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**Haydn Green Institute
for Innovation and
Entrepreneurship**

Haydn Green Institute **Impact Report 2023**





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Professor Shearer West CBE

President and Vice-Chancellor
University of Nottingham

The Haydn Green Institute (HGI) is a leading centre for enterprise education and the home of innovation and entrepreneurial skills development here at the University of Nottingham. The Institute puts diversity, inclusion and collaboration at the heart of its programme of teaching, research, and practical support, which helps business founders through the Ingenuity Lab and schemes such as the Ingenuity Programme, Witty Entrepreneurial Scholarships and Your Entrepreneurs Scheme. I would like to congratulate everyone at the Institute on their Team Award at this year's Lord Dearing Awards, recognising their commitment to enhance the student learning experience through their collaborative approach to entrepreneurship education.

In February, I was pleased to attend the East Midlands launch of the Charter for inclusive entrepreneurship, developed by Dr Lorna Treanor. The university was one of the first signatories to the charter, recognising this as a valuable tool in accelerating our work in Equality, Diversity and Inclusion at the university.

Set up in 2016, the Ingenuity Programme tackles social and environmental challenges in the UK, through the creation of impactful new start-up companies. The programme brings together students, graduates and universities as well as local government, third sector organisations and corporates, to develop new businesses that can create meaningful and significant impact. Over the past two years, in partnership with Nuffield Health, the programme has supported nearly one thousand participants, over half of whom

were female, 17% had a disability or long-term health condition, and 57% were from an ethnic minority background.

The Witty Entrepreneurial Scholarships programme has been supported by a generous donation from Sir Andrew Witty and family for six years. Over this time, it has encouraged a diverse range of students from low-income backgrounds to develop their confidence, skills and experience. Mentors from all university faculties have helped the Scholars achieve some great things this year – notably medical student Monisha Gupta, who I will be presenting with a Vice-Chancellor's medal later this year for her commitment to social issues at the university.

Your Entrepreneurs Scheme (YES) – now in its 27th year – raises awareness among postgraduate students and postdoctoral researchers of how ideas from science and engineering can be commercialised. After a new partnership with Midlands Innovation TALENT was established this year, YES has also welcomed technicians – who play such a vital role in research and knowledge exchange in universities across the UK – onto the programme for the first time.

Our staff, students and graduates are known for their willingness to experiment and innovate, and this is showcased in this report, demonstrating the outstanding work carried out at the Haydn Green Institute over the past year. It is a testament to all those who have contributed to its development, both past and present, that the Institute goes from strength to strength.



Dr Hannah Noke

Acting Director
Haydn Green Institute

I am pleased to introduce this year's Impact Report for the Haydn Green Institute (HGI) – it is a reflection of our dedicated efforts and collaborative achievements over the past year.

This year, our team's commitment has been recognised with a prestigious Lord Dearing Award, celebrating over 22 years of dedication to entrepreneurship education and student experience. The award is a testament to the great team (past and present) that underpins HGI and the hard work of everyone involved in the Institute to make it what it is today. It underscores the collective dedication and the remarkable outcomes that arise when we work together.

Collaboration is at the heart of our Institute, as evidenced by the development of new innovative modules for our students, as well as continuously striving for teaching excellence across our portfolio of entrepreneurship and innovation modules. An example of new module development is Entrepreneurship for Social Change, led by Dr Isobel O'Neil, in partnership with Dr Punita Bhatt, and Claire Mulholland from the Ingenuity Programme. This module encapsulates our teaching pedagogy that seeks to provide students with the tools they need to thrive in the world of entrepreneurship, fostering a spirit of innovation and limitless thinking.

Our research initiatives have focused on promoting inclusivity in entrepreneurship, with Dr Lorna Treanor launching the Charter for inclusive entrepreneurship and Dr Tom Coogan co-editing a new handbook about disability and entrepreneurship. Through these efforts, we are striving to eliminate barriers and create a more diverse entrepreneurial landscape. Our research


not only expands our knowledge but also leads to actionable steps that drive positive change.

The Ingenuity Lab continues to be a focal point of HGI, where ideas are nurtured and transformed into successful ventures. This summer, I was delighted to deliver a session for the accelerator programme, Scale, which has proven instrumental in preparing businesses for growth and resilience in a rapidly changing market. It was great to meet some of the inspiring founders operating from the lab and hear about their businesses at this early stage of their entrepreneurial journeys. With businesses such as this forging change, the future looks very bright.

In June, we celebrated the national champions of this year's Ingenuity Programme. Winning ideas ranged from a physiotherapy app for children with disabilities, allergen-free snacks, and flashcards to help refugees overcome language barriers. The Ingenuity Impact Evening was a testament to the power of social action and how entrepreneurship can be used as a force for good. The energy and atmosphere on the evening was palpable and will remain in the memories of those present for years to come.

In the following pages of the Impact Report, you will find stories that highlight the depth of our accomplishments and the spirit of collaboration that defines the Haydn Green Institute. From groundbreaking research to educational initiatives, we remain committed to fostering innovation and progress. I hope that you enjoy reading about our endeavours as much as we enjoy delivering them and witnessing the impact that they deliver.

Focus on 2023



**In the academic year 2021-22
our graduate start-ups were**

2nd
in the UK
for their turnover

3rd
in the UK
for external investment received

HESA (Higher Education Statistics Agency) Source: www.hesa.ac.uk



**We are accredited
for a further 5 years by
Small Business
Charter**

*Awarded January 2023

“It’s evident that Nottingham University Business School, and the dedicated Ingenuity Lab, play an important and holistic role in supporting the graduate start-ups and SMEs in the local eco-system.”

Small Business Charter Report 2023

2,498

**business school
students**

410

**students from
the wider university**

**took an enterprise module
in the academic year 2022-23**





Education

 nottingham.ac.uk/hgi-study

Dr David Achtzehn

Director of MSc Entrepreneurship Programmes

This academic year saw yet another strong teaching performance from the Haydn Green Institute (HGI). As a team, we delivered 27 modules at undergraduate (UG), postgraduate (PG) and MBA level to over 3,700 students. For the first time, we taught modules on Entrepreneurship for Social Change (UG) and Sales Management and Negotiations (MSc). Modules such as these encapsulate our approach to teaching and learning: nurturing entrepreneurial mindsets through experience lies at the heart of our pedagogy. We strive to enable creativity and foster opportunities for social impact and our collegial team are not afraid to innovate to provide an excellent student experience.

We also developed and tested a new Nottingham Advantage Award called Starting Your Own Company, which is aimed at our Witty Scholars, but will also be open to any University of Nottingham student interested in new venture creation. We celebrated the success of the university's Enactus team who made it to the Enactus World Cup final in Puerto Rico, and congratulated Thomas Coogan and David Achtzehn, who became Senior Fellows of the Higher Education Academy (SFHEA).

HGI prides itself on its innovative teaching practices, which include student-led real world consultancy services for local SMEs, business simulation games (SimVenture and Validate), Sustainable Development Goal challenges, creative blogs, £50 start-up challenges, pitching competitions, field trips, not to mention over 30 practitioner guest speakers (often from our Entrepreneurs in Residence programme). This year, we were proud to share some of our learning on assessment diversity with colleagues across the wider Business School, as well as through a tailored executive education programme for Qinghai University, China. We also continue to share best practice as external examiners at the universities of Cambridge, Northumbria, University of Central London and Warwick.

The year ended on a high, as the HGI team won the Lord Dearing Award, the university's highest teaching award. This is in addition to individual winners over the years including Professor Simon Mosey, Dr Christopher Carter, Dr Michael Mustafa and Dr David Achtzehn. Finally, a big thank you to all of our guest speakers and contributors over the year who came to share their experiences and meet our students.

New module: Entrepreneurship for Social Change



A new addition to our teaching portfolio was launched in the autumn semester 2022-23: Entrepreneurship for Social Change.

The module aims to equip students with the knowledge and skills to be able to deliver social change through entrepreneurial endeavours, and delivery centres around a newly curated, innovative portfolio that guides students through different tasks to create a social enterprise.

Week by week participants built up their social venture ideas by working in a group on tasks such as writing purpose, vision and statements, identifying a funder, outlining key costs areas and completing a full Social Business Model Canvas.

Dr Isobel O’Neil, the module convenor and driving force behind the project, explained: “This portfolio is the cornerstone of the module’s innovative framework for teaching Entrepreneurship for Social Change. The framework is theoretically and conceptually underpinned and after being first introduced to the concepts and talked through the task’s requirements, students are drawn into immediate practice each week in their groups.”

Eight groups took part this year, and they each benefited from devoted time with an external mentor in week three – including Brendan Street from Nuffield Health, Isabelle Chatel de Brancion from Geovation/ Ordnance Survey and Shoana Khan from Nottingham-based Himmah. The groups ended up working on ideas as diverse as student mental health provision, supported living for domestic abuse survivors, access to work for those with disabilities, and discrimination against minority ethnic women in the workplace.

Tom Tweddle, a student on the course and ambassador for the Ingenuity Lab commented:

“This module not only showed me some great ways to innovate, ideate and implement models and frameworks which actually generate results and impact, but also helped me to learn the importance of working with others. Getting the chance to speak to experts from organisations such as Nuffield Health, and actually implement learnt theory is the direction universities and entrepreneurship should be moving, and this module is key to that.”



MSc Company Challenge

As part of the Entrepreneurship Project module, MSc students Watcharesuang Tepamat, Rawiwan Wongchavalit and Baleela Kengpanich collaborated with social enterprise Unifrog to enhance the company’s employer partnership brand awareness.

The group used various creativity frameworks to address challenges and generate innovative solutions for Unifrog, maintaining a comprehensive project plan throughout and using their Gantt chart to deliver the final report promptly.

Baleela said: “We effectively optimised efficiency by assigning tasks according to each team member’s strengths and expertise, fostering a cohesive and productive team effort. Through creative brainstorming sessions, we generated a range of unique recommendations for Unifrog, presenting the company with fresh insights to enhance their strategies.”

This project was sponsored by Caroline Collins, Unifrog’s Employer Partnership Manager. The group was also supported by Claire Mulholland, Senior Business Development and Ingenuity Programme Manager, and mentored by Professor of Practice, Andrew Bacon.

Caroline Collins said: “At Unifrog, we have had the pleasure of being part of the MSc Entrepreneurship, Innovation, and Management programme for two consecutive years, and it has been an invaluable experience for our social enterprise. The students’ involvement in our group project brought a fresh, innovative perspective to the challenges we face.



Their approach provided us with creative solutions we hadn’t considered before.

“We look forward to continuing our association with this remarkable programme and its talented students in the future.”

The Haydn Green Institute (HGI) received the Team award at the University of Nottingham’s Lord Dearing Awards this year, celebrating excellence in learning and teaching.

This award scheme has, since 1999, recognised the outstanding achievements of University of Nottingham staff in enhancing the student learning experience.

The HGI team incorporates both academics and Administrative, Professional and Managerial (APM) staff, working collaboratively to deliver across teaching, research and external engagement, to help deliver the university’s priorities for entrepreneurship and innovation. This collaborative approach extends beyond the HGI team to bring in others from businesses, Entrepreneurs in Residence, Professors of Practice and public-sector

organisations, each contributing their own unique insight and expertise to the student journey, which in turn help to fuel entrepreneurial and innovation skills.

Dr Hannah Noke, Head of Haydn Green (Acting), said: “It’s fantastic for the team to be recognised by the Lord Dearing Award Scheme. For over 22 years, HGI has developed both exceptional entrepreneurial education for our students and wide-reaching community engagement programmes. This award highlights the contribution HGI is making to the University of Nottingham and to the business school.”



Dearing Award

Enterprise in action



Students on the MSc Entrepreneurship, Innovation and Management course were invited to take part in two trips this year.

Welbeck Estate

The first trip was to the Welbeck Estate at the beginning of semester one. The visit provided students with the opportunity to learn about how the estate operates, its history, and the varied departments and functions involved in it running smoothly. The students had the opportunity to hear from the Harley Foundation and Welbeck Abbey Brewery and enjoyed an excellent lunch from the School of Artisan Food. The trip provided an opportunity for students to meet peers and some of the Haydn Green Institute members of staff who would be involved in their programme.

Creative Quarter

The second visit was in March 2023 to the Creative Quarter in Nottingham. Students were given a tour of the area to gain an understanding of its history and development. They had the opportunity to learn about the role of business support and incubators in helping entrepreneurs to start and establish their own enterprises. Students were also able to see behind the scenes at several businesses located within the Creative Quarter and to learn from the stories, experiences, and challenges of these entrepreneurs. Following the trip, the student representatives organised and secured funding from Nottingham University Business School for a bowling social trip.

“It was brilliant to visit Nottingham’s Creative Quarter and Welbeck Estate for our MSc trips this year – they significantly contributed to our learning of how entrepreneurs work and what makes them who they are. Learning from the different business owners on the two trips instilled in me the understanding that despite all the ups and downs, one’s passion and resilience can make ideas become successful stories. These inspiring trips have enabled us to learn, network and build a strong bond with our course mates.”

Aleena Raja, a student on the MSc Entrepreneurship, Innovation and Management.



Research

Professor Susan Marlow

Research Director, Professor of Entrepreneurship, Haydn Green Institute

Our research activities range across the diverse field of theory and practice related to entrepreneurship and innovation. In the past year, Haydn Green Institute (HGI) members have undertaken research into issues such as disability and entrepreneurship, technical staff as conduits for knowledge exchange, the influence of gender on STEM venturing, academic entrepreneurship, innovation in the leisure industry, entrepreneurship for social change and innovation in agricultural research in the global south. This is just a flavour of the wide reach of current research engagement. The contribution of such initiatives to our community of practice has been recognised by peer-reviewed publications in top-rated journals, edited texts, research reports and conference paper awards. Moreover, research by Dr Robert Wapshott on the positive aspects of regulation was picked up by *The Conversation*, which seeks to transpose interesting and contemporary research debates into a readily accessible public forum format. Staff within the Institute have also collaborated widely with other

faculties, universities and organisations to win a number of significant funding awards from prestigious institutions such as the ESRC, the British Academy, Enterprise Educators, Research England and the European Research Council. These support our future research efforts – translating knowledge into impact and practice.

This has, again, been a very productive and successful year in terms of research and impact for HGI staff. Not only do we continue to publish our work in *Chartered Association of Business Schools* top-rated academic journals, the value and potential of our research has been recognised by international funding organisations with awards to exploit its full potential. The importance of diversity, sustainability and inclusion continues to be foundational to our research efforts and is clearly articulated throughout the activities undertaken, across a wide range of issues related to entrepreneurship and innovation.



nottingham.ac.uk/hgi-research



Research impact

**Less than 1p
in every £1**

invested in the UK in 2017
was invested in all women-
owned businesses



Less
than
1p

**With only
0.02p per £1**

going to Black women
(barely visible on this chart)



0.02p

Charter for inclusive entrepreneurship

Continuing her research on inclusive entrepreneurship and women-led businesses, Dr Lorna Treanor (pictured second from the right above) has developed a new Charter to facilitate a more inclusive ecosystem for entrepreneurs in the East Midlands and beyond.

Through specifically designed and delivered policy initiatives, inclusive practices, and collective endeavour, the Charter for inclusive entrepreneurship aims to minimise barriers to and enhance outcomes from entrepreneurship for all, especially under-represented groups.

The Charter was launched in the East Midlands in March 2023. Demonstrating their commitment to supporting anyone who wants to start a successful and sustainable business, the University of Nottingham, the East Midlands Chamber, Local Enterprise Partnership D2N2, and the Institute for Small Business and Entrepreneurship were some of the first signatories.

Dr Lorna Treanor said: “It is well-known that entrepreneurship is vital for innovation, job creation, and economic growth. Entrepreneurial activity has been a central focus for unlocking global economic recovery for some time. Despite this, significant disparities persist in relation to participation, access to finance, business growth and returns.

“Under-represented social groups, such as women, ethnic minorities, young people, migrants and people experiencing disabilities face distinctive barriers to entrepreneurship. For example, less than 1p of every £1 invested in the UK in 2017 was invested in all women-owned businesses. While Black women face even greater barriers when trying to access such finance, receiving only 0.02p per £1 of total investment finance over a ten-year period in the UK.”



For more information, to download a pdf of the Charter Mark brochure, or to become a signatory of the Charter, please visit:

nott.ac/charter-inclusive-entrepreneurship



“YES really changed my mindset, I’d never engaged with the research, enterprise and innovation department before. By establishing new links across the university it has really helped me.”

Ross Wilson, Teaching and research technician, University of Reading

The vital role of technicians in knowledge exchange



Building on research into understanding the role of technicians in knowledge exchange, Dr Hannah Noke is part of an exciting new £5.5 million national research institute, funded by Research England. The institute aims to ensure that by supporting technical capability and capacity across academia, research, education, and innovation it will enable the UK to be a global superpower in science, engineering, and the creative industries. Despite their critical contributions to UK Research and Development (R&D) and higher education, technical roles have experienced a lack of visibility, recognition and career development. Career pathways and professional development can be poor, and an ageing workforce means that large numbers of skilled technicians are retiring. Dr Nokes’s time will predominantly be spent in the research hub focusing on the technical roles, skills, careers, education, and training to expand sector understanding of the technical workforce through academic research.

As part of this research, Hannah has been working alongside the Your Entrepreneurs Scheme (YES), which saw its first group of technicians take part in the programme in 2022, sponsored by Midlands Innovation TALENT.

Hannah said: “This research will help to address knowledge gaps in this area and work with funders to attract new investment for future research, providing a firm foundation to support the work of technicians now and in the future.”



Circular economy business models

Reflecting an issue of contemporary importance and interest, Dr Rachael Lamb, along with colleagues from the universities of Surrey and Wolverhampton, was awarded £62,500 from InterAct, as part of the Made Smarter Innovation programme. This project aims to support the aerospace manufacturing industry by exploring remanufacturing business models, a form of circular economy business model helping them to achieve net zero and so moving towards a circular and sustainable future. There is a particular focus on small to medium sized enterprises (SMEs) and the role they can play in enhancing the remanufacturing process in the aerospace industry where traditionally, the focus has been upon multi-national enterprises (MNEs).



Early career researchers

Support, workshops and conference events

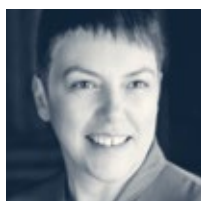


Dr Bin Wu, whose research focuses upon agricultural innovation and entrepreneurship in the global south, organised an online conference – *Paradigm Shift for Development Studies in the Global South* – in October, officially launching the Centre for Future Rural Studies (CFRS). Jointly organised with the Chinese Agricultural University (CAU) and University of Nottingham Ningbo Campus, the event had over 350 attendees from 18 countries.



In addition, Bin also organised an online event for early career researchers (ECRs) and students in conjunction with CAU focused on challenge-oriented research methodologies for development studies in the Global South, attracting 850 attendees, and an in-person workshop event exploring UK-China cooperation in agricultural research and innovation in June 2023.

In conjunction with the British Academy of Management Entrepreneurship group, Dr Gary Chapman co-organised the third annual Early Career Researcher Conference held at the University of Manchester in April, aiming to support ECRs in their career development whilst establishing an active network of colleague support.



Professor Susan Marlow (far left) and Dr Lorna Treanor (left) are acting as publication mentors to women academics in the Middle East seeking to develop their research and writing skills. Susan also delivered a five-day publication workshop at the University of Montpellier to mentor ECRs within the business school.

Research handbook on disability and entrepreneurship



Reflecting our research focus on equality, diversity and inclusion, Dr Tom Coogan was one of the editors of the *Research Handbook on Disability and Entrepreneurship* published by Edward Elgar. Intended for both students and scholars, this volume was borne from the recognition that disabled entrepreneurs continue to be overlooked in wider entrepreneurship scholarship. In particular, it investigates issues such as push and pull factors, entrepreneurial ecosystems, and the particular identities and contributions of disabled entrepreneurs.

“*The Research Handbook on Disability and Entrepreneurship* draws upon work from a variety of authors in many different countries and contexts to provide a snapshot of disabled entrepreneurship research at a global scale,” said Dr Coogan. “This is a brilliant opportunity to bring greater visibility and recognition to an overlooked cohort of highly innovative entrepreneurial actors.”



“I would like to sincerely thank HGI for providing me with the opportunity to conduct impactful research, mentor entrepreneurial students, work with expert researchers in the field and make a positive influence on society.”

PHD focus



Faisal Al-Juhani is an industrial engineer and has been a lecturer at King Abdulaziz University (KAU) in Saudi Arabia since 2018. He holds two master’s degrees, one in MSc Industrial Engineering from KAU and another in MSc Entrepreneurship, Innovation and Management from the University of Nottingham. Currently, Faisal is a second-year PhD student at the Haydn Green Institute (HGI). His research focuses on understanding how social enterprises develop entrepreneurial competencies to obtain investments for achieving positive social and environmental outcomes.

“In the context of the sustainable development goals, social enterprises have gained significant importance. They address various challenges, including climate change, good health and well-being, and clean energy,” he explained.

Beyond his research, Faisal actively supports teaching and external outreach at HGI. He has supported Dr José Gonzalez Lopez by mentoring over 400 undergraduate students in the flagship module *Entrepreneurship: Theory and Practice* and contributed to the project funded by Enterprise Education called *Entrepreneurship for social change: developing and evaluating a framework and portfolio approach for social impact enterprise education*.

He added: “My current experience in the PhD programme has been incredibly valuable.”



The Ingenuity Lab

Dr Terri Holloway
Ingenuity Lab Manager



In the midst of a cost-of-living crisis and other ongoing global consequences, some might say that it's too soon to look for a silver lining post pandemic. However, 2022/23 at the Ingenuity Lab was truly a celebration of everything we learnt from being apart, which can be summed up in four words: the value of community.

We started the academic year with a bang as Entrepreneur in Residence (EIR) Nickie Elenor showed us how to become responsible employers in her insightful roundtable *Employee number one*. We then welcomed Peter Presley, a University of Nottingham (UoN) graduate, who joined us virtually from New York to deliver his powerful seminar *Bootstrapping: no pain, no gain*. It's amazing to think of the knowledge and international information we missed out on before virtual talks were the norm, and Peter's phenomenal presentation was a clear example of their benefit.

As 2022 drew to a close, we welcomed another UoN graduate, the esteemed Michael Skok, as he captivated us with an interactive training on *Designing a customer-centric business model*. Michael's ability to engage an audience is remarkable, and we can't wait to welcome him back to share his knowledge with us again. We then welcomed EIR Holly Woodford to teach us *What they don't tell you about starting a business*. Holly's candid message and personal experience was delivered in a clear and impactful way. It was far from a typical business topic, which is why we appreciated it so much.

The new year brought us more exciting moments, including our wonderful *Mastering multinational trade* event and Pitch to Win International, which

showcased our fantastic venture members and EIRs from across the globe. We then held practical seminars including *Networking-work the room like a pro* with EIR Fiona Duncan Steer, *The best way to answer: "Who are your competitors?"* with EIR Roberto Rivero, *The fundamentals of visual identity* with Cherry Anderson, and we finished the academic year strong with *Can't sell, won't sell* from EIR Graham Podmore.

Alongside our roundtable series, we also held our second Ingenuity Lab open day this year, welcoming potential new members to tour the lab, discovering the wide range of businesses being developed by our members, and meeting some of the expert business mentors and EIRs who support our members throughout their entrepreneurial journey.

We also hosted our incubator programme for new businesses, the Link, and over the summer we welcomed 11 established Ingenuity Lab businesses to our five-week accelerator programme, Scale, helping them to grow and scale their ventures.

In addition to our ongoing surgeries and EIR mentor support, we introduced a new offer this year: The Ingenuity Lab Mastermind group, where our venture members come together every month to sharpen each other's business minds and hold each other accountable to completing life-goals. It's been an absolute joy to host this group with EIR and honorary fellow, Tim Elliott, who brings us years of valuable entrepreneurial experience and a network of incredible external experts.

What a truly wonderful year we've had celebrating the value of community and we can't wait to see you at the Ingenuity Lab soon!



nottingham.ac.uk/ingenuity-lab

Celebrating the value of community



“The Ingenuity Lab has been instrumental in supporting my entrepreneurial journey... the lab’s various free programmes have equipped me with essential information and resources.”

Jeleeelah Badmos (see below)



Jeleeelah’s story

Jeleeelah Badmos, Jellyanne Design Emporium

(Pictured right, in bottom right photo above)

Jeleeelah, an MSc Entrepreneurship, Innovation and Management student at Nottingham University Business School, had experience as a fashion designer in Nigeria before moving to the UK. She was motivated to join the growing movement against fast fashion with her upcycling and embroidery business Jellyanne Design Emporium and secured her first sales at the Ingenuity Lab open day in May 2023.

“The Ingenuity Lab has been instrumental in supporting my entrepreneurial journey. In addition to providing a fantastic workspace for members, the lab’s various free programmes – such as Mastermind, the Link, and monthly surgeries – have equipped me with essential information and resources, from idea generation to product launch.

“I decided to explore innovative techniques of upcycling with embroidery for personalisation to contribute to the UN’s Sustainable Development Goal (SDG) of promoting responsible consumption and production. I gathered opinions and conducted market testing to gauge people’s interest in embracing sustainability through upcycling.

“I am pleased to share that during the Ingenuity Lab open day, I successfully made the first sales of five personalised tote bags with embroidery. This marked a significant step in completing my business planning, signifying the viability of my product and services.”

Maanav's story

Maanav Patel, Snazzybird

Maanav, who completed his BA (Hons) Politics and Economics degree this year, was first introduced to the Ingenuity Lab by his housemate, a Witty Scholar who had attended events there. Since joining as a venture member, Maanav has developed his online furniture brand, Snazzybird, which aims to offer long-lasting quality in a high-waste furniture industry.

"My mission is to tackle the environmental crisis caused by the staggering amount of furniture waste dumped into landfills each year. We firstly achieve this by repurposing waste materials from other industries, and when the product lifecycle ends, we have a buy-back scheme in place that provides a financial incentive to recycling and promotes circularity, putting money back in the pockets of our customers and completing our circular economy.

"The lab has been super useful in providing resources that have helped turn what was a concept into a fully-fledged business ready to trade. I particularly enjoy the roundtables as they cover extremely relatable pain points, and I always come away with amazing advice that I look to implement.

"My favourite part about the lab is the people. I've learnt so much and taken so much inspiration from fellow venture members by having just a five-minute chat. It's good to have a community of like-minded people who can relate to the journey you are on and makes the process a lot easier. I've personally had my best ideas come to me in the Ingenuity Lab, and it's always been so useful to bounce those ideas off fellow members."



"I particularly enjoy the roundtables as they cover extremely relatable pain points, and I always come away with amazing advice."

Connor's story

Connor Graham, Mint Personal Finance

Connor is an Electrical Engineering student, and founder of Enactus project Mint Personal Finance, which won first prize at the lab's pitching competition Pitch to Win this year. Connor also took part in the accelerator programme, Scale, over the summer. Mint aims to improve the standard of financial literacy and enthusiasm for personal finance among secondary and university students in the UK, by providing interactive workshops, online resources, and mentorship programmes to empower young people to make informed and responsible financial decisions.

"I joined the lab in December 2022 – the opportunity to secure an entrepreneurial mentor and attend various clinics and competitions was compelling. I wanted to learn and develop my skills, but I also hoped to receive support to make my venture, Mint, a success.

"It was a fantastic experience to be a part of this year's Pitch to Win competition. Having the chance to gain real-world practice and receive feedback from a panel of experienced judges was incredibly valuable and encouraging. It was nice to hear words of encouragement and support, and the funding will go towards increasing the production value of our content."



"It was a fantastic experience to be a part of this year's Pitch to Win competition. Having the chance to gain real-world practice and receive feedback was incredibly valuable."



Entrepreneurs in Residence

The Entrepreneurs in Residence (EIR) network, formed in collaboration with the Small Businesses Charter (SBC), started in 2017 and has become a vital source of ongoing support for the Haydn Green Institute.

The EIRs are a group of experienced entrepreneurs who have a relationship with the University of Nottingham and enjoy helping aspiring entrepreneurs develop their ventures. Bringing a range of disciplines and entrepreneurial backgrounds, EIRs regularly engage in activities including mentoring graduate and student businesses, guest speaking, supporting MSc and MBA courses and aiding academics in their research.

“The current group of over 50 business experts provide hours of volunteering every year, providing vital support and expertise through their one-to-one surgery sessions on a variety of issues,” explained Dr Terri Holloway. “This year the EIRs helped deliver our accelerator programme and new business incubator, met prospective new members at our open day and provided monthly support through surgeries, seminars and our new Mastermind Group. Our brilliant EIR network help give Ingenuity Lab members the confidence to turn their ideas into a viable business and pave the way for future success.”



**Tim Elliott,
Creative Consultant**

“Masterminds are the best way to facilitate peer-to-peer learning and really take advantage of other entrepreneurs’ experience and knowledge to help move you forward – I wanted to bring that to the great young businesses connected with the lab, to fill the space between the amazing competitions and programmes already established.”



**Fiona Duncan-Steer,
RSViP**

“Working as part of the EIR family with the Ingenuity Lab since the scheme began is always an absolute pleasure, made even more enjoyable by the welcoming team and enthusiastic students.

I always look forward to my time at the centre, whether it is supporting projects, mentoring or delivering my networking skills training sessions and am excited to see what the coming year brings.”



**Nickie Elenor,
Guardian Law**

“The Ingenuity Lab has a special kind of energy of creativity, innovation, optimism and collaboration. As an EIR, I love supporting Terri, her amazing team and the lab members as the magic happens.”



Ingenuity Programme

The Haydn Green Institute for Innovation and Entrepreneurship

Run by the Haydn Green Institute (HGI) and in partnership with Nuffield Health, the Ingenuity Programme provides start-up skills and training, networking, mentoring, and routes to funding for early-stage impact-driven businesses to make social and environmental change.



The programme focuses on supporting business ideas that build stronger communities, improve health, and tackle climate change.

“We have continued to demonstrate our commitment to supporting under-represented groups, with 56% of our participants on the 2022 and 2023 programmes being female, 17% with a disability or long-term health condition, and 57% from an ethnic minority background,” said Ingenuity Programme Manager, Claire Mulholland.

Alongside students and graduates from the University of Nottingham and Ingenuity’s network of over 30 university partners, the programme team worked with local residents and community groups to identify more sustainable ways of operating and creating impact.

The main programme of skills and training began in January 2023, with a bespoke online course to help participants turn their initial ideas into viable, sustainable businesses. The Skills Hub platform provided a step-by-step process for participants to develop their idea and build a business plan, with other opportunities to access bespoke advice and guidance, through one-to-one mentoring sessions and a series of drop-in sessions with industry and academic experts.



56%

of participants were female

17%

with disability or long-term health condition

57%

from an ethnic minority background

After in-person regional pitching days, 17 teams were shortlisted to take part in the 2023 National Ingenuity Programme Competition and pitch for their share of the £75,000 funding pot. They received further mentoring, and each delivered a 10-minute pitch to a panel of impact investors, Ingenuity partners and sector influencers.

The programme culminated in the Ingenuity Impact Evening in June 2023, where this year’s Regional and National Challenge Champions were announced. The following day, the Ingenuity Programme was a central part of the University of Nottingham’s Power of Partnerships conference, where the Ingenuity exhibition zone provided the class of 2023 with the opportunity to showcase their products, services and programmes and network with prospective clients, partners, investors and supporters.

“The support we’ve been able to give this year’s cohort would not have been possible without the invaluable contributions from HGI’s academics, EIRs and Ingenuity partners. Thank you to all those involved in driving forward our mission of civic entrepreneurship.”

Claire Mulholland, Programme Manager

Impact Leaders Programme



This year, Ingenuity partnered with local alternative provision school, Stone Soup Academy, to pilot an innovative new learning and development programme for female pupils outside of mainstream education. Established in January 2023, the Ingenuity Impact Leaders Programme engaged six female learners between 14 and 16 years old, over nine weeks supported by various colleagues from the Haydn Green Institute, Stone Soup Academy and Nuffield Health in mentoring, coaching and facilitation roles.

“With a vision to equip the pupils at Stone Soup Academy with skills for life, the pilot offered the opportunity to develop an idea for real change and learn about developing a business model and pitching through a series of tailored social innovation and enterprise education sessions, including interactive workshops, mentoring, and opportunities for both professional and personal development,” said Ingenuity Programme Manager, Claire Mulholland.

Participants had the opportunity to develop a business idea that responded to a challenge they were passionate about, which they were supported to identify in the first session. All subsequent sessions focused on developing an impactful solution in response to their chosen issue as they were guided to explore different business topics.

Kerrie Henton, Principal at the Stone Soup Academy, said: “Working with the Ingenuity Impact Leaders Programme has offered our academy opportunities that have been so beneficial for our young people. It has been a fascinating eight-week journey for them – their confidence and abilities have grown so much over that time.”



Richard Holmes, Global-Anthem 2023 Impact Entrepreneur of the Year

Richard, a student at York St John University, won the overall Impact Entrepreneur of the Year award of £10,000 sponsored by Nuffield Health. This was for his business, Global-Anthem, a hand gesture flashcard system that enables effective communication for refugees and migrants facing language barriers. Richard also won the Yorkshire and Humber Champion sponsored by Santander Universities UK, the Shakespeare Martineau Legal Prize of £2,000 of in-kind legal support, and the Engineers in Business Prize of £1,000 provided by Engineers in Business Fellowship.

“The mentoring, the support, and the whole programme has really taken me from a genuinely rough working idea into a real, viable business that can be delivered.”

Jared Spencer, RIDDIM 2023 University of Nottingham Impact Entrepreneur of the Year

Jared is a University of Nottingham graduate. His business, RIDDIM, addresses the rise in allergens as the most common chronic disease in Europe where many people with allergies struggle daily with the fear of possible asthma attack, anaphylactic shock, or even death from an allergic reaction.

RIDDIM is a dietarily inclusive, culturally relevant snack company which draws its inspiration from the flavours and the stories of the Caribbean to produce a range of tasty snack products free from 13 of the 14 major allergens.

“I’m so grateful for the Ingenuity Programme and all the support they’ve given me. Being able to connect with so many different mentors really improved my understanding of my supply chain and the environmental impacts of production – really important lessons.”



Witty Entrepreneurial Scholarships

Janet Wallace

Witty Entrepreneurial Scholarships Manager

It's been another great year for Witty Entrepreneurial Scholarships. Scholars have taken advantage of opportunities across the university and wider community, working with others to make a difference. There have been scholars working on their own businesses to support them while they study, using the advice and expertise around them and honing their own skills to take their next steps.

Witty scholars have been also making an impact in the community over the past year. We were pleased to welcome back to campus alumni Yasmin Cebers-Korkmaz, Junelle Ayettey and Ben Keeble, to give presentations to their peers or to judge the Ingenuity Programme. It has been great to support Sihaam Ali and Monisha Gupta in their social action projects, along with the other scholars on the valuable work they've been doing.

Finally, as restrictions lift after the pandemic, scholars are once again taking advantage of the university's global reach with opportunities to work and study across the world: studying at our Malaysia campus, working on international placements, or volunteering in South America, Africa, Europe and Asia – much of which has been supported by their scholarship funding. It is great to see the impact of their hard work reach such a wide stage.

As we look forward to the next academic year, we are excited to be growing the scholarship.

As of September 2023, we are increasing our intake to 35 scholars per year – and the sum that scholars are supported with – thanks to securing additional funding.



 nottingham.ac.uk/go/witty

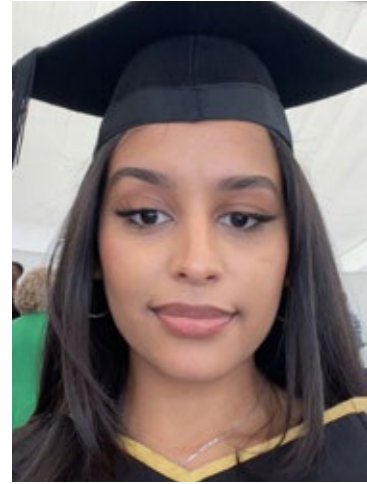
Monisha's story

Monisha Gupta, Medicine 2023

Monisha received a Vice-Chancellor's Medal this year, in recognition of her commitment to diversity and inclusion, after petitioning the university on a number of social issues, such as campaigning for medical students to have bursary funding extended to the clinical phase of their studies and pushing for better transport provision for placement students.

"I am really honoured and grateful to have received this nomination and I truly could not have done any of it without Janet's and the scholarship's help.

"I've had so many exciting opportunities through the Witty Scholarship, like getting to work with a local business for the consultancy challenges, getting to attend talks by business professionals, as well as networking and making friends with other Witty scholars."



Ramzi's story

Ramzi Toutah, MSci Medicial and Biological Chemistry 2023

Ramzi was one of three Witty scholars who visited the GSK campus in Stevenage as part of the Your Entrepreneurs Scheme's (YES) Community, Connections and Careers event.

"In March I travelled to Stevenage to join a Community, Connections and Careers day at GSK. Being one of the youngest people at this event, I absorbed everything I could from the fantastic range of panellists from GSK, LifeArc and Stevenage Bioscience Catalyst.

"Learning about business development and scientific professionals as a Chemistry undergraduate allowed me to experience further career options and pathways. I'm so happy to have taken this opportunity through the being a Witty Scholar. I would like to thank Your Entrepreneurs Scheme Manager, Tracey Hassall-Jones, for the welcoming hospitality, as well as Witty Entrepreneurial Scholarships Manager, Janet Wallace, for always providing me with opportunities such as this one!"



Sihaam's story

Sihaam Ali, BA Politics and International Relations 2023

Sihaam graduated from the University of Nottingham this year and has gone on to secure a graduate job with a consultancy firm specialising in sustainability and public affairs. Earlier this year, she was accepted onto the Parlia-mentors scheme, where she was paired with local MP Nadia Whittome, raising the issue of drink spiking and seeking amendments to be made to the Security Industry Authority (SIA) licence qualification.

"The Witty Scholarship has helped me in many ways – my skill set has expanded and developed significantly from when I first joined, and I really enjoyed attending career development sessions and teamwork activities. The scholarship has been an integral part in my university experience as I was able to recognise my strengths and find a career that I am passionate about.

"Moreover, when working on my social action project, I received a lot of help and support from Janet who played a significant role in allowing my team and I to develop our project further."





YES22

“YES offered me the opportunity to develop business skills and gain commercial awareness which has opened my eyes into to a whole new world of opportunities and possibilities.”

Russ Wilson, Senior Laboratory Technician, Heriot-Watt University (photo: below centre)



Tracey Hassall-Jones

Your Entrepreneurs Scheme (YES) Manager

Innovation doesn't happen in isolation

YES's mantra for 2022 was to rethink the future and it also applied this to itself!

TALENT – a transformation programme funded by Research England and partners, and awarded to the Midlands Innovation consortium of universities, leading change to advance the status of, and opportunity for, the technical community – teamed up with YES to deliver commercial awareness and enterprise skills training to technicians.

YES has delivered such training for 27 years, with over 6,375 PhD students and postdoctoral researchers becoming part of YES's illustrious alumni group. However, with growing recognition of the important role technicians play within the university ecosystem, not least in the process of knowledge exchange, YES felt it was only right to widen its remit.

Kelly Vere MBE, Programme Director of TALENT, explained the importance of this collaboration:

“Technical colleagues across UK higher education and research are vital to innovation and knowledge exchange. Despite this, technicians have historically experienced a lack of visibility and opportunity. Thanks to initiatives such as the sector-wide Technician Commitment and the Research England funded TALENT programme, and a greater cultural emphasis on Team Science, this is beginning to change. We're delighted to partner with YES to provide new experiences and professional development opportunities for technical staff, who make such critical contributions to our teams working across universities to deliver education and research outcomes.”

Technicians contribute immensely to the knowledge exchange within universities, but their role is still one that is hidden and often isolated from the formal knowledge exchange activities that are undertaken.

TALENT committed to changing this through supporting technicians to participate in YES22, including Russell Wilson a Senior Laboratory Technician in the Institute of Life and Earth Sciences at Heriot-Watt University:

“After starting my new role, I discovered that I am now more heavily involved in procurement, providing business cases and setting up small research facilities.

“YES offered me the opportunity to develop business skills and gain commercial awareness which has opened my eyes into to a whole new world of opportunities and possibilities. It has helped demystify what exactly knowledge exchange, innovation and enterprise mean and helped me identify how these specifically relate to my role as a technician, which I previously believed had little relevance to my job.”



www.yescompetitions.co.uk

2022 winners



Algaemino

Overall winners of YES, Best Consideration of IP Strategy* and Best Consideration of Financial Planning Strategy**

Overall winners Algaemino, from the University of Reading, pitched a sustainable seaweed-based protein powder that requires minimal processing, is nutritionally complete, palatable, and suitable for vegetarian and vegan diets.

Algaemino team member, Pradeep Vijaya Kumar said: “YES turned out to be a remarkable adventure and winning the finals was the happiest moment for all of us.

“We brainstormed ideas to find one we were excited to work with, and then implemented advice received from our brilliant mentors, all in a short time. This has given us confidence in handling the presentation of ideas to any audience. We’ve gained valuable skills applicable for any career path we might take in the future.”

One of the members of the winning team was Ross Wilson, a technician who benefited from one of the TALENT-funded places on the Scheme.

Dr Simon Cutler, from the University of Reading’s Knowledge Transfer Centre, said: “Technicians are often in a great position to spot opportunities for commercialisation. It made sense to include this group in YES. We hope they will go back to work with a new perspective on the potential impact of their research.”

*Sponsored by Potter Clarkson

**Sponsored by James Cowper Kreston

Gluca-one

Winners of Best Engineering Business Plan

The team from Keele University designed a wearable device for people with severe hypoglycaemia which reacts to blood sugar levels and administers glucagon when they drop dangerously low.

The idea was inspired by team member Georgia Weston’s personal experience with the condition. Georgia said: “YES has given us a different perspective on starting a company and the challenges of bringing a product to market. The mentoring from experts in the field gave insight into the mechanics of setting up a business in biotechnology. We feel really lucky to have been able to hear from an incredible range of experts who are at the top of their field.”



NottFur

Winners of Best Environment Business Plan

A group of researchers from the University of Nottingham, NottFur, won this prize for their sustainable, vegan, lab-grown fur to counter the use of animals in the fashion industry and reduce the use of plastic alternatives.

NottFur team member Hiya Deshpande said: “The experience of participating in YES22 has provided us with the opportunity to work on unique skills including commercialisation of research and pitching to investors, with mentorship from industry experts ranging from patent law to finance. It was also an incredible networking opportunity.”



Meet the team

The Haydn Green Institute for Innovation and Entrepreneurship



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Director of MSc Entrepreneurship Programmes, Assistant Professor in Entrepreneurship and Innovation



Rachel Bedrock

Senior Operations Officer
Ingenuity Lab



Dr Punita Bhatt

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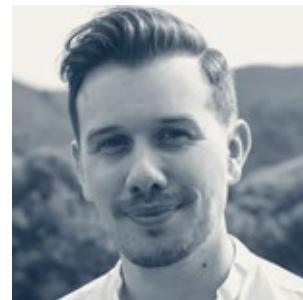
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Professor of Practice
Sustainable Wealth Creation



**Dr José Francisco
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Assistant Professor in
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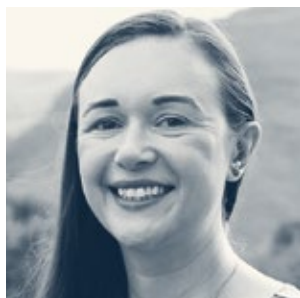
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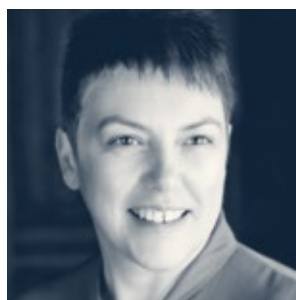
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The University of Nottingham has made every effort to ensure that the information in this report was accurate when published. Please note, however, that the nature of the content means that it is subject to change, and you should therefore consider the information to be guiding rather than definitive.

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