

SOME PEOPLE AREN'T MADE FOR GOING WITH THE FLOW.



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How are we developing entrepreneurial students and graduates?

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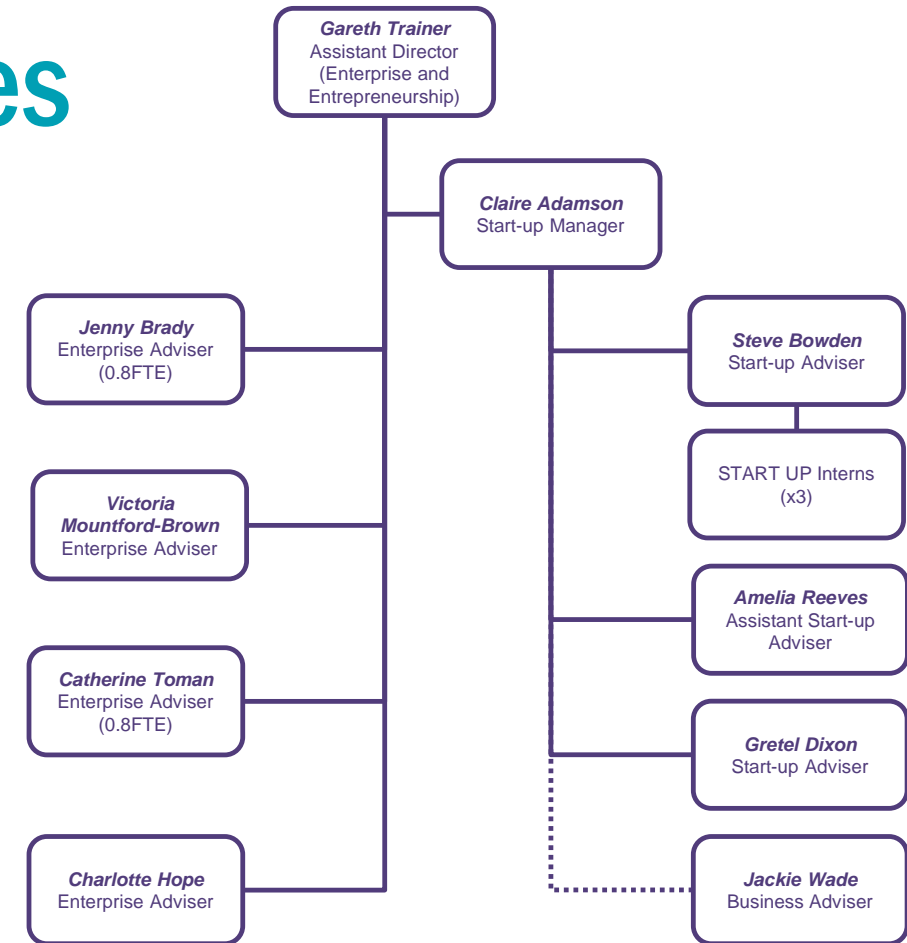
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Structure and Strategic Objectives

1. More students using the employability benefits of enterprise education to obtain a graduate level opportunity – **Enterprise and Entrepreneurship Education**
2. More students and recent graduates creating their own graduate level opportunity by choosing to work freelance, self-employed or by starting their own business – **Start-up Support**
3. More student and graduate businesses surviving and growing to create work experience and employment opportunities for other graduates – **Start-up Support**



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The story so far...

- 2001/02: Established an Enterprise Centre associated to Careers Service and academic development support
- 2005-07: Introduced Graduate Skills Framework mainstreaming 'enterprise' skills across the University
- 2012: QAA guidance on Enterprise and Entrepreneurship education published
- 2013/14: Strategic review through VC's Think Tank, identifying an executive/senior academic lead and enhancing resources
- 2016/17: New Employability and Student Enterprise Strategy introduced



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QAA (2018) Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers

- <https://www.qaa.ac.uk/docs/qaa/about-us/enterprise-and-entrepreneurship-education-2018.pdf>



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Enterprise and Entrepreneurship Education:

Guidance for UK Higher Education Providers

January 2018

QAA Definitions



- **Enterprise** - the generation and application of ideas, which are set within practical situations during a project or undertaking... It combines creativity, originality, initiative, idea generation, design thinking, adaptability and reflexivity with problem identification, problem solving, innovation, expression, communication and practical action.
- **Entrepreneurship** - the application of enterprise behaviours, attributes and competencies to the creation of cultural, social or economic value. This can, but does not exclusively, lead to venture creation.
- When enterprise and entrepreneurship are used together they are termed '**entrepreneurial**'.

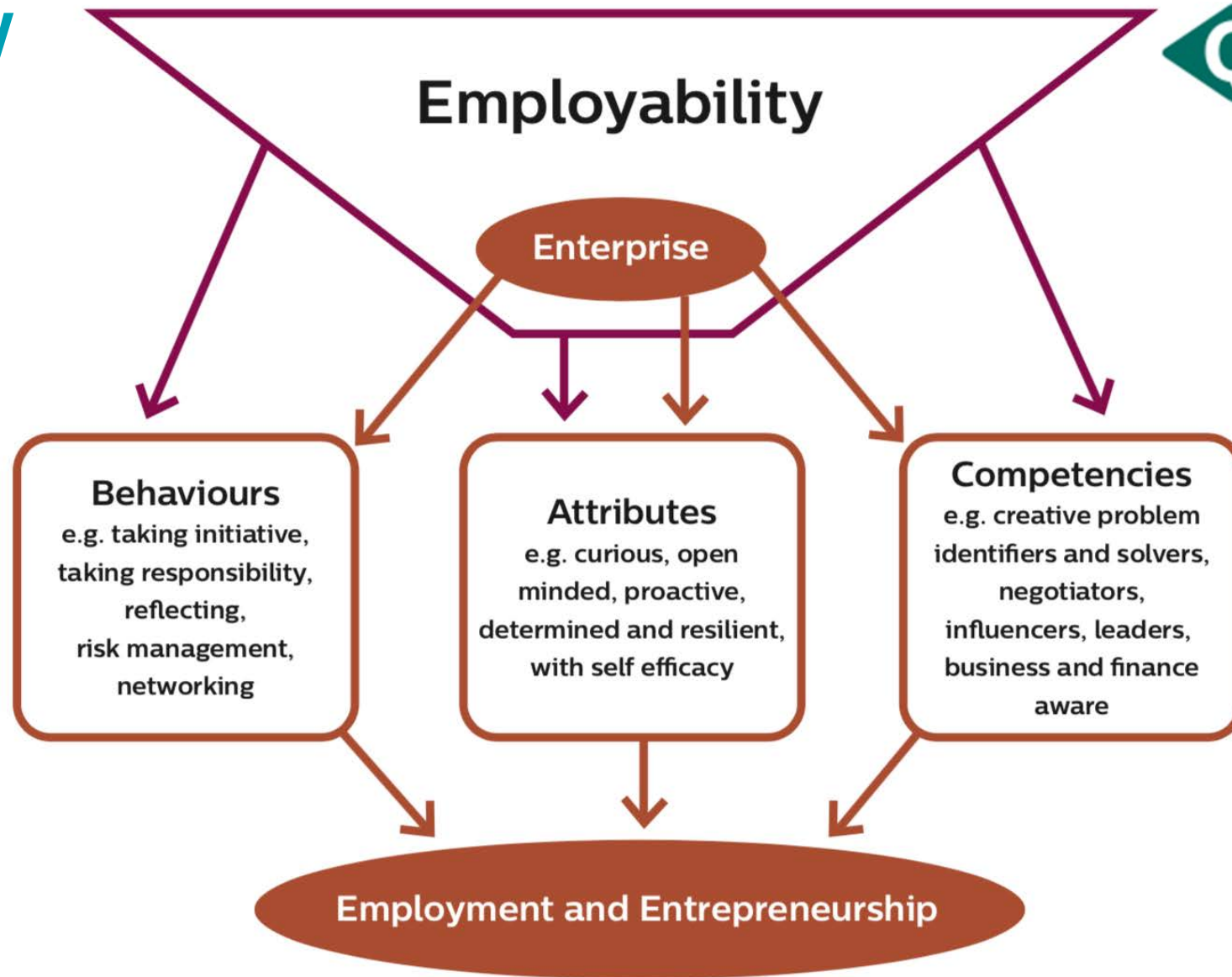


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Employability and Enterprise



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Relevance to Student Experience and Graduate Outcomes

- Students can explore all career options open to them
- They can engage in the knowledge exchange and engagement aims of the University's Place Strategy
- Succeed or fail, it helps to demonstrate the employability power of enterprise
- Employers increasingly requiring freelance and outsourcing options
- Cost of industrial R&D increasing leading to more acquisition to drive innovation
- It's the only way to work in some sectors/industries
- Someone needs to invent new occupations and extra opportunities
- Sense that graduates are beginning to design their life and maintain multiple 'careers' i.e. the so-called 'slash' generation



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An enterprising duo of Newcastle University graduates have set out to refresh the growing beverage market with the launch of a new brand of tonic water.

Lixir Tonic founders Matt Mahatme and Jordan Palmer have developed a range of five tonics – Blood Orange & Cinnamon, Rhubarb & Ginger, Elderflower & Lemon as well as the Classic Indian and a Refreshingly Light tonic water. The duo are positioning Lixir as tonics that can be paired with a variety of spirits – whiskey, vodka, gin and rum – as well as being enjoyed on their own.

And now Matt and Jordan have given the green light to the first production run after smashing their crowdfunding target, raising over £16,000 to help them take Lixir to the UK market. The Lixir range will be launched at the Gin Discovery Event at Fenwick, Newcastle on Friday 18 May.

A growing market

Matt said: “We noticed the lack of variety of mixers in supermarkets, while there are hundreds of spirits available. The segment for mixers has been growing steadily, but is dominated by few major players, so Jordan and I came up with the idea to explore the market. Our research showed that the market growth has been driven by tonic waters. The big surprise for us was to find out that the industry is rising in value, but the volumes are going down, as people are choosing to spend more on high-quality drinks and innovative flavours, while drinking less.

“Since our Crowdfunder campaign finished we’ve been busy with our launch. The great response we had for the campaign and the various businesses that have approached us with interest about the brand has really given us a lot of confidence about launching.”

“It’s been over 16 months since Matt and I first spoke about the range of flavoured tonic waters and we’re so excited to see them go to production this week. We’re sampling at Fenwick food and drink with various bars across the North-East about new listings.”

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(l-r): Matt Mahatme, Jackie Wade and Jordan Palmer.

“The great response we had for the campaign and the various businesses that have approached us with interest about the brand has really given us a lot of confidence about launching.”

Matt Mahatme, Lixir Tonic Co-Founder

- Lixir Ltd
- <http://lixirtonic.co.uk/>
 - Matthew Mahatme – BSc Biology 2015
 - Jordan Palmer – BA Geography 2015



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More than
just a mixer

LIXIRTONIC.CO.UK



LIXIRTONIC.CO.UK



TEA VENTURE

- Tea Venture Ltd – NOVELTEA
- <https://www.noveltea-drinks.com/>
 - Vincent Efferoth – MSc Innovation, Creativity & Entrepreneurship 2016
 - Lukas Passia – MSc International Business Management 2016
- https://youtu.be/QPBMBwj_1qQ



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- Equiwatt Ltd
- <https://equiwatt.com/>
 - **Ravneet Kaur** – MSc International Marketing 2013 and PGCert Renewable Energy & Enterprise Management 2015
 - **Johnson Fernandes** – MSc Embedded Systems and Internet of Things 2010 & PhD Electrical Engineering 2017



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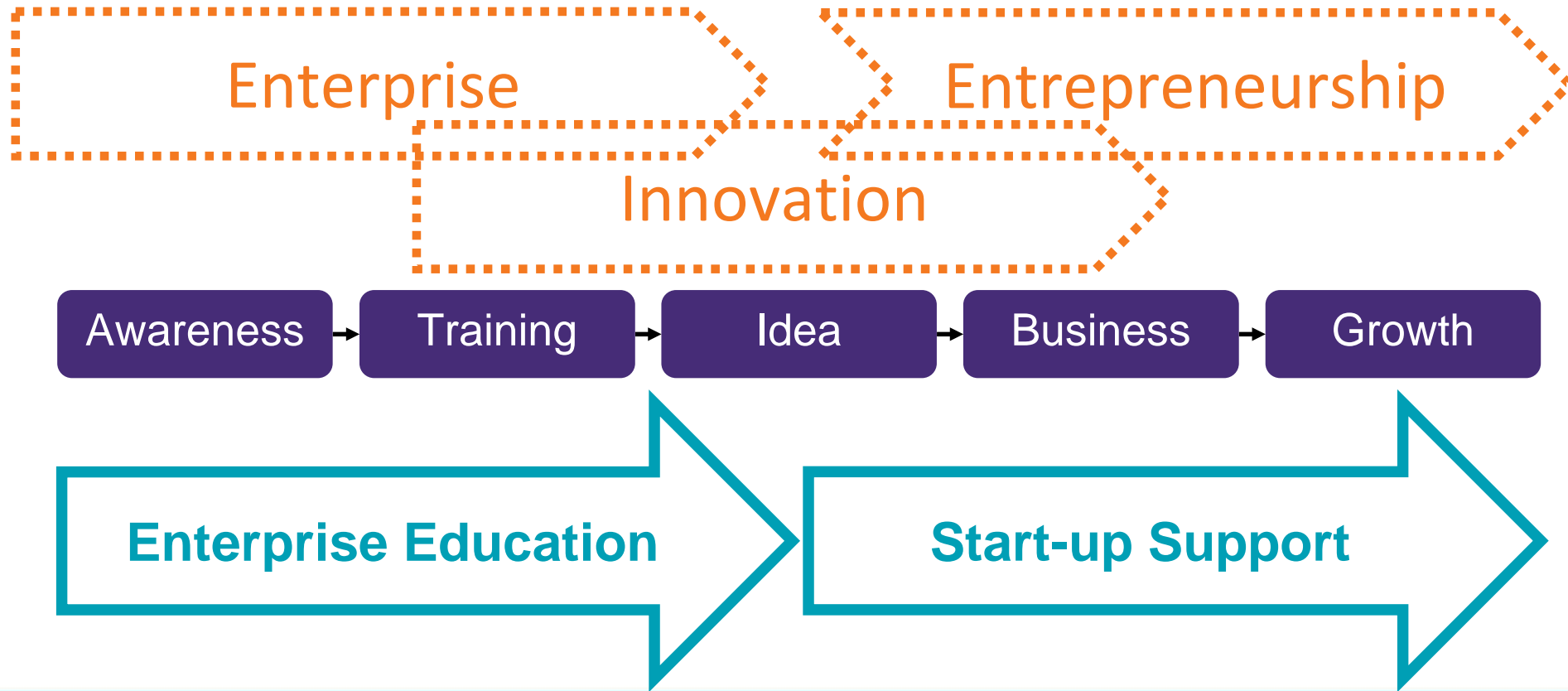
- **Busy Backpack Ltd**
- <https://www.busybackpack.co.uk/>
 - **WEITING HUANG** MA Cross-Cultural Communication and MA Arts, Business and Creativity 2017
 - **SHIYU LIU** – MA Arts, Business and Creativity 2017
 - **BROOK GOU** - MA Media and Public Relations 2017



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Entrepreneurial Development Process



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MAKE THINGS HAPPEN

Being able to generate ideas, solve problems and take action sets you apart. We offer training, modules and challenges that support personal development and increase your employability.



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CREATIVITY AND INNOVATION CHALLENGES

- Inspired by a social or industrial problem or opportunity
- Form a team, generate an idea, test your ideas and present them to a panel
- Supported by employers, industry experts and alumni with experience across a variety of sectors
- Many challenges link students on different course to stimulate cross disciplinary working
- Origins of knowledge exchange opportunities
 - e.g. EIT HEALTH INNOVATION DAY
- **365** UG, PGT and PGR students participated in 2017/18



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ENTERPRISE MODULES

- **NCL2100 – Developing Enterprise, Entrepreneurship and Employability**
 - 20 credits across both semesters - Stage 2 or 3
 - Explore the fundamentals of enterprise and entrepreneurship
 - Enhance your employability through interactive assessments
- **NCL3100 – Applied Entrepreneurship**
 - 20 credits across both semesters - Stage 3/final year
 - Develop your own business with START UP and gain academic credit!
 - Must have a business idea to enrol – non traditional programme of learning
- **378 UG and 149 PGT** student participated in credit-bearing enterprise and entrepreneurship education across 14 Schools in 2017/18



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RESEARCHER TRAINING & DEVELOPMENT

- **ACTION for Impact**
 - 2-3 day enterprise and innovation training
 - Linked to Innovation Acceleration Accounts
 - Supported by EPSRC and ESRC and including Durham University
- **Impact Fellowships**
 - Up to 3 months of funding for project development and action oriented learning
 - Multidisciplinary teams
 - Supervisory coaching and development
- **202** PGR students participated in enterprise and innovation training in 2017/18



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- Whether you want to explore your ideas, work independently or start your own business, we can help you at every stage, from a concept to launch and beyond.
- If you are still unsure what kind of business you can start, we can help you generate options and explore possibilities – and we can support you for up to three years after you graduate.
- We give it everything and take nothing! We'll support you whatever your goals and we'll never ask you for a share of your business – it's completely yours!



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The START UP Team

If you are serious about starting a business or becoming an independent professional, we offer one-to-one coaching and advice that is

- Bespoke
- Confidential
- Completely free
- Based around your individual aspirations

We can also offer introductions to our network of experts, influencers and investors, regionally and nationally, and access to our START UP grant funding.



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If you have a business idea...

- **START UP Essentials** – A series of 4 workshops covering the basics of business planning, research, marketing and finance and giving you the necessary skills to start-up.
- **START UP Bootcamp** – An intensive weekend to focus on your business and produce materials that can help you promote and launch it.
- **Endorsement** – Start-up Visa endorsement for international students wanting to start a business in the UK after graduation.
- **START UP Founderships** – Six months of pre-accelerator funding, intensive support and access to the START UP Space, for high potential recent graduates with scalable ideas.



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If you want to work independently...

- **Future of work** – A 30-minute workshop discussing what it means to work as an independent professional, why this is considered to be the future of work, and exploring whether this is the right path for you.
- **START UP Independent** – A series of 4 short workshops covering the basics of setting up as self-employed, promoting your personal brand, dealing with clients and managing your well-being as an independent professional.



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If you aren't sure yet...

- **START UP Uncovered** – A one hour workshop for those who are curious about whether launching a business is right for them.
- **START UP Ideas** – A workshop enabling proactive idea generation and creative thinking to help you learn how to find a business idea.
- **START UP Tours** – A walking tour to visit different kinds of business support facilities around the city and explore what the region has on offer for those starting up in the North East.
- **START UP Connect** – A monthly student led meet-up for great conversations, inspiring stories and new connections. Expect to mingle with like-minded people with an active interest in all things start-up over a drink and a bite to eat!



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Contribution to Teaching Excellence

- 82.3% of those who engaged with enterprise and entrepreneurship education and/or start-up support over the last three years achieve highly skilled outcomes compared with 79.5% of the overall graduate population.
- 85.5% of disabled students that engaged with enterprise and entrepreneurship education and/or start-up support over the last three years achieve highly skilled outcomes.
- Students from non-traditional backgrounds also benefit from enterprise and entrepreneurship education and/or start-up support.



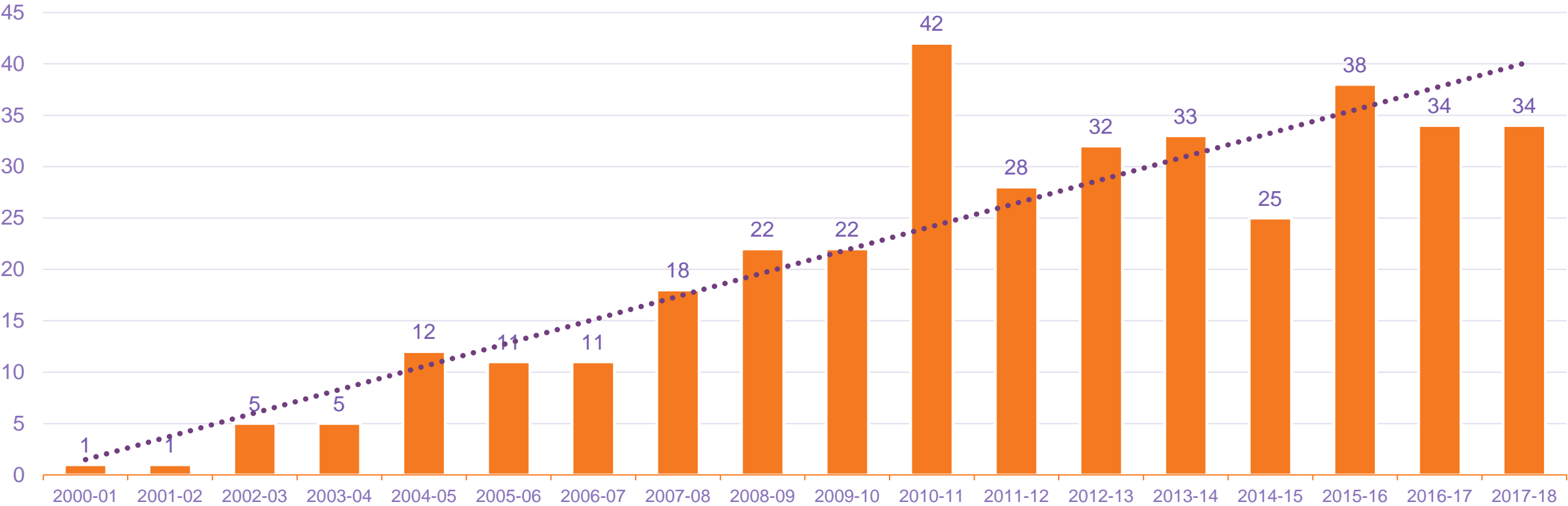
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Number of Start-ups Created

At End of July 2018

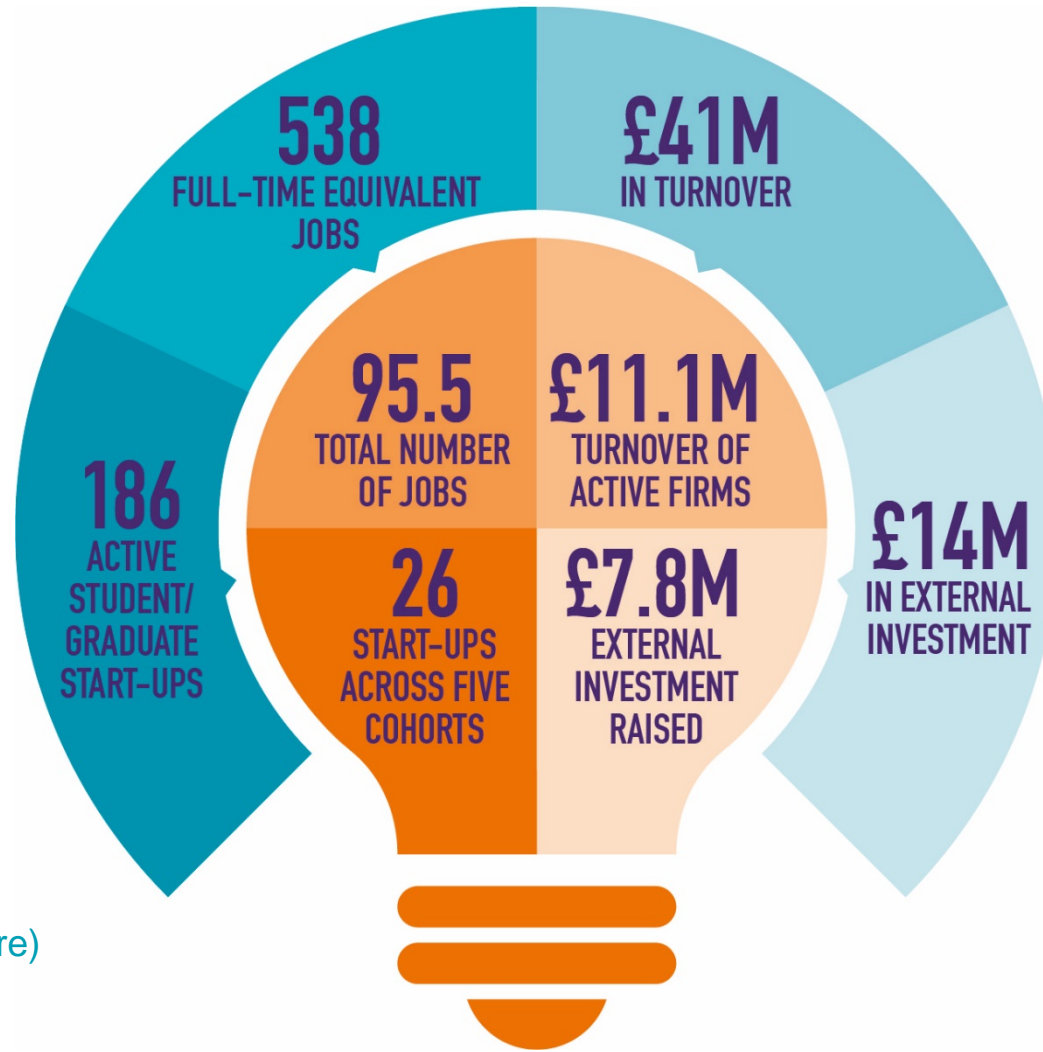


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Economic Impact

At End of July 2018



- START UP Overall (the full picture)
- START UP Founderships

Source: Higher Education Business and Community Interaction Survey 2017/18

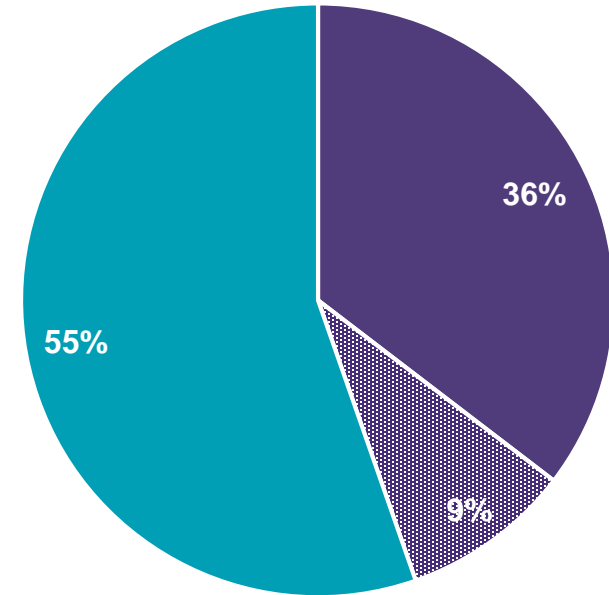


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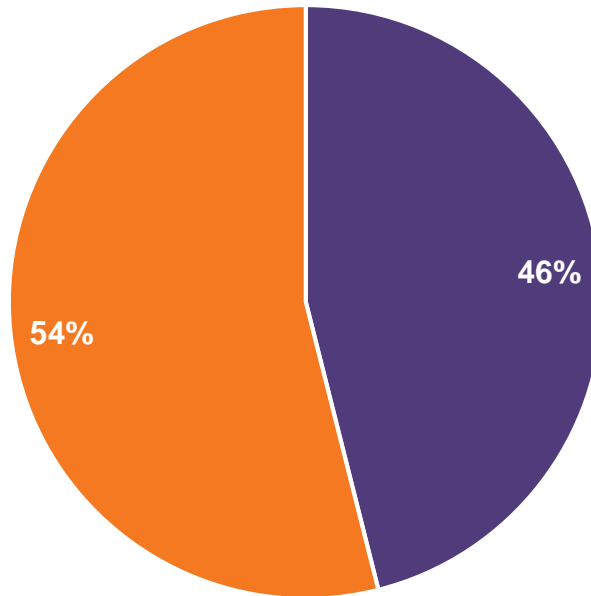
Engagement with Start-up Support 2017/18

Origin



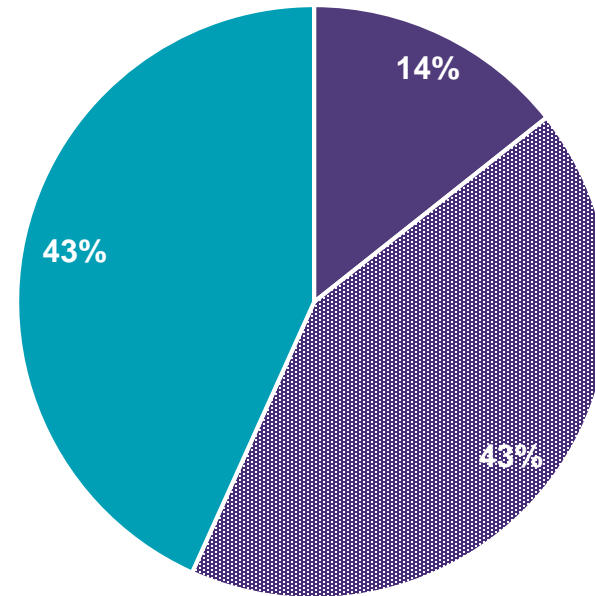
■ non-EU ■ EU ■ UK

Gender



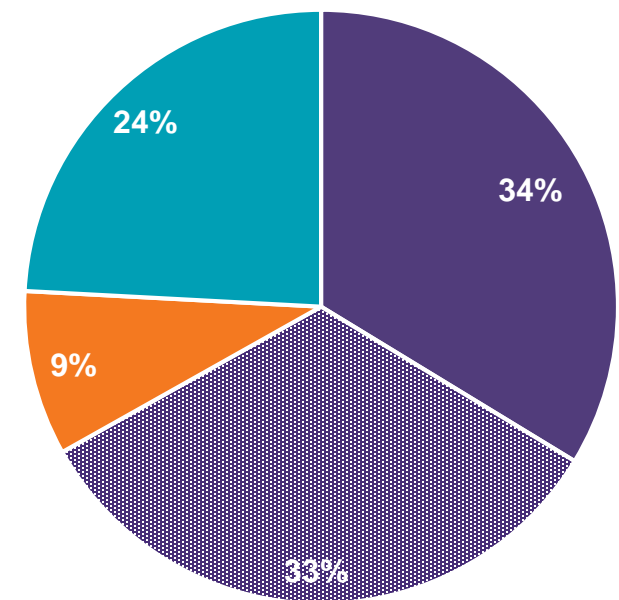
■ Female ■ Male

Type of Degree



■ PGR ■ PGT ■ UG

Faculty



■ HaSS ■ NUBS ■ FMS ■ SAgE



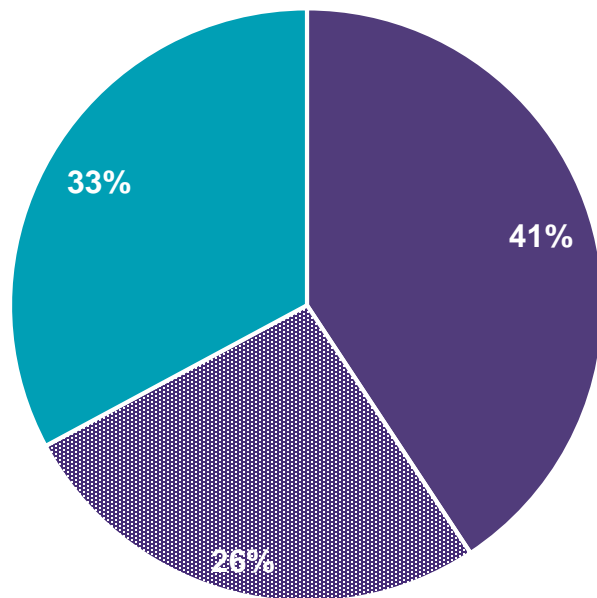
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356 students and graduates engaged in one-to-one start-up support in 2017/18 generating 963 start-up and business advice interventions

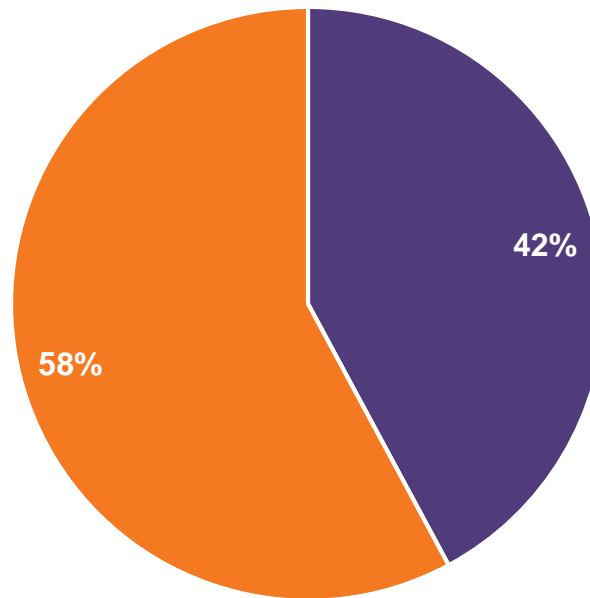
Self-employed Graduates 2016/17

Location



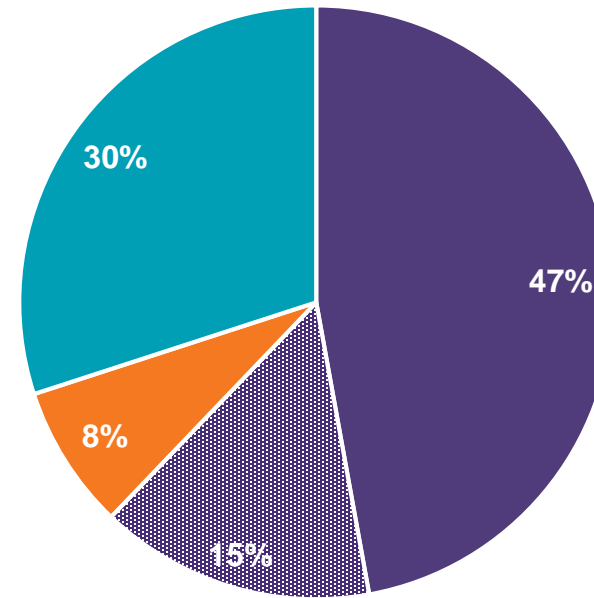
■ North East ■ Rest of UK ■ Overseas

Type of Degree



■ Undergraduate ■ Postgraduate

Faculty



■ HaSS ■ NUBS ■ FMS ■ SAgE



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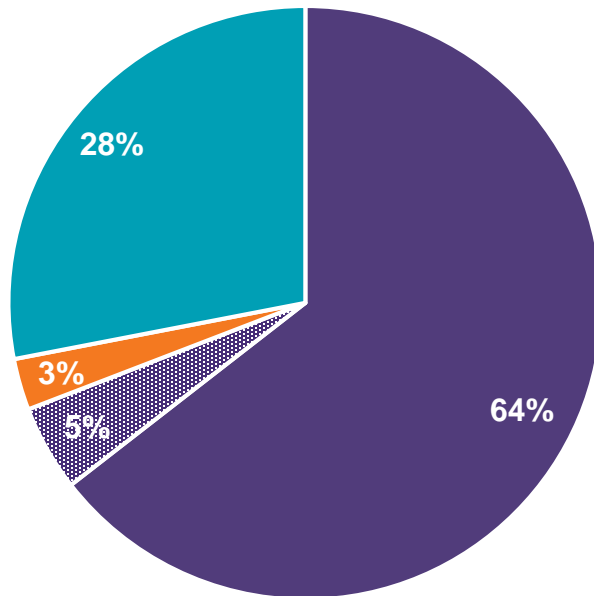
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140 graduates from 2016/17 were self-employed, starting businesses or working freelance six months after graduation = **2.7%** of respondents

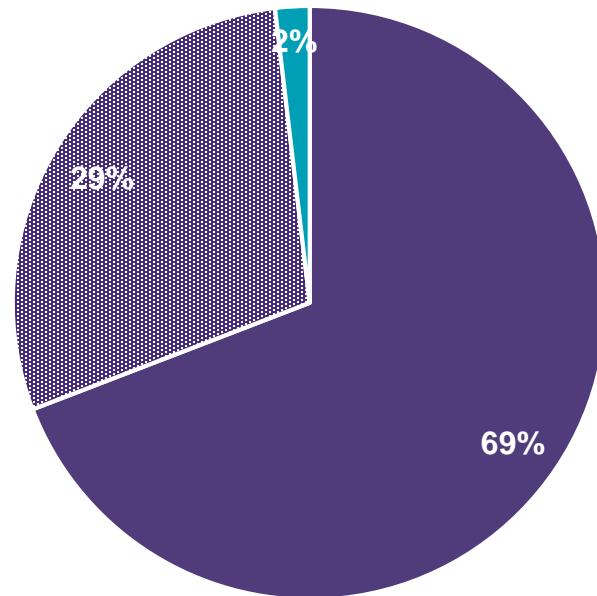
93% of those were working at a graduate level

Active Company Analysis 2016/17

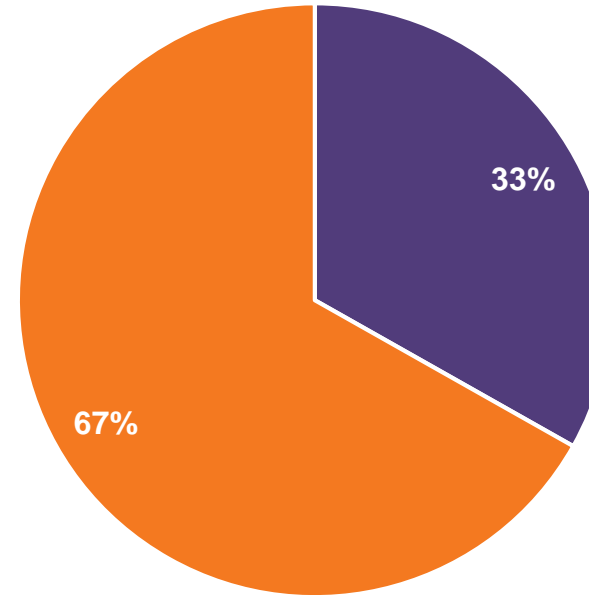
Legal Status



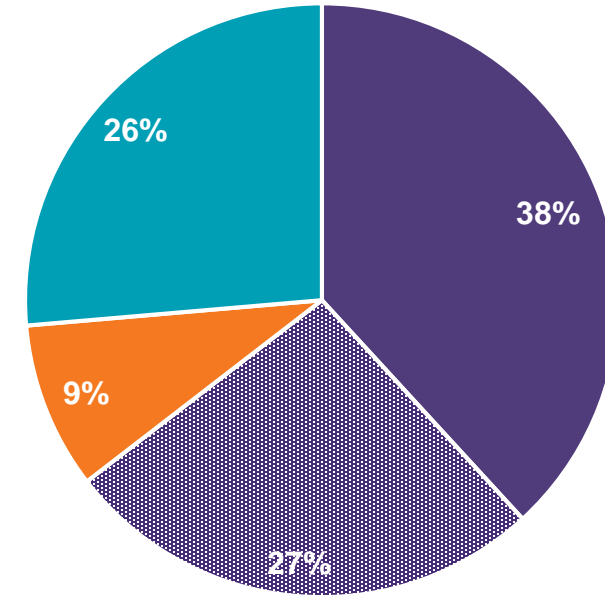
Location



Gender



Faculty



■ Ltd/LLP ■ SocEnt ■ Partnership ■ Solo ■ North East ■ Rest of UK ■ Overseas

■ Female ■ Male

■ HaSS ■ NUBS ■ FMS ■ SAgE



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There were **220** founders actively trading in 2016/17.
They relate to the **179** businesses declared in HEBCIS as trading
as of the end of July 2017, plus **35** businesses created and
trading since.

At End of July 2018
Newcastle
University was:

3rd
in the UK for graduate
entrepreneurship

Creating the **most
investible** university-
supported start-ups outside
of Oxford and Imperial

Contributing the **largest
number of new businesses** to
the economy in the North East
of England



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Top 20 employers (NE), for Newcastle graduates

NHS	383	PwC	7
Newcastle University	116	The Academy at Shotton Hall	7
Self-employed, freelancing or starting own business	57	J Sainsbury's Plc	6
Santander	22	Newcastle City Council	6
Durham County Council	10	Akzo Nobel Coatings Ltd	5
Newcastle University Students' Union	8	Excelsior Academy	5
AECOM	7	Fenwick Ltd	5
Durham University	7	Proctor and Gamble	5
Natural England	7	Accenture	4
North Tyneside Council	7	Ernst and Young Global Ltd	4



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Feel free to find out more...

You can find out more about START UP:

- Via social media:
 -  NCLStartUp
 -  @NCLStartUp
 -  nclstartup
- #StartedatNCL
- Online: www.ncl.ac.uk/careers/startup

You can find out more about enterprise education:

- Via social media:
 -  @NCLEntEd
 -  @EEUK
 -  @IEEC2019
- Online: www.enterprise.ac.uk

 @ghtrainer  www.linkedin.com/in/ghtrainer



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