

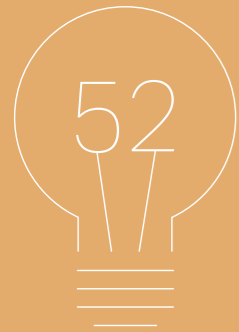
Lancaster University
Enterprise Centre



Lancaster University Enterprise Awards

2017





**StartupLabs
and IdeasLabs**

during 2016/17

**meeting 101
students,
alumni and staff**

About the Awards

The Enterprise Awards seek to celebrate the diversity of ways in which our students, researchers and alumni have applied their Entrepreneurial Mindsets, highlighting their insight and creativity as problem-solvers, their personal resilience as risk-takers, and their global and social conscience as creators of genuine value and impact on the world around them.

The awards also seek to recognise the journey and the distance travelled. In an environment in which we are accustomed to judging achievements by what can be conveniently quantified, it's easy to overlook what is not visible from the outside.

Every nominee has a rich story to tell, involving both victories and failures, and their time at University is just one part of that story. We hope these stories will serve to inspire others to engage actively in these pursuits, in order to realise their own ambitions.

About Enterprise and Innovation at Lancaster

There is a growing expectation amongst new students that their university will provide them with more than just a deeper understanding of their chosen subject area. Many have already engaged in enterprising activities before they arrive and have no reason to doubt that they will be able to do so during this stage of their education too. This is true of Lancaster students and it is upon us to ensure that we provide them with the best enterprise education possible, as befits a top ten university, to aid in their personal and professional development.

What we provide, right across our institution, is a growing number of opportunities to lead or participate in activities such as competitions, challenges, workshops, masterclasses, seminars, panel discussions, placements, consulting projects, volunteering, events, training, community sharing, conferences and support services within, alongside and outside the curriculum. These opportunities significantly contribute to our graduates' employability and ability to innovate within their work and social environments, as well as enhancing their subject engagement.

This web of activities is not the result of a top-down directive but the result of immeasurable amounts of individual initiative taken by the many staff who recognise the educational and experiential value of creating authentic opportunities to develop creativity and strategic thinking, practise leadership, teamwork and influencing, take risks and gain insights into the world of work and into social and environmental issues both locally and globally.

'My ideas were listened to; but more importantly, they were challenged.'

'Helped to build my networks and develop my ideas in a cohesive manner.'

Collectively, these people and their many endeavours contribute to an emerging entrepreneurial culture at Lancaster with the potential to add value across many areas of strategic importance to the University. Over time, where might this accumulated investment, if sustained, lead? Might we expect to see more students choosing Lancaster because of this culture and what it produces? To hear students refer to these experiences in their NSS responses, or to see the evidence in our DLHE stats? Will those on our international campuses attribute some part of their own 'Lancaster' experience to this culture? Will the businesses our graduates found or join thrive and contribute to our regional economy? Will our researchers enjoy more successful funding applications and see the results of their intellectual curiosity translated more frequently into sustainable impact on industry, society and the environment? Will our entrepreneurial alumni

feel a stronger bond with Lancaster reflected in increased giving back? Is it possible that at some point in future, those who have planted the seeds of entrepreneurial inspiration today will look at an even higher-ranking university and know that they have played a key part in this success?

It may not be possible to accurately measure many of these things and know for sure, but this shouldn't stop us all continuing to strive towards

making them a reality. And there are many more around us who are looking for ways to play their part. These Awards, then, seek to inspire them to do just that. They also provide an opportunity to shine a spotlight on those in whom the benefits and outcomes of engaging in enterprise and innovation activities are realised, to celebrate their achievements and in doing so, to recognise those who have contributed in some way large or small behind the scenes.

Simon Harrison, Enterprise Programme Manager



Sustainable Venture

This category seeks to highlight the many different ways in which Lancaster students and graduates have applied their entrepreneurial mindsets to realising their ideas as start-up businesses that have survived into profitability, with a keen eye on their social and environmental impact.

Each shortlisted nominee has identified a clearly defined problem or opportunity, and has mobilised the resources to delivering a solution, demonstrating creativity and resilience in the face of ambiguity, competing demands and personal risk.

Shortlisted Nominee

Kaizen Academy



Innovative and inclusive mixed-martial arts gym based in the heart of the Lancaster community.

Established
Lancaster, 2015

LU Founders
Ze Macedo
BA Hons Philosophy, Politics and Economics.
Adam Gregory
MA Human Resources and Knowledge Management
Kieran O'Brien
MA Religious Studies

About the nominees
As emerging world-class competitors across a range of martial arts, the founders of Kaizen were very aware of the personal and social benefits that participation in MMA could bring. The founders all share the experience of starting their own training in macho, unhygienic, inaccessible and intimidating environments that limited the diversity and number of people who would engage. Their solution has brought about a new kind of gym with a focus on being accessible and inviting to all, underpinned by a powerful educational philosophy – the results speak for themselves with a highly diverse and busy membership body.

Shortlisted Nominee

Ikigai Factory

Utilising the latest technologies in both Virtual Reality (VR) and Augmented Reality (AR) to enhance the world around us.

Established
Lancaster, 2017

LU Founders
Patrizia Carbone
MSc International Innovation (Design)
Sebastien Combret
MSc International Innovation (Design)
Kyaw Tun Sein
MSc International Innovation (Engineering)

About the nominees
Nearly 94% of UK home buyers conduct online searches for homes. However, non-transparent and exaggerated property listings on numerous online portals are creating unnecessary physical viewings which are wasting time and energy of buyers/renters. That is why Ikigai Factory built REVR, a mobile app to create virtual walkthroughs of home properties so that anyone can visit them online anytime from anywhere. With current technology they aim to be able to save millions of unnecessary journeys per year by reducing the initial viewings of home searchers with agents.



Shortlisted Nominee

TwoThai



Revolutionising the accessible street food industry through innovative and incredibly tasty street Thai Food.

Established
Lancaster, 2017

LU Founders
Awika Lertcharoensuk
MSc Entrepreneurship, Innovation and Practice
Supawadee Pongwisaitat
MSc Entrepreneurship, Innovation and Practice

About the nominees
Revolutionising the Thai food industry in the UK is the key driver of Two Thai. Bangkok has been voted as one of the world's best destination for street food, however it became clear to TwoThai that it is very difficult to find authentic yet affordable Thai cuisine in the UK. The girls are combining their passion for cooking with their intimate knowledge of the cultural cuisine.

"We strive to tackle and adapt people's eating habits by integrating the authentic recipes so that they are compatible with the current eating styles and habits of our customers in the UK."

Student Leaders

Lancaster University is looking to recognise the hard work put in by groups or individuals who have demonstrated the application of entrepreneurial behaviours to the realisation of an event, project, activity or other intervention.

Nominees came in the form of both individuals and teams with a leadership role on behalf of a segment of the student body. Examples of suitable candidates included Society Execs, College Execs, Departmental Reps, LUSU Student Officers, Student Ambassadors, and Volunteers.

Shortlisted Nominee

Adam Stewart



How to maximise opportunities and potential as a university student.

Degree course
BSc Hons Business Economics

About the nominees
University is a brand-new world for many and it is hard to know where to begin when looking for opportunities to get involved. Adam has spent over a year blogging and podcasting about his various experiences across numerous student roles whilst at university. Adam wanted to prove to both himself and others that there was a huge amount to gain from the University Experience. Sharing both his successes and his failures, he has encouraged many students to try the same and encouraged others to start getting involved in activity sooner rather than later in their degrees.

Shortlisted Nominee

Lydia Ratto



Founders of the Black Excellence Networking (BENE) Events at Lancaster University.

Helping to make Social Entrepreneurship accessible and more recognisable.

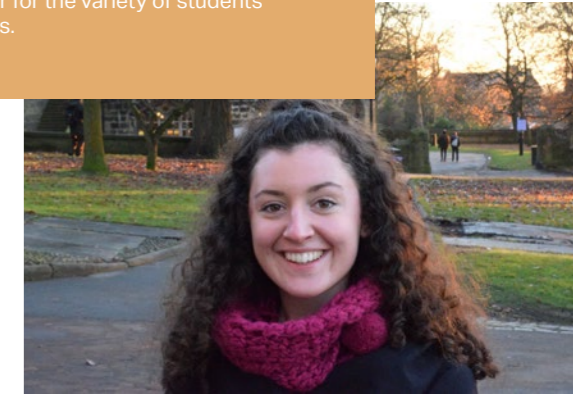
Degree course
BSc Hons Marketing

About the nominees

During Lydia's time at Lancaster University she realised that there was a lack of knowledge and representation of social entrepreneurship amongst students - problematic because of the implications that students would be less likely to consider or pursue applying their skills towards make a positive impact. Lydia's solution was create a platform that informed students of social entrepreneurship and engaged them through projects and events, this was realised as a society called USocial Venture - delivering multiple short-term community projects which tackled different problems, to cater for the variety of students' interests and skills.

Shortlisted Nominee

Black Excellence Networking



Degree courses
Sofia Akel
BA Hons History
Tolu Adeshina
BA Hons Management and Organisation
Racheal Alake
LLB Hons Law (International)
Georgia Frimpong
LLB Hons Law

About the nominees
Research has shown that BME graduates are between 5-15% less likely to be employed than their white peers six months after graduation. Black Excellence Networking Event was founded in 2016 as a response to the lack of a platform given to BME (black & minority ethnic) voices at the university, as this group wanted to tackle this gap from a grassroots student level.

Beginning as One Love Radio, a show discussing issues within the black community, this quickly expanded to events leading up to the first BENE in 2016 with the second BENE in 2017. This ambitious project attracted over £3000 investment from across the university, and stakeholders business men and women travelled from all across the UK to join the event.

Impactful Researcher

This category seeks to highlight the many different ways in which Researchers have taken active steps to translate their research into a real world environment. The results of which have either had a measurable impact, or have opened up clear pathways to measurable impact over the course of time.

The nominees have demonstrated the application of entrepreneurial behaviour to the creation or testing of a new venture underpinned by their own original research, and a clear impact case study has been identifiable as a result of the activity as vouched for by the Faculty Impact Officers.

Shortlisted Nominee

Paul Whaley



Improving health risk assessments of hazardous chemical usage through systematic review (SR) processes.

About the nominees

The purpose of this research is to increase the reliability by which scientists, industry and regulatory agencies identify health risks posed by chemical substances. This is being achieved via the novel mechanism of adapting systematic review (SR) methods, successfully used in medicine for evidence-based decision making in clinical care and public health, to the unique requirements of the chemical risk assessment context.

"Multiple benefits are anticipated to the use of SR techniques in risk assessment. Not only will society be better able to identify and reduce exposure to harmful substances, the transparency of the methods used will increase public and stakeholder participation and trust in chemical regulation."

Shortlisted Nominee

David A. Ellis



Shortlisted Nominee

Carolyn Downs

About the nominees

There is a need to help reduce the psychological and social burdens of unemployment on groups vulnerable to social exclusion which may then lead to the greater re-employment or self-employment. This research identified underlying socio-cultural barriers to enterprise and employability in a range of vulnerable groups.

The results have helped to provide a community-based option for reaching out to and providing training amongst communities under-represented in entrepreneurship and employability opportunities. A toolkit was developed to identifying community-access points which facilitated taking a participatory action research approach, and in turn produced some positive early impact.

Research aimed at reducing the amount of missed medical appointments at NHS institutions.

About the nominees

Missed medical appointments cost the UK health system an estimated £600M per year. This figure is so large that even small reductions in DNA (Did Not Attend) rate could save significant sums. For example, an absolute reduction in DNA rate of just 1.2% could save £60M per year. Improving attendance would also reduce health risk to patients. Their research suggested that by modifying existing appointment

allocation strategies they could cheaply reduce DNA rates. After moving more appointments towards the end of the week, the outpatient clinic was able to reduce their rate of non-attendance by 10.78%.



Reducing psychological and social burdens to break down barriers into enterprise and employment.

Knowledge Exchange Champion

This category sought to acknowledge the efforts of individuals and teams who have undertaken a Knowledge Exchange intervention with an external organisation through things such as Student Consultancy Projects, Placements and Internships, KTPs, PG Rise projects – either as part of or outside of formal academic programmes, at UG or PG level.

All the nominees have not only demonstrated the application of entrepreneurial behaviours to the delivery of a Knowledge Exchange intervention, and to a clear benefit of the external partner; they have also shown evidence of reflection upon their journeys and personal growth as a result of the endeavours.

Shortlisted Nominee

Katie Dallas



Copy writing placement with Mente.

Degree course
BSc Hons Psychology

About the nominees
Poor employee mental wellbeing, such as depression, stress and anxiety, costs businesses almost £30 Billion a year across the UK economy. Mente is a company which supplies businesses with 'employee mental wellbeing programmes' for managers to implement in their workplaces.

During her placement Katie worked directly with the founder director of Mente Mel Joseph to develop specific and unique materials for the usage in courses and test papers. These covered various issues on mental health and wellbeing in the workplace focusing on stress, depression and anxiety advising participants of signs, symptoms and management techniques.

Shortlisted Nominee

Luke Brown

Marketing research placement with Plastideck Ltd.

Degree course
MSci Hons Computer Science with Design

About the nominees
Plastideck Ltd represents a UK manufacturer and supplier of composite decking. The role was to develop a content library for their website through extensive research and exposure to the product, develop technical communications and the Search Engine Optimisation (SEO) strategy to reach the target customer base.

"... I truly believe that content driven marketing will result in additional business opportunities, our enquiries have lifted and we have received approximately 4 orders from the website over the last 6 weeks... We are keeping Luke on going forward on a part-time basis because of his outstanding work"
Paul Bennett, Managing Director. Plastidecks Ltd



Shortlisted Nominee

Majd Al Khaznadar, Kate Appleton, Alina Davletshina, Robyn Greenslade, Mafalda Magalhaes de Almeida



Degree courses
Faculty of Arts and Social Sciences

About the nominees
Research has identified that the number of people with dementia in the UK is forecast to increase by 40% over the next 12 years. Working with a patient's long-term memories has been shown to positively affect their short-term memories, particularly story-telling and casual chatting with the older people. A team of Lancaster Students collaborated with the residents of a nursing home in order

to deliver a collection of personal stories in the form of a book. These stories were gained from personal interviews with the residents of the nursing home and then developed into a story; each story was accompanied by appropriate illustrations done by two members of the group (Fine Art students) and then published in a book for the residents of the care home.

Combating dementia: Preserving memories through capturing personal stories.

Bright Sparks: People's Choice Award

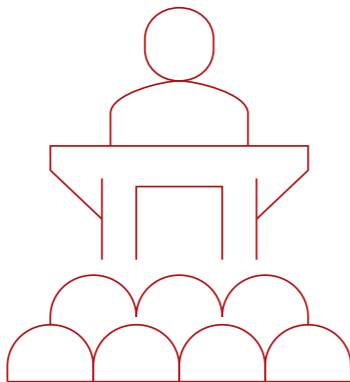
As part of this awards category, we invited students, staff and recent alumni to present their Bright Ideas, for the chance to win up to £1,000 to help them make that idea happen.

The category was open to proposals still in concept stage, or those which may already be registered as a formal trading entity but are still in the survival stages and have not yet achieved financial sustainability.

The Bright Sparks Award is unique from the other award categories – as not only have we asked for nominations in the form of 90 second video pitches, but also because the actual winner of the award will be determined on the evening of the Enterprise Awards through an audience poll.

The nominees have been asked to cover the following points within their video pitches:

- A brief statement of the opportunity (pain points for users).
- A description of the solution put forward.
- Is the solution desirable? (Consider competitors and alternative solutions).
- Is the solution viable? (How will it be financially sustainable).
- Is the solution feasible? (Do you have the skills and resources necessary, and if not what skills/resources would you need and how would you acquire them).
- How would the award help to kick-start your idea?



Crash Course in Design Thinking workshop with **Humera Fasihuddin** from Stanford University's d.School

32 students in attendance
Half a million post-it notes used*
*rough estimate



the number of **Santander Funding Awards** given out, totalling £11,373.75

Honourable mentions

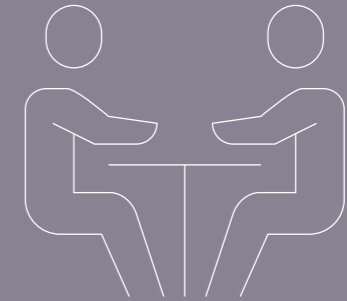
In the process of producing these awards, many different people's names were put forward who didn't fit neatly into a particular category, or who we sadly didn't receive a formal nomination for.

We thought they deserved an honourable mention at least. In alphabetical order:

- **Bev Whitaker**
for minding her own business!
- **Bijan Aryana**
for giving student businesses a boost through design management
- **Cefn Hoile**
for making all the lights come on
- **Chris Morrissey**
for his commitment to ideating, validating and pivoting as a way to learn about enterprise
- **Danny Soetanto**
for plugging all his students into extra-curricular support
- **David Mashiter**
for championing collaboration between Enterprise & Careers
- **GulAhmed Maqsood**
for sheer omnipresence
- **Giulia Ravasi**
for her intrapreneurial spirit wherever she goes
- **Joe Bourne & Kate Ashworth**
for ceaselessly championing innovation and enterprise through LUSU
- **Kim Reed**
for ensuring Santander Universities can add maximum value
- **Pam Pickles**
for ceaselessly championing innovation and enterprise through FST
- **Philipp Kuschnir**
for pushing the boundaries for the Entrepreneurs Society
- **Ricardo Zozimo & Fleur Hodgson**
for making Entrepreneurs in Residence so accessible
- **Sarah Kingston**
for taking a risk on enterprise in the criminology curriculum
- **Shelley Morgan**
for collaborative working on Commercial Awareness



Number of Tier 1
Graduate
Entrepreneurship
visas awarded



Over 20
meetings between
students and
Entrepreneurs
in Residence

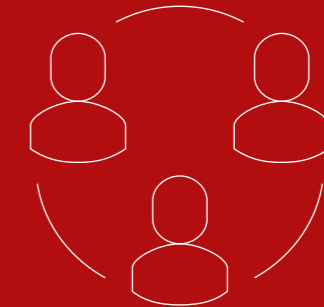


Stay in touch

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 Facebook:
www.facebook.com/lancasteruniversityenterprisecentre

 Twitter:
[EnterpriseLU](https://twitter.com/EnterpriseLU)



Human centred design workshop for

250 international students

visiting on a cultural exchange

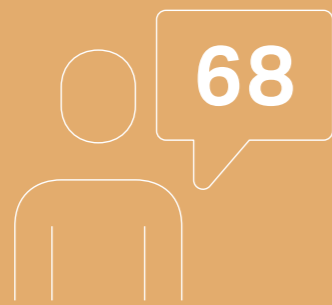
Acknowledgements

Lancaster University Enterprise Team would like to extend their gratitude for the ongoing commitment to support the development of entrepreneurial students and graduates, and the ecosystem and culture within which they can learn, practise and develop. There are too many individuals to name specifically, and indeed we probably don't know who they all are - an audit in 2015 revealed more than 150 people and initiatives live across the University at that time!

However, we know that you are everywhere. In the Students Union; in Careers; in Faculties, Departments and Research Centres, performing academic, managerial and administrative roles; in Professional and Student Based Services; in College JCRs and SCR; in Societies as Execs and members and as individual activists within the wider student body; in our Alumni community; in our networks of Entrepreneurs in Residence, mentors and professional suppliers; in our community and industrial

partnerships; and across our International Teaching Partnerships.

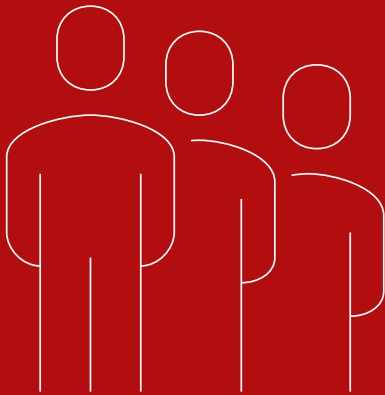
Even at this high level we know that this is not an exhaustive list but hopefully you know who you are and who you are making a difference for. Please continue to help us in harnessing the collective value of Enterprise and Innovation and exemplifying the virtues of the One Lancaster spirit for the benefit of all.



enquiries
in 5 weeks

compared to 49
over the same
period last year

Lancaster University Enterprise Centre



Engagement with the

Enterprise Centre

over the 16-17
academic year

84 Undergraduates

29 Postgraduates

25 PhDs

22 Alumni

11 Staff

