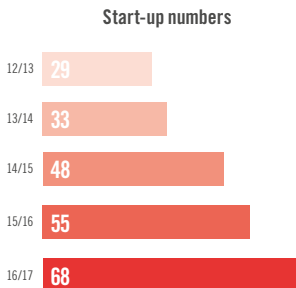
**Jacob James**, Bsc Medical Microbiologist, turned his love of travel and photography into the highly successful business 'Intrepid Exposures', running locally sustainable and community orientated travel photography workshops around the world.



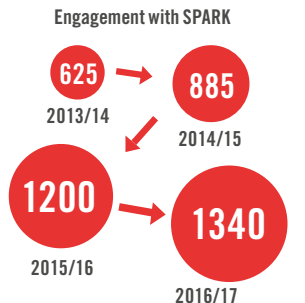
“ The support from SPARK during my first year of business has been incredible, having access to people who can help and mentor me as well as the opportunity to apply for funding has allowed me to push on with my ideas and get the business off the ground. ”

## SPARK

Start-Up numbers have seen a consistent rise over the last four years, with 68 starting in 16/17.



SPARK has had 1340 engagements in 2016/17, including workshops, bootcamps, 1-2-1 meetings, competitions and business plan support.



**Business incubation**

**62** businesses currently occupy the incubator (up significantly on last year's figure of 49 businesses).

# SPARK BUSINESS PLAN COMPETITION

## DIGITAL DYNAMISM DOMINATES UNIVERSITY'S BUSINESS PLAN COMPETITION

For the first time, online businesses have won both the Trading and Pre-Trading categories in the University of Leeds Business Plan Competition for students and graduates.

Organised by SPARK, the prestigious annual competition shares a prize (Pre-trading and Trading up to 24 months), with the winning entries awarded a cash prize of £2,000 each.

International Business & Economics graduate **Pontus Ekhem** and Product Design graduate **Dan Bennett** won First Prize in the Pre-Trading category for Promojo, an advertising platform that enables students to earn money by engaging with and giving feedback to adverts in their spare time.

## PROOF OF CONCEPT

The Proof of Concept award is designed to support businesses in proving whether a concept is feasible or viable; this can include promotion, market research, attending events/trade fairs, licenses and IT such as websites.



Dan Bennett

“ Online adverts are often intrusive and an annoyance, but Promojo incentivises users to watch ads of products and brands they're interested in at their convenience, effectively turning wasted time into paid time. ”



Pontus Ekhem

“ SPARK's been a brilliant sounding board, and the advisory support is fantastic - we've been put in touch with experts who know the industry well, and we've also been given incubator space. This is our year, and we're really excited! ”

## KNOWLEDGE EXCHANGE WITH TOP UNIVERSITIES

In May 2017, staff from the Centre for Enterprise & Entrepreneurship Studies and SPARK teams travelled to Boston, USA as part of a knowledge exchange and strategic learning initiative. After celebrating 10 years and winning many enterprise awards, this was a time to look to what can be achieved in the next 10 years. We aimed to find inspiration from the successes of our partners in world-class universities, and share our own achievements and expertise.

The visit began at **Babson College**, the most prestigious entrepreneurship HE institution in the USA. Their programmes are regularly ranked in the top 50 and their MBA programme (with Entrepreneurship core) has ranked 1st in the US for 21 consecutive years. We already work with Babson through leadership of the Goldman Sachs 10,000 Small Businesses programmes on either side of the Atlantic ocean, and this was a well-received partnership visit creating even more potential for future innovations. Babson's insight into 'embedded branding' and enterprise education research was inspiring for us; whilst

our Global Classroom initiative and key links to entrepreneurial alumni were invaluable for them.

Next was **Harvard Business School**, where we were hosted by the Christensen Center for Teaching and Learning. Here we took part in a masterclass in case method teaching by the director of the centre, where we shared experiences of developing live case studies with entrepreneurs.

Later that day, we met with the **Rock Center for Entrepreneurship** and its co-chair, Professor Thomas Eisenmann, and identified synergies with SPARK, including identical high performance in student start-up statistics.

Finally, we visited **Massachusetts Institute of Technology (MIT)**. Here we learnt about the various initiatives across the MIT ecosystem to enhance innovation in key areas of education and research. We also met with Professor Bill Aulet and his team at the **Martin Trust Center for Entrepreneurship**, who CEES has worked with since 2014 using the Disciplined



Entrepreneurship framework in teaching. We learnt valuable lessons about communicating a singular ‘enterprise ecosystem’ whilst admiring the various learning/gathering spaces in the center. We shared our own innovations in With Enterprise and Year in Enterprise and identified other opportunities for shared learning with MIT’s own initiatives, including the Enterprise and Innovation Discovery Theme, leading to a great synergy for continued future partnerships and collaborations.

Overall, this first international study visit benchmarked how our success in student enterprise is in common with these top-ranked institutions, reinforced the potential of world-leading innovations at Leeds and illustrated the power of partnership and shared learning with global partners.

## LEEDS CLIMATHON LAUNCH

We launched the Leeds Climathon, along with Leeds Climate Commission and the Priestley International Centre for Climate and with support from the Institute for Transport Studies, Sustainability Research Institute and Cities Theme. All five teams came up with great, innovative ideas for this challenge, ranging from air quality monitoring units to technological solutions to air pollution. After some tough questioning from the judges, two teams were selected as joint winners: Plants for Pollution and Be a Stop Idol.



## AWARDS

### NATIONAL TEACHING FELLOWSHIP

**Dr Sarah Underwood**, Director of the Centre for Enterprise & Entrepreneurship Studies, was made a National Teaching Fellow in recognition for excellence in teaching. National Teaching Fellowships have now been awarded to 24 academics at the University since the scheme began, one of the highest tallies of any university.

The University’s innovative programme of research-based education is committed to developing independent, critical thinkers who make a difference to the world around them.



Dr Underwood

“Delivering high quality and effective teaching is front and centre in my approach to student education. I strongly believe that enterprise education should have a long-term impact on students and, as such, I strive to create learning environments that develop entrepreneurial mind sets that will have value well beyond the classroom.”



# WANT TO KNOW MORE?

Email us at  
**enterprise@leeds.ac.uk**

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for more information  
and all the latest news

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