

IMPACT REPORT JAN-SEPT 2022



Swansea University
Prifysgol Abertawe



Swansea University

STUDENT ENTERPRISE



BE INSPIRED | BE INVOLVED | BE ENTERPRISING

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

MEET THE ENTERPRISE TEAM

The central Enterprise Team are based in Research, Engagement & Innovation Services (REIS). They are responsible for delivering the Welsh Government's Youth Entrepreneurship strategic programme by supporting students and graduates to become more entrepreneurial and providing them with the mindset, experiences and skills needed to start their own business, freelance career or social enterprise.

WE ARE...



Emma Dunbar

Head of Engagement, Innovation & Entrepreneurship



Kelly Jordan

Senior Enterprise Support Officer



Angus Phillips

Enterprise Support Officer



Paige Windiate

Enterprise Marketing Support Officer



Joel Bowen

Enterprise Admin Assistant



CONTACT US

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[Swansea University Enterprise](#)

[Enterprise_SwanUni](#)

[Swansea-university-enterprise](#)

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

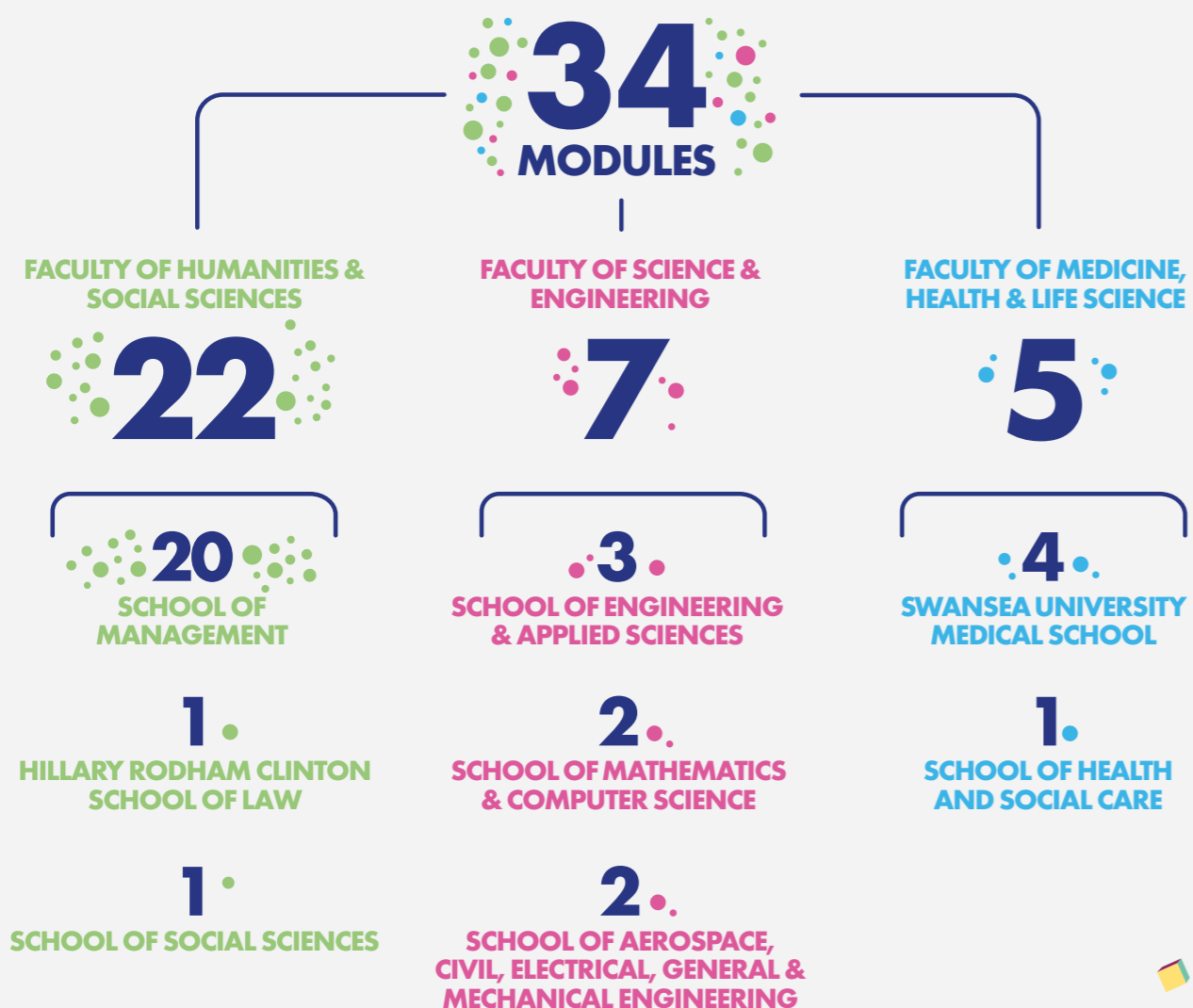
- 1 Embed an effective and dynamic entrepreneurial ecosystem & culture
- 2 Produce entrepreneurial & innovative graduates that are sought after, from across all Faculties
- 3 Be nationally recognised as a student Entrepreneurial University

COMMITTED TO OUR STUDENTS



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

1,248 STUDENTS:
ENROLLED ON 34 MODULES FOCUSED ON ENTERPRISE, ENTREPRENEURSHIP OR INNOVATION.



ENGAGE

13,395 students introduced to entrepreneurship through awareness raising talks, activities and careers events



EMPOWER

1,460 students empowered to explore and develop their entrepreneurial capacity through workshops, hackathons and entrepreneurial initiatives



EQUIP

95 students validated ideas through test trading and mentoring

49 students nurtured to start through 1-2-1 advice meetings

26 Businesses Started



INTERACTING WITH STUDENTS ACROSS ALL DISCIPLINES

Faculty breakdown:

	Faculty of Humanities and Social Sciences	Faculty of Science and Engineering	Faculty of Medicine, Health and Life Science
ENGAGE	35%	52%	13%
EMPOWER	45.5%	34.9%	19.6%
VALIDATING IDEAS	55%	37.5%	7.5%
NURTURED	55%	37.5%	7.5%
STARTED	50%	46.2%	3.8%



ENGAGE
EMPOWER
VALIDATING IDEAS
NURTURED
STARTED

Faculty of Humanities and Social Sciences

School of Culture and Communication	4%	5.5%	7%	7%	7.7%
School of Management	26.8%	35.5%	37.5%	37.5%	42.3%
Hillary Rodham Clinton School of Law	2%	1.5%	7.5%	7.5%	0%
School of Social Sciences	2.2%	3%	3%	3%	0%

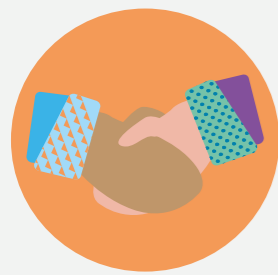
Faculty of Science and Engineering

School of Aerospace, Civil, Electrical, General and Mechanical Engineering	6.2%	3.5%	15%	15%	20%
School of Mathematics and Computer Science	27.3%	20%	10%	10%	15.4%
School of Biosciences, Geography and Physics	15%	9.4%	5%	5%	0%
School of Engineering and Applied Sciences	3.5%	2%	7.5%	7.5%	10.8%

Faculty of Medicine, Health & Life Science

Swansea University Medical School	6.5%	9.8%	2%	2%	0%
School of Psychology	3.5%	5%	2%	2%	0%
School of Health and Social Care	3%	4.8%	3.5%	3.5%	3.8%

ACCELERATOR THEMES



1. BUILDING COMMUNITIES OF ENTREPRENEURS

We run events and initiatives to build communities of entrepreneurs amongst our students and graduates, including opportunities for students and societies to lead their own Enterprise focused activities, creating an inclusive, accessible and connected entrepreneurship community.

Just Enterprise It initiative

The Enterprise Team support students and societies to run their own enterprise events at the university via their £200 Just Enterprise It voucher, which they can use to help fund activities such as product launches, start-up workshops and panel discussions with entrepreneurs.

Entrepreneurial Post-Graduate Research (PGR) initiatives

To help build communities of entrepreneurs amongst PGR students, the Enterprise Team attended open days, delivered entrepreneurial workshops and ran training events, including an Innovation Accelerator led by leading experts from Lungo Solutions.

2 STUDENT LED INITIATIVES

5 EVENTS TO DEVELOP PGR ENTREPRENEURS

10 STUDENT INTERNS EMPLOYED

30 EVENTS TO BUILD NETWORKS AND COMMUNITIES



2. REGIONAL PRIORITIES & COLLABORATION

Through working closely with regional stakeholders, businesses and educational institutions, we identified and created a number of opportunities for regional collaboration, which supports local start-ups and communities, whilst enhancing the mind-set, skills and networks of our students.

Summer Start-Up Week 2022

The Enterprise Champion network in Wales hosted Summer Start-up Week in June, an award-winning online start-up course which provides participants with the skills and knowledge to develop, nurture and grow their business ideas.

TownSq co-working & Networking Crawl

The Enterprise Team and a number of their student start-ups took part in an event in collaboration with TownSq, which involved touring a number of newly established co-working spaces in Swansea, to network and develop skills through workshops and trading.

7 REGIONAL NETWORKING EVENTS

16 FACULTY-LED ENTERPRISE EVENTS & INITIATIVES

45 SWANSEA STUDENTS REGISTERED FOR SUMMER START-UP WEEK



3. START-UP & GROWTH

We developed innovative opportunities to identify and support students interested in entrepreneurship and to help those already in business to grow, including start-up grants, business advice consultations, interactive workshops, enterprise internships and more.

The Big Pitch 2022

The Big Pitch provides entrepreneurial students with the opportunity to pitch their business ideas for up to £3,000 worth of funding, provided by Santander Universities UK, mentorship and more. This year, 15 students pitched their business ideas and a total of £10,500 was awarded to help those start-up.

Entrepreneur-in-Residence 2022

Local business founder and Swansea Alumnus, Dr Ben Reynolds of the Urban Foundry, provided an invaluable resource when delivering workshops and 1-2-1 advice consultations to 11 entrepreneurial students at the university as their Entrepreneur-in-Residence.

3 START-UP COMPETITIONS

3 START-UP PROGRAMMES

8 ENTREPRENEUR PLACEMENTS

18 STUDENTS ON INNOVATION ACCELERATOR

60 STUDENTS ON BUSINESS BOOTCAMPS

COMMITTED TO STAFF

The university continues to build its internal communities, working together to create synergies and linkages across the university's three faculties and professional departments. This ensures we support each other to share best practices, resources and cross faculty teaching, to break down traditional boundaries and silos in order to empower others to deliver entrepreneurship.

85

STAFF CHAMPIONS ACCUMULATED



STUDENTS' UNION

12



PROFESSIONAL SERVICES

23



FACULTIES

50



WORKING WITH REGIONAL SUPPORT PROVIDERS



8

REGIONAL PARTNER EVENTS SUPPORTED

13

ALUMNI ENGAGED IN ACTIVITY

18

EXTERNAL STAKEHOLDERS ENGAGED

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 through activities such as pitching competitions and accelerator programmes.

Big Ideas Wales

30 Role Models were used to support and encourage entrepreneurship amongst our students and graduates, through inspirational talks and networking events, start-up workshops and panel discussions.



STUDENT START-UP CASE STUDIES

Kiwis

MSc International Tourism student, Daniel Eedy, found inspiration whilst travelling to start his own Acai Smoothie Bowl business, a nutritious dish originally from Brazil. With advice from the Enterprise Team, Daniel developed his idea and used funding from the Big Pitch to help launch his business in Swansea earlier this year. He often trades at pop-up spaces in Swansea and has stock for sale on Swansea University's Singleton Campus.



Aspera

Ashima Anand is a third year Civil Engineering student with a passion for plants and all things natural. She was supported by the Enterprise Team to launch her very own plant shop, which began as an online store until she was able to use funding and mentorship received through The Big Pitch to open her first brick and mortar store in Swansea City Centre.



Dream Events Designs

Between her studies, third year Nursing student, Kelsey Milward, followed her creative flare and was supported by the Enterprise Team to launch her own side-hustle business, Dream Events Designs, providing planning, equipment and props for all manner of events and special occasions.



CELEBRATING SUCCESS



Swansea University hosts International Enterprise Educators Conference (IEEC) 2022



The Enterprise Team shortlisted for "Outstanding contribution to the Research & Innovation community" Swansea University's Research & Innovation awards 2022

Young Trader of the Year 2022

Swansea Regional Winner
Dan Eedy
Kiwis



START-UP AWARDS NATIONAL SERIES 2022:



Young Start-up of the Year
Green Start-up of the Year
Swansea Bay Start-up of the Year
Welsh Start-up of the Year

Winner

Joelle Drummond & Sarah Drummond
www.dropbearbeers.com



Graduate Start-up of the Year

Winner

Alex Coldea
mydill.co.uk

WHAT OUR STUDENTS & STAFF SAID...

Throughout my Social Enterprise module, I've gained a greater awareness of how Social Enterprises are initiated and organised, and how they play an important role in the Health and Social Care sector. The Enterprise Team and Academics who delivered the module are knowledgeable, informative and have been very approachable throughout. We also had the privilege of a few guest speakers who were either employed within the Health and Social Care sector or had started their own Social Enterprise venture. This complimented the content of the module and was beneficial for the assignments. I'm now aware of how setting up a Social Enterprise is achievable, and that there is accessible support and assistance for the formation of these ventures from the Enterprise Team.

Catherine Gourlay
BSc Health and Social Care

The Enterprise Team have been really helpful from the start, they've supported my business with funding, opportunities to trade both on campus and in the city, which has allowed me to meet other businesses, promoted my business on the university's social medias and grown the awareness of my business and my customer base faster than I could have on my own. I would recommend anyone starting a business to get in touch with the Enterprise Team, the opportunities have been endless.

Ashima Anand
Aspera

The Enterprise Team within REIS forms a vital function within the University. With enterprise education becoming more prevalent and embedded across all programs they have proved to be an excellent support resource within the business management program- especially. They have provided pedagogic support in a number of ways namely running seminars, providing guest speakers, and extracurricular activities supporting the learning and teaching function within the enterprise subject group. They are great people to work with displaying a 'can do' attitude in a way that students respond to. As an institution we are lucky to have them.

David Bolton
Program Director BSc Business Management and President Elect Enterprise Educators UK

We get a lot of support from the Enterprise Team in our module on Scientific Innovation and Entrepreneurship, introducing our students to the Swansea Innovation ecosystem, and providing them with the bread and butter to start their own business. We also get support about activities on campus that are of interest for students, in the context of entrepreneurship.

Dr Francisco Martin-Martinez
Senior Lecturer, Faculty of Science & Engineering

2022 START-UPS

Aa Printing

Ashima Anand
Personalised Printing Services
www.facebook.com/aaprintinguk

Alana Jayne Jewellery

Alana Jayne
Online Jewellery Store
www.etsy.com/uk/shop/alanajaynejewellery

Alpine Photograpy

Jacob Isaac
Photography Business
www.alpinephotography.co.uk

Aspera

Ashima Anand
Plant & Gift Shop
www.asperalife.co.uk

Bowla Ltd

Hannah Worth
Innovative Baking Mold Sales

Ceriacrochet

Jade Driscoll
Crochet Items & Clothing
www.instagram.com/Ceriacrochet/?hl=en-gb

Desi Nightz Swansea

Srihans Kodali
Student Based Cultural Events Company.
www.instagram.com/desinightzswans

Dream Events Design

Kelsey Milward
Event Props And Equipment Company
www.instagram.com/dreameventsdesign

Ebbah Sustainovation

Enock Ebbah
Netzero Carbon Solutions For Smes
www.ebbahsustainovation.co

Ethereal Ltd

Cameron Beynon
Eco-Friendly Clothing Apparel
www.instagram.com/ethereal.limited

Fused Glass Art Shop

Rebecca Morgan
Glassware Sales
www.etsy.com/uk/market/fused_glass_art

Green Savings Group

John Lewis & Mathew Thomas
Not-For-Profit Environmental Consulting Business
www.greensavingsgroup.wixsite.com/leaptogreen

Growth By Media

Josh Allen
Marketing Agency

Hs6 Equestrian

Abdul-Hasib Soetan
Equine Breeding Program
www.instagram.com/hs6equestrian

Hutag

Finn Yabsley
Online Outdoor Equipment Store
www.hutag.net/en

Imersifi

Jack Bengyfield & Joe Charman
Virtual Reality Applications

Jacques2k

Jack Maloney
Live Stream Broadcasting & Vision Mixing

Kiwis

Dan Eedy
Acai Smoothies Bowl Sales

Life Of The Lion

Raj Bhamra
Self-Improvement And Wellbeing Company.
www.tiktok.com/@Life_Of_The_Lion

Sam McCormack Gray Photography

Sam McCormack Gray
Photography Print Store
www.sammccormackgrayphotography.com

Selltrends

Waleed Achraf
Amazon Drop Shipping

Student Décor

Leo Lee
Household Marketplace For Students

Swanbar

Jamie Garcia-Sanchez O. Dymond
E-Cigarette Sales

The Little Ada

Mia Nelmes
Personalised Gifts And Wedding Stationary
www.thelittleadaco.com

Tydy

Joshua Armytage, Jake Iggulden, Cameron Wesley, Sam Jones
Commercial And Doestic Cleaning Services

Virtualosus

Seb Jones
Providing VR Services For SME's, Freelancers & Artists.
www.virtualosus.com





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To see more of our offering please visit
www.swansea.ac.uk/enterprise