



UNIVERSITY OF LEEDS

STUDENT ENTERPRISE IMPACT REPORT 2020/21

ENTERPRISE
AT LEEDS



WILLIAM SETRA

*Biotechnology with Enterprise, MBiol, BSc
Founder of 'Beyond Bees'*

leeds.ac.uk/enterprise

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 to enhance their transferable skills, helping them to stand out when embarking on their future careers.

UNDERGRADUATE DEGREES 'WITH ENTERPRISE'

We work with schools from across the University to deliver 'with Enterprise' undergraduate degrees for students who want to combine a specialist subject with enterprise.

MSC ENTERPRISE & ENTREPRENEURSHIP

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

ENTERPRISE MASTERS DEGREES

We work with schools from across the University to embed enterprise education into specialist masters programmes.

PHD

The CEES team supervise PhD candidates working on research interests in many areas of entrepreneurship. Our PhD Researchers are part of an energetic environment with opportunities for dynamic interaction with students and faculty members from across the globe.



ISOBEL RYCROFT

MBCHB, MEDICINE & SURGERY WITH ENTERPRISE, AND FOUNDER OF 'ENCELLADUS'

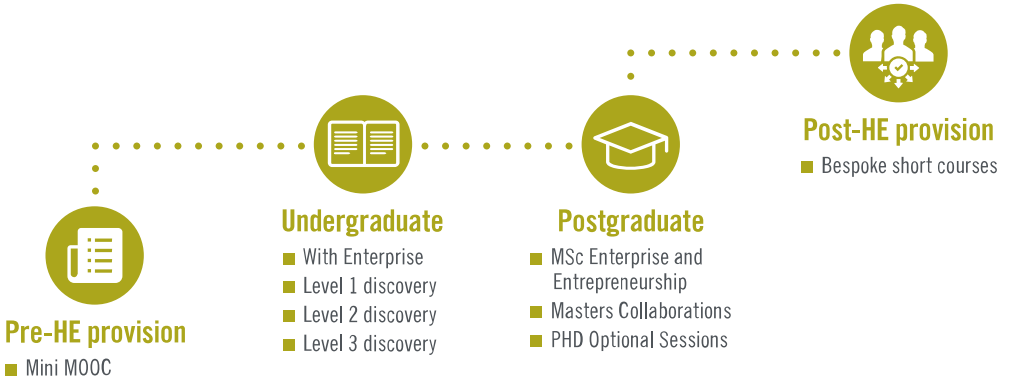
Izzy took CEES enterprise modules as part of her medical degree. This led to her applying, and winning, a Spark Enterprise Scholarship. 'It's given me access to business support, advice, training and contacts, and the chance to attend a business boot camp where some of the presenters were Enterprise Scholars from previous years. Medicine certainly doesn't narrow down your choices, after two years of training, I'll have more flexibility in my medical career. My aim is to keep my business ticking over until I've finished my training by focussing on product development and investment.'



WILLIAM SETRA

BIOTECHNOLOGY WITH ENTERPRISE, MBIOL, BSC AND FOUNDER OF 'BEYOND BEES'

The University of Leeds has given William a great framework to understand how businesses are built. It's also provided him with a wide network of contacts and support. He received a £3,000 Enterprise Scholarship Grant at the end of 2020. Alongside access to Spark mentors, William was given access to the Spark Incubator based in the Nexus building on the University of Leeds campus. William used the funding to contribute to business set-up costs, such as building and hosting his website, which would have been inaccessible without the Spark grant. He's also been able to buy bee-keeping equipment, suits and hives and book a place on a local bee-keeping course.



MOOC (MASSIVE OPEN ONLINE COURSE)

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

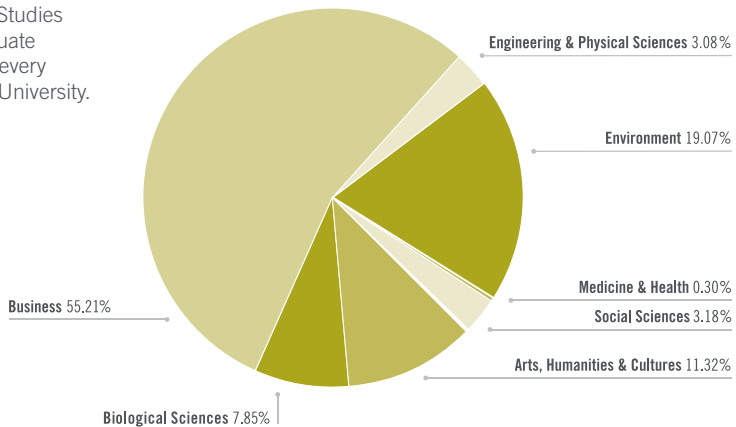


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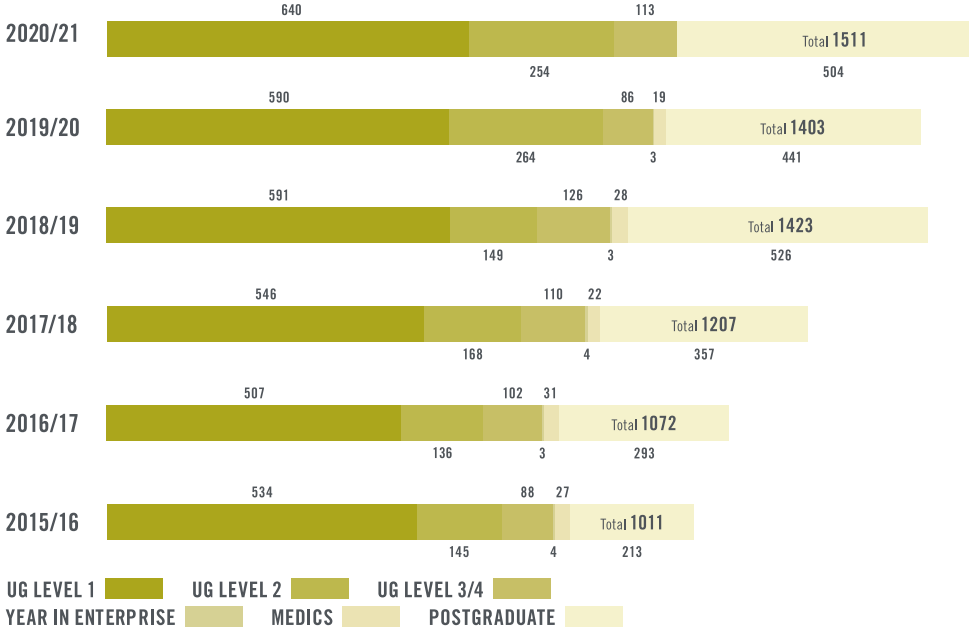
people have signed up for the 'Starting A Business' course since it started in 2015 (32,333 signed up in 2020/21)

CROSS-FACULTY PARTICIPATION

Students taking part in the Centre for Enterprise and Entrepreneurship Studies (CEES) undergraduate modules are from every faculty across the University.



GROWTH IN NUMBER OF STUDENTS TAUGHT

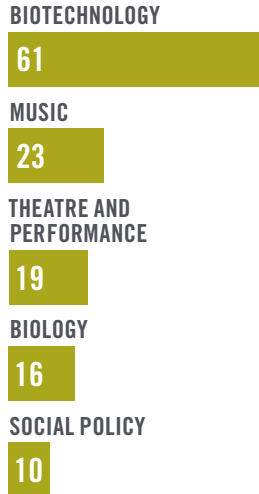


MSc ENTERPRISE AND ENTREPRENEURSHIP (LAUNCHED IN 2013/14)

Student numbers for 2020/21

21
FULL-TIME

UNDERGRADUATE DEGREES WITH ENTERPRISE (LAUNCHED IN 2014/15)



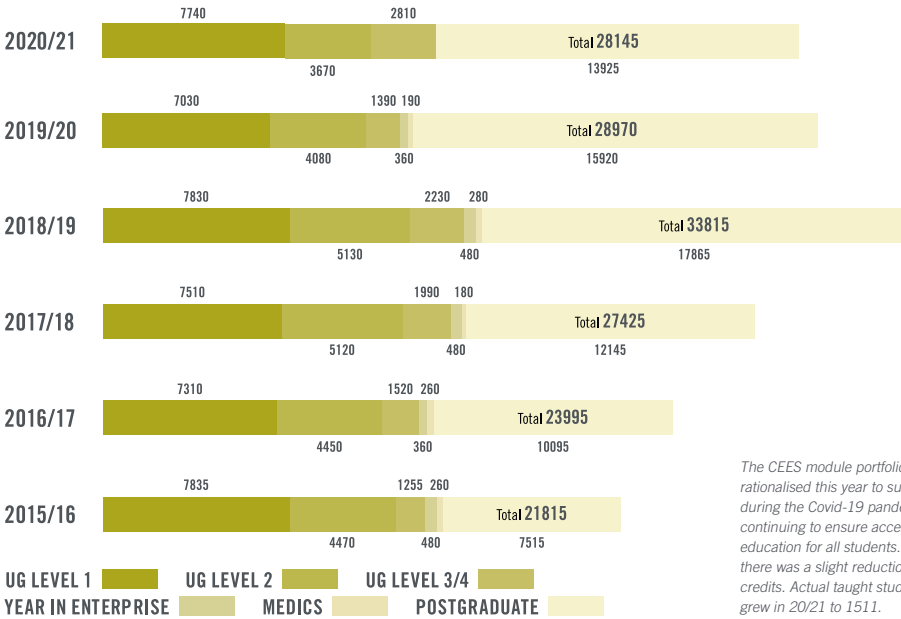
ENTERPRISE AMBASSADORS



WE CURRENTLY HAVE 25 AMBASSADORS

Our team of real-life entrepreneurs are an integral part of our vibrant enterprise community. They share their experiences at panel events, offer guidance at networking sessions and offer our students a unique insight into understanding how the enterprise education experience provided at Leeds fits into the wider world of business.

GROWTH IN TAUGHT CREDITS BY YEAR



The CEES module portfolio was rationalised this year to support delivery during the Covid-19 pandemic, while continuing to ensure access to enterprise education for all students. As a result, there was a slight reduction of total taught credits. Actual taught student numbers grew in 20/21 to 1511.

IMPACT DURING COVID-19

INNOVATING TEACHING AND BUSINESS START-UP SUPPORT

During the Covid-19 pandemic, student enterprise activity continued despite the significant restrictions caused by lock downs and social distancing. As well as providing online education across all courses, activities in the year for CEES included online networking events for the enterprise ambassadors and students. The significant issues businesses faced due to the pandemic led to Spark converting its entire start-up support and incubator businesses online. CEES dealt directly with the effects of the pandemic on small businesses through online events, research, being involved in executive education, and provision of online student consultancy projects.

CEES AMBASSADOR Q&A PANEL EVENT

The final enterprise panel of the academic year, titled 'Pivoting Business Due to Covid-19' had three panellists, entrepreneurs who run SME's that had to act quickly to keep their businesses afloat during this turbulent period. Panellists discussed the unprecedented experience of lock down, as non-essential businesses were forced to close, causing a massive shockwave in business markets throughout the UK and beyond. The panel discussed how their businesses dealt with the impact by pivoting their offer and seeking new ways to serve evolving customer needs.



Panellists at the online panel event

ENTERPRISE CONSULTANCY PROJECT

The Enterprise Consultancy module is a discovery module open to third year students from across the whole university. Working on live projects with small businesses and social enterprises, students put their enterprise consultancy learning into practice. The projects, which were individual to the enterprises involved, required the student groups to investigate the issues, and present their findings and advice back to the businesses.

This year 16 groups of students worked with 15 small businesses and social enterprises, through remote meetings and virtual presentations.

Several of the enterprises sought help with adapting their organisations due to Covid-19. For example, Pelham House Care Home asked students to recommend a new business model that aligned with the vision of the business, as they recovered from the devastating implications of Covid-19 to the organisation and sought to provide new types of care provision.



RITVIK MEWARI, BSc ACCOUNTING AND FINANCE STUDENT WITH TODD HANNULA, FOUNDER OF SHINE WORKSPACE SOCIAL ENTERPRISE

Ritvik Mewari, one of a group of students who worked with Todd Hannula, Co-Founder of Shine Workspace. This Leeds based social enterprise benefitted from the fresh approach and strategic ideas of third-year students to help them navigate their co-working and office meeting space in a covid world.



CHRIS JAUME, CO-FOUNDER OF COOPER KING DISTILLERY, WITH OLLIE REES, THIRD YEAR BSc BIOTECHNOLOGY WITH ENTERPRISE STUDENT

Ollie Rees, was one of a group of students who worked with Cooper King Distillery (founded by a Leeds alumnus with the support of Spark) on developing a high quality re-fill station for their gin. Cooper King make England's first Carbon Negative gin, so the re-fill station was an important development in ensuring a sustainable environmental impact for the business.

CEES NEWS

The CEES Team leads international research on entrepreneurship in challenging contexts, while engaging in impact with small businesses and leading national and international entrepreneurship education initiatives.



Dr Alex Kevill

Dr Alex Kevill published leading research on managerial capabilities in small firms, in both the [ISBJ](#) and [JMO](#). Alex has been appointed Associate Editor for [International Journal of Entrepreneurship and Innovation](#). He also produced a podcast discussing his research in collaboration with Dr S Harrington of the Uni of Huddersfield and Prof K Trehan of Uni of York.



Dr Deema Refai

Dr Deema Refai continued her impactful research on refugee and migrant entrepreneurship during COVID-19, funded by the British Academy / Leverhulme Trust. The research culminated in a closing event in [April 2021](#) which brought together a range of stakeholders, including academics and policy makers, and provided clear recommendations for supporting refugee entrepreneurship. Deema published research related to this project in the [International Journal of Intercultural Relations](#) and published research on entrepreneurship education in the [Journal of Management Inquiry](#). Deema was also appointed as joint Editor-in-Chief of the [International Journal of Entrepreneurship and Innovation](#).



Dr Isla Kapasi

Dr Isla Kapasi published research providing a framework for balancing rigour and relevance in entrepreneurship scholarship in the [Journal of Business Venturing Insights](#). Isla has also continued her research on poverty and entrepreneurship, and produced a podcast examining what 'good entrepreneurship' means in collaboration with the University of Strathclyde.



Professor Diane Holt

Professor Diane Holt published research with Dr Steinfield of Bentley University in the USA in the [Journal of Macro marketing](#) on female subsistence farmers' experiences of the climate crisis and exploring social innovation reproductions in the [Journal of Product Innovation and Management](#). She has also explored nature-dependent producer communities with an international team in the [Journal of Public Policy and Marketing](#).

Recent work has also explored hybrid businesses in more detail (those that combine social and environmental logics at the heart of their business) exploring examples of small businesses that set up in the 1980s and 1990s in the USA, as well as more recent examples in sub-Saharan Africa published in book chapters for Edward Elgar Publishers and the [Business Strategy and the Environment](#) journal.



Dr Stefania Romano

Dr Stefania Romano has carried out a project examining creative entrepreneurs in the music industry in Italy and also been appointed to the Editorial Advisory Board of Industry and Higher Education Journal.



Dr Mariana Estrada-Robles

Dr Mariana Estrada-Robles obtained her PGCAP and Fellowship of the HEA as recognition of her significant contributions in student education. She also produced a podcast relating to her work on family entrepreneurship, and is currently working with academics in the USA on publications related to this work.



Dr Richard Tunstall

Dr Richard Tunstall began his three-year external appointment as Director of Enterprise Educators UK and was appointed as external examiner for Masters programmes at the Hunter Centre for Entrepreneurship, University of Strathclyde. As one of the Co-Editors of the International Journal of Entrepreneurial Behavior and Research, Richard welcomed the uplift of the journal's ranking to 3* by the Chartered Association of Business Schools. He published a special issue on Entrepreneurship as Practice with colleagues in the USA in IJEBR and also published a paper on social learning through flashmobs in entrepreneurship education with a colleague in Denmark in the Entrepreneurship Education and Pedagogy Journal.



Professor Nick Williams

Professor Nick Williams published research in the Journal of Business Venturing which examined ADHD-like symptoms in childhood and how they impact on selection into entrepreneurship and entrepreneurial performance. He has continued his UKRI funded research into the COVID-19 crisis, in partnership with the Universities of Edinburgh, Cardiff, Lancaster, Stirling and Oxford Brookes, with over 100 interviews now having been conducted with high growth firms across the UK.

RESEARCH GRANT FUNDING

£794k Research Grant Funding
Applied For in 2020-2021.



START UP SUPPORT DEVELOPING BUSINESS IDEAS

Our team of business advisors at [Spark](#) help students consider their early stage business ideas, what inspires them to set up a business and what motivates them to become successful. Spark also support graduates that have started businesses and are looking to grow.

One such graduate is Lyndon Timings-Thompson (Geological Science 2016). Lyndon (26) left a graduate job at a large construction company in April 2019 to start the venture 'We Are Social Enterprise' (WASE), a recruitment agency that helps disadvantaged and under represented groups all over the north of England into work. Now based in the Spark Incubator within the University's flagship Nexus building, Lyndon and his business partner have already placed dozens of people into jobs despite lock down and claimed first prize in the Spark Business Plan Competition 2021 in the trading category.

"I'm a big believer in business for social good," says Lyndon. "We're focusing on the construction industry for now, but have plans to expand into the retail and financial services sectors. The prize is fantastic and will go towards expanding our current team. "WASE have gone from strength to strength, working with a number of large organisations including Leeds City Council, Keepmoat Homes, Engie and the British Armed Forces.

BUSINESS PLAN COMPETITION

The University's 2021 Business Plan Competition saw a 65 per cent increase in entries on the previous year, with winners sharing a total prize fund of £9.5k. Organised by Spark, the University's business start-up team, the prestigious competition is open to both undergraduates and alumni who graduated up to 7 years ago.

Business plan entries cover two categories: trading and pre-trading. Kairen Skelley, Spark's head of business start-up said "It was really interesting that while we had such a large increase in entries this year, the overall standard was as high as always. Perhaps lock down gave students and graduates the space to really hone their ideas and plans. The judging panel found it tough to select a short-list of twelve for the presentation stage, never mind decide on the overall winners!"

First place in the pre-trading category was awarded to graduate Connor Moore (Anatomy, 2017) for his venture OSCEpal. Now qualified as a doctor, Connor has developed an app to support medical students through practical exams - an idea sparked when studying with friends for their exams, known as OSCEs.

"Typically we practice OSCE scenarios using pre written cases in textbooks or we write our own. It's difficult to prepare and practice this way, so OSCEpal is bringing this revision into the digital age." says Connor. "It's great to have your idea recognized by business experts, and I'm excited to keep developing the app further with the prize money."

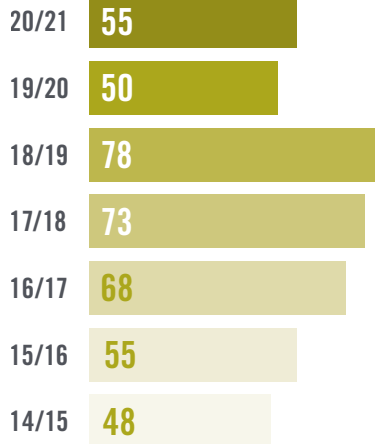
PROOF OF CONCEPT

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.

SPARK

Start-up numbers have remained consistent with 55 businesses forming in 2020/2021 and despite lock down, 45 businesses using the Spark Incubator.

Start Up Numbers



45 BUSINESSES
CURRENTLY OCCUPY
THE INCUBATOR



EDWARD MBANASOR

MBChB, MEDICINE AND SURGERY PLUS ENTERPRISE, THIRD YEAR
FOUNDER OF 'MYSTUDENTFITNESS'

Edward Mbanasor, student in the Faculty of Medicine and Health, is completing an intercalated MSc degree combining the new [MBChB Medicine and Surgery Plus Enterprise with the MSc Enterprise and Entrepreneurship](#). Edward started to develop his business idea the summer before beginning his Masters at [The University of Leeds](#). Edward wanted to combine his personal training experience, medical studies and the opportunity to put his business plan in place.

'In my first year of medical school, I discovered that The University of Leeds offered the opportunity for medical students to combine their studies with an enterprise programme. My primary motivation for studying medicine with enterprise was to learn how to combine my medical knowledge with entrepreneurship to help develop entrepreneurial initiatives. I wanted to support the NHS and apply my academic learning to my business idea, and it was clear The Centre for Enterprise and Entrepreneurship Studies (CEES) offered the modules that could help me to do this with the Innovation,

Development, Enterprise, Leadership & Safety (IDEALS) strand of the MBChB curriculum.' It was Edward's continuing relationship with Spark, the university's business start-up team, that led him to find out about the enterprise scholarship in his second year at Leeds. He applied, explaining why he wanted to be a scholar, and what he wanted to achieve through the experience. 'I was lucky enough to be selected for an interview, where I was given the opportunity to explain my business idea,' says Edward. 'I was awarded the scholarship, and I am looking forward to seeing how it helps my business venture to grow.'

After graduating, Edward plans to take his business forward while still practising as a doctor. 'What I love about this programme studying enterprise with medicine is that the university is encouraging doctors and medical students to pursue other business interests,' praises Edward. 'There's no need to decide between the two career paths, giving us many opportunities for satisfaction and success.'

STUDENT SOCIETY ACTIVITY

LEEDS ENTREPRENEURS SOCIETY

Despite restrictions due to Covid-19, The Leeds Entrepreneurs Society still had a rewarding year, with many success stories across our society. New businesses such as [Yoga for AS](#) (Jamie Boder, Well-being Officer 2020/21 and Vice-President 2019/20) and [Talo Electric Bikes Leeds](#) (started by Adolfo Casabal, President 2019/20 and Jimmy Gozalo, Member 2020/21) were set up, as well as continuing to build existing ones such as [Tips&Bricks](#) (Alex Johnson, Vice President 2020/21) and [Wiz Fix](#) (Reece Jeanes, Member 2020/21). Furthermore, many of our members in their final year have secured jobs, with a highlight being Zach Dubar (Member 2020/21) who is joining a fast-growing start-up [Tastily](#). Two of our committee members secured SPARK scholarships, a University of Leeds funded start-up programme - Lia Smith with [KeepUs Close](#) and Jamie Boder with [Yoga for AS](#).



Leeds Entrepreneurs ran a total of 8 events in the year, mostly consisting of speaker events such as [Billionaire in Training with Bill Squires](#), [How to Design the Career of your Dreams with Maya Grossman](#) and [LinkedIn 101 for Students](#). Events averaged a count of 20, with the exception being LinkedIn 101 for Students which hit over 50 participants.



ENACTUS LEEDS

[Enactus](#) is an international organisation that connects students, academics and business leaders through entrepreneurial-based projects that empower people to transform opportunities into real, sustainable progress for themselves and their communities.



[Enactus Leeds](#) run student-led social enterprises that aim to inspire the next generation of socially responsible business leaders.

Enactus Leeds has remained focussed and resilient throughout the 2020/21 academic year which has brought many challenges. They created two new projects this year, '[Thriving Families](#)', a social enterprise working with local refugees, and '[Repurpose](#)' a social enterprise born from the Student Enterprise Hackathon which tackles plastic pollution in Leeds. Enactus continue to run their existing projects '[Re-Vive](#)', which tackles food waste, and '[Green Leaders](#)' which aims to teach children about sustainability. Despite the difficult circumstances Enactus faced this year, they managed to take two of their projects to the national Enactus competition and present them alongside their fellow Enactus university member teams from across the UK.

The highlight of the year was when Enactus Leeds ran the first ever [Hackathon](#) '48 hour business challenge' - entirely online – The winning team won the £500 prize to start their own social enterprise, named Repurpose. Their business idea is to recycle discarded PPE and turn it into fashion items.



WANT TO KNOW MORE?

Email us at
enterprise@leeds.ac.uk

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leeds.ac.uk/enterprise

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follow us on Twitter [@LeedsEnterprise](https://twitter.com/LeedsEnterprise)

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IMPORTANT INFORMATION

Some of the key information in this brochure remains subject to confirmation. Please check for the latest information using the websites and other resources referred to before making any decisions.



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