

IMPACT REPORT 2021



Swansea University
Prifysgol Abertawe



Swansea University

STUDENT ENTERPRISE

BE INSPIRED | BE INVOLVED | BE ENTERPRISING

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

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MEET THE ENTERPRISE TEAM

The central Enterprise Team are based in Research, Engagement & Innovation Services (REIS). They are responsible for delivering the Welsh Government’s Youth Entrepreneurship strategic programme and Swansea’s Student Entrepreneurship - Our Strategic Approach 2018-23 at Swansea University, by supporting students and graduates to become more entrepreneurial and providing them with the mindset, experiences and skills needed to start their own business, freelance career or social enterprise.

This is achieved through business advise consultations, workshops and initiatives that provide valuable experiences and help create opportunities for them to achieve their long-term career aspirations.

WE ARE...



Emma Dunbar

Head of Engagement, Innovation & Entrepreneurship



Angus Phillips

Enterprise Support Officer



Kelly Jordan

Senior Enterprise Support Officer



Paige Windiate

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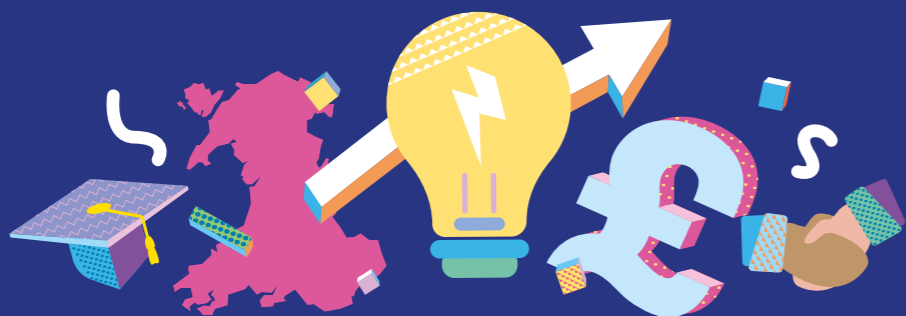
 [Swansea-university-enterprise](#)

ACCELERATING ENTREPRENEURSHIP

Our strategic approach to Student Entrepreneurship (2018 -2023)

has informed an unrelenting drive to embed entrepreneurship across Swansea University's values, policies and practices.

We are proud to be delivering on the long-term commitments set out in this strategy, creating an entrepreneurial university with the knowledge, skills and drive to be truly enterprising. In spite of the many challenges we have faced over the last year, we have continued to inspire, engage and deliver support to an unrelenting and growing entrepreneurial community that wants to make a difference and drive economic prosperity in the region.



OUR VISION

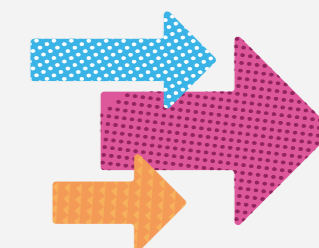
Developing innovative and entrepreneurial talent is a distinctive feature of the Swansea University student experience, transforming lives and futures by unlocking and fostering a connected entrepreneurial community.

OUR MISSION

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

CHAMPIONING CHANGE

Our Entrepreneurship Strategic Development Group brings together key staff and student champions from across the University to accelerate the entrepreneurship agenda and drive cultural change, working collaboratively and sharing best practice in the delivery of an integrated student support programme within the university's three faculties.

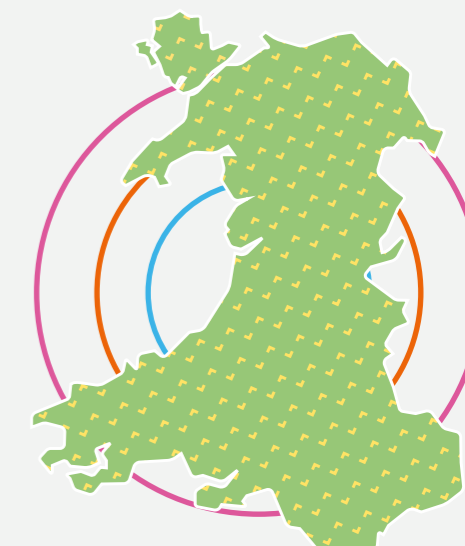


COMMITTED TO WALES

In the wider strategic context for Wales, we are fully committed to the Welsh Government's Well-being of Future Generations Act 2015, Prosperity for All - Economic Action Plan and the Welsh Government's Young Person's Guarantee, an ambitious programme that aims to provide everyone under 25 in Wales with the offer of work, education, training, or self-employment. In addition to this, we are dedicated to the "Be the Spark" movement which actively encourages innovation-driven entrepreneurship.

Swansea University has fully embraced its commitment to the Welsh Government's Youth Entrepreneurship Strategy, recognising that it provides an extremely effective framework for supporting and promoting enterprise within the University and with external stakeholders on a domestic and national level.

We are dedicated to actively supporting, promoting and enriching Welsh culture and language, providing an inclusive learning environment for all.



COMMITTED TO OUR STUDENTS



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

8,350 ENGAGED STUDENTS

Raising awareness and aspiration for entrepreneurship through face-to-face and virtual engagement initiatives including; career & employability events, college module induction talks, Students’ Union events, Role Model and entrepreneurship talks.

2,308 EMPOWERED STUDENTS

Providing students with entrepreneurial learning opportunities through a series of extra and co-curricular workshops, competitions, hackathons, boot camps and entrepreneurial initiatives.

EQUIPPED STUDENTS

Providing mentorship, 1-2-1 advice, innovation and venture creation modules, access to funding, test trading opportunities, entrepreneurship placements, accelerator programmes and much more to help students start and grow their businesses.

743

VALIDATED IDEAS

78

NURTURED TO START

47

BUSINESSES STARTED

COMMITTED TO OUR STRATEGIC GOALS

Since launching our Strategic Approach to Student Entrepreneurship (2018 -2023), the Welsh Government’s Youth Entrepreneurship Grant Funding (2019-2021) has been a key driving force in enabling us to help reach our strategic mission; to embed a dynamic entrepreneurial community and culture across the institution, produce innovative graduates and be nationally recognised as an outstanding entrepreneurial university. This is reflected in our achievements over the last three years.

ENGAGE	2019	2020	2021	2019-21
Total number of students engaged in awareness raising activities.	4,076	4,076	4,125	12,277
Target	4,076	4,076	4,125	12,277
Achieved	9,010	5,102	8,350	22,462

EMPOWER	2019	2020	2021	2019-21
Total number of students participating in activities to increase entrepreneurial capacity.	407	407	413	1,227
Target	407	407	413	1,227
Achieved	1,575	2,320	2,308	6,203

VALIDATING IDEAS	2019	2020	2021	2019-21
Total number of students validating business ideas or test trading.	180	220	260	660
Target	180	220	260	660
Achieved	425	1,118	743	2,286

NURTURED	2019	2020	2021	2019-21
Total number of students and graduates receiving support to start a business.	100	120	140	360
Target	100	120	140	360
Achieved	98	98	78	274

STARTED	2019	2020	2021	2019-21
Total number of Businesses started.	28	34	39	101
Target	28	34	39	101
Achieved	40	50	47	137

INTERACTING WITH STUDENTS ACROSS ALL DISCIPLINES



ENGAGE **EMPOWER** **VALIDATING IDEAS** **NURTURED** **STARTED**

	ENGAGE	EMPOWER	VALIDATING IDEAS	NURTURED	STARTED
Faculty of Humanities & Social Sciences	64%	42%	54.5%	47%	51%
Arts & Humanities	5%	8%	2%	13%	13%
Law	1%	1%	0.5%	1%	0%
Management	58%	33%	52%	33%	38%
Faculty of Science & Engineering	31%	47%	38.5%	30%	23.5%
Engineering	28%	43%	35%	20%	15%
Science	3%	4%	3.5%	10%	8.5%
Faculty of Medicine, Health & Life Science	5%	11%	7%	23%	25.5%
Medicine	2%	7%	4%	11%	8.5%
Human & Health	3%	4%	3%	12%	17%

BLENDED APPROACH TO DELIVERY

As the COVID-19 Pandemic continued into 2021, we developed a blended approach to teaching and learning delivery across the university, in line with government guidelines, which led into our accelerator themes. The blended approach allowed us to provide both face-face and virtual delivery where necessary, helping our students and recent graduates to utilise our support and services in a safe manner, in order to enable greater flexibility and to suit their individual needs.

ACCELERATOR THEMES



1. BUILDING COMMUNITIES OF ENTREPRENEURS

In providing a platform to enable our students to take the lead on Enterprise focused activities, we have created an inclusive, accessible and connected entrepreneurship community, who are educating and inspiring their peers within individual student societies and encouraging collaboration and engagement with the wider external stakeholder community.

- 3** STUDENT LED INITIATIVES
- 8** STUDENT INTERNS EMPLOYED
- 53** EVENTS TO BUILD NETWORKS & COMMUNITIES

2. REGIONAL PRIORITIES & COLLABORATION

Through working closely with regional stakeholders, businesses and educational institutions, we identified and created a number of opportunities for regional collaboration, which supports local start-ups and communities, whilst enhancing the mind-set, skills and networks of our students. With many events remaining online this year, new and innovative virtual platforms,

such as Remo and Glimpse, were explored and utilised to provide a safe, interactive and inventive learning environment.

- 1** NATIONAL HACKATHON
- 9** REGIONAL NETWORKING EVENTS
- 11** FACULTY LED ENTERPRISE INITIATIVES

3. START-UP & GROWTH

We developed innovative opportunities to identify and support students interested in entrepreneurship and to help those already in business to grow, including start-up grants, business advice consultations, interactive workshops, access to enterprise internships, business growth bootcamps, entrepreneur-in-residence consultations and spaces on our accelerator programme.

- 2** ANNUAL COMPETITIONS
- 3** START-UP PROGRAMMES
- 5** SWANSEA STUDENTS ON "WALES STUDENT MARKET"

- 14** STUDENTS ON START-UP ACCELERATOR
- 17** ENTREPRENEUR PLACEMENTS
- 23** STUDENTS PITCHED IN THE VIRTUAL THE BIG PITCH
- 32** STUDENTS ON BUSINESS BOOTCAMPS
- 56** SWANSEA STUDENTS REGISTERED FOR SUMMER START-UP WEEK

INVESTMENT FOR OUR START-UPS

£45,060

investment raised to support start-ups through partnerships

£24,000

from Santander Universities to support those starting up

£20,000

from Santander Universities to support additional skills training

£700

from Alumni to support Enterprise Activities

£360

In-Kind Private Sector Investment



COMMITTED TO STAFF

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

75
STAFF CHAMPIONS
ACCUMULATED



STUDENTS' UNION

10



PROFESSIONAL SERVICES

20



FACULTIES

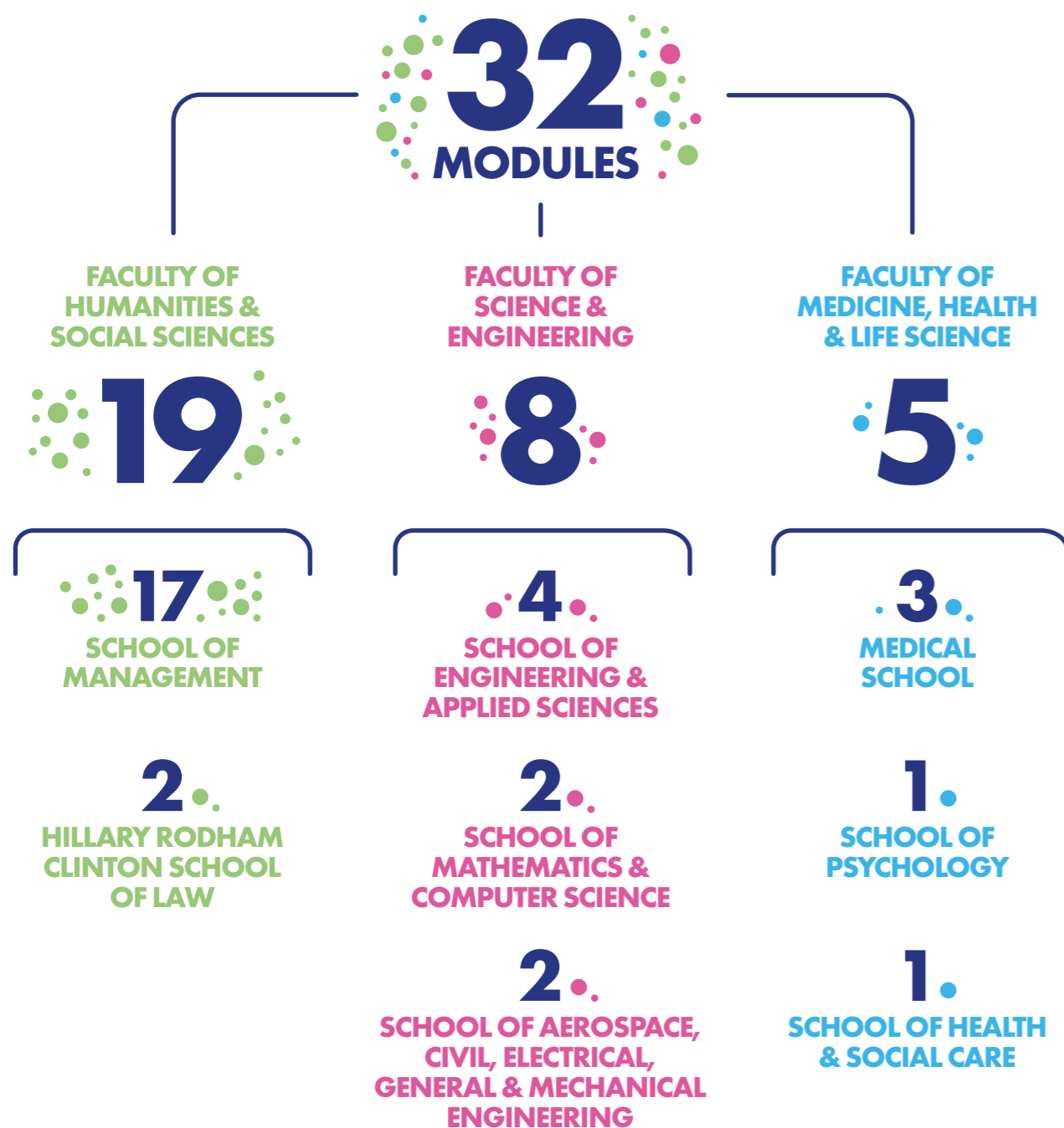
45



CO-CURRICULAR DEVELOPMENT



There are currently **32 modules focused on Enterprise, Entrepreneurship or Innovation** which have **1,011 students enrolled** in 2020/21 (an increase from 855 in 2019/20). In addition, there a further **3,725 students engaging in entrepreneurship** activities within their modules.



STAFF DEVELOPMENT



The Enterprise Team and members of the **Entrepreneurship Strategic Development** group took part in **EntreTime**, a new **entrepreneurship education development initiative** aimed at **upskilling educators and academics** from 4 higher-education institutions across Europe, including; Munich University of Applied Sciences, Tampere University of Applied Sciences, JA Bulgaria and Swansea University, who piloted the programme.



The **Entrepreneurship Strategic Development group** took part in a **“Creating Entrepreneurial Graduates”** workshop, led by the Enterprise Team’s Senior Enterprise Support Officer, providing them with the **skills and knowledge** to help **empower and support** graduates interested in **entrepreneurship**.



We have continued to **encourage and support our colleagues** to **embed entrepreneurship into the curriculum**, by attending and utilising EEUK’s workshops and resources, using the ETC Toolkit to develop modules, as well as regularly sharing best practices and collaborating with our Entrepreneurship Strategic Development Group.



We continue to **review our Academic Career Pathway** to recognise Entrepreneurial teaching and engagement activities.



The Enterprise team **developed a cross campus unit** that has been included within the Career Development Course, **“Starting your own business”**, which is one of the 16 units available to get students career ready. Since launching in August 2020, **115 students have chosen to undertake the unit**.

COMMITTED TO PARTNERS AND STAKEHOLDERS

At Swansea University, we have a shared sense of common purpose and operate as a connected 'community of communities', built on trust, respect and personal accountability. We are innovative, dynamic and committed to providing entrepreneurial leadership for regional and global challenges.



Santander Universities

As one of the 85 Santander Universities, we receive funding to support Education, Employability and Enterprise. The Enterprise Team received £24,000 to support students to start businesses, which is awarded through activities such as pitching competitions and accelerator programmes.

In recognition for the exceptional work delivered at Swansea, Santander University awarded a further £20,000 through their continuous professional development grant, "Santander's CPD500", enabling us to further award 40 students with grant funding to invest in improving their professional development, by gaining new skills and qualifications.



£24,000 TO START STUDENTS BUSINESSES

£20,000 PROFESSIONAL DEVELOPMENT GRANT

THE BIG PITCH 2021

Our annual flagship start-up competition, The Big Pitch, provides entrepreneurial students with the opportunity to **pitch their business ideas for up to £3,000 worth of funding**, provided by Santander Universities UK, as well as additional prizes. **23 students pitched their business concepts** at this year's virtual event, where a total of **£21,900 worth of grant funding was awarded to 10 students**, along with **2 entrepreneurial work placements, 8 spaces on the Accelerator programme** and **6 referrals to AgorIP**, the University's Pan-Wales Innovation Programme.



Big Ideas Wales

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

Big Ideas Wales

30 **ROLE MODELS USED**



WORKING WITH REGIONAL SUPPORT PROVIDERS



We are ambitious and want to make a difference to the lives and futures of our students and the wider community, society, and economy.

We are fully committed to actively working with students as key partners and colleagues, in a cross-disciplinary approach to education and research, as well as educational partners in other universities, colleges, and schools; and with regional stakeholders from business and community groups. In spite of ongoing restrictions due to the Coronavirus pandemic, we have continued to engage, support and create collaborative opportunities with our regional providers.

9
REGIONAL PARTNER EVENTS SUPPORTED

10
ALUMNI ENGAGED IN ACTIVITY

61
EXTERNAL STAKEHOLDERS ENGAGED

Town Square Business Accelerator



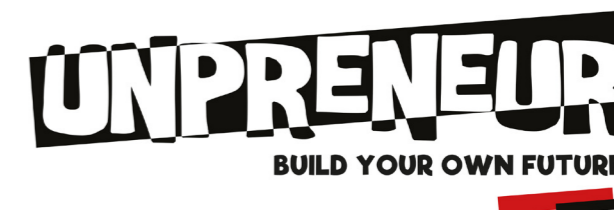
The Enterprise Team worked with Welsh business support organisation, TownSq, who delivered a **business accelerator programme to 14 students at Swansea University**, to help accelerate the launch of their business and enhance their entrepreneurial capabilities. The programme included 9 sessions on entrepreneurship, which developed their skills, helped those on the course to feel more confident about starting-up and **supported 5 students to launch their business**.

4theRegion

Swansea University continues to support and collaborate with 4theRegion, a local organisation that brings together regional businesses, student and graduate start-ups, community groups and change-makers across South West Wales.



Unpreneur Business Bootcamps



To support students and graduates looking to develop their business ideas and those in business looking to grow, the Enterprise Team worked with business support organisation, UNpreneur, who **delivered 2 business bootcamps to 32 students at Swansea University. 23 Students took part in the first bootcamp, "Launching a Business"**, which topics included; Entrepreneurial mindset, Marketing, Company Structures and Goal Setting. This developed their ideas, enhanced the entrepreneurial capacity of those on the course and helped 1 student to launch their business.

The second bootcamp, **"Growing a Business"**, was attended by **9 students and graduates** who had been trading for up to 12 months and provided them with the knowledge to help grow their business, build an efficient workforce and enter new markets. Topics included, Vital Negotiation Skills, Building a Team, Investment and Advanced Marketing and also provided attendees with a platform to speak about their individual business needs with professional experts.

The Urban Foundry



The Enterprise Team have been working closely with The Urban Foundry, a creative regeneration agency based in Swansea and the city's first certified Bcorp. They provide workshops, resources and training for local business and social enterprises, as well as "pop-up" opportunities and community events in the city's vacant spaces. Their connection with Swansea University will help provide additional support and local test trading opportunities for student start-ups in the years to come, enhancing "pop up" culture and encouraging more business start-ups in the region. In addition to this, The Urban Foundry's Founder, Dr. Ben Reynolds, joined the Enterprise Team in 2021 as their Entrepreneur-in-Residence. His experience, connections and knowledge of local business opportunities provided an invaluable resource when delivering workshops and 1-2-1 advice consultations to entrepreneurial students at the university.

WORKING IN COLLABORATION ACROSS WALES



Since the beginning of the pandemic, working virtually has encouraged collaboration across Welsh Higher-Education Institutions. This collaborative, virtual approach has continued to develop this year, offering a greater number of pan-Wales events, hackathons and networking opportunities for students and graduates.

Summer Start-up Week



The Enterprise Champion network in Wales hosted Summer Start-up Week in June, a 5-day online course which included a number of entrepreneurial workshops, panel discussion, Q&A's and more, providing participants with the skills and knowledge to develop, nurture and grow their business ideas. A sell-out success with over 500 event tickets sold, including 56 students and graduates participating from Swansea University.

Social Enterprise Hackathon

Organised & delivered by the Wales Co-Operative Centre, students and graduates from Wales took part in a virtual social enterprise hackathon in April, the Hack of Change, where they discovered the different types of social enterprises, their importance in creating a sustainable and prosperous future and the basics in setting one up, as well as working together in developing and pitching their own social enterprise ideas. **19 Swansea University students** developed a greater understanding of **social entrepreneurship** and the key steps involved in **starting a social enterprise** by taking part in the event.



Mix-up & Pitch

Students and graduates from Welsh HE institutions took part in this year's virtual Mix-up & Pitch event, to network with peers, enterprise officers and entrepreneurs. There was also a pitching element, in which several students pitched their business ideas for feedback and prizes. **41 students from across Wales and 5 Swansea University students took part in the annual event**, which harnessed their skills in networking and pitching.



Very successful event and a great opportunity for students across Wales to meet with other students with similar mindsets and to discuss their business ideas. The pitching towards the end of the event was also great as it offered individuals the opportunity to pitch their ideas and receive useful feedback.

Alpha Evans – Swansea University



Wales Student Market

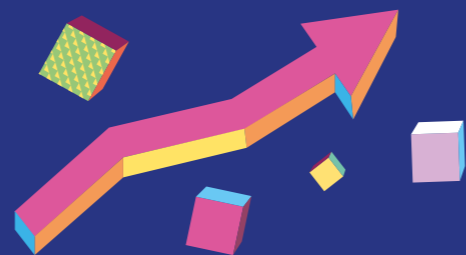
The online student marketplace for Welsh student and graduate start-ups has continued to grow in 2021, allowing those on the platform to reach more customers, develop skills through online workshops and collaborate with peers.

Global Entrepreneurship Week November 8th – 14th 2021

The Enterprise Team at Swansea University ran a series of online and in-person events for Global Entrepreneurship Week, many of which were delivered collaboratively with partners across Wales, designed to inspire, educate and celebrate all things entrepreneurship. These activities included a collection of evening workshops for students listed on Wales Student Market, a Pan-Wales networking and pitching competition, 2 half-day business bootcamps for those launching or growing a business, online entrepreneur case studies and test trading opportunities on campus.



GROWING OUR REACH



Throughout 2021, the Enterprise Team developed their social media channels and content to increase engagement and capture more students interested in entrepreneurship. From Takeovers to Giveaways and an overhaul of the channels, there has been a fantastic rise in engagement across all platforms, allowing us to expand our reach, showcase student businesses and promote entrepreneurship at Swansea University to over 20,000 students.



1 SOCIAL MEDIA PROMOTIONAL **GIVEAWAY**



4 "MEET OUR START-UPS!" INSTAGRAM SERIES



8 SOCIAL MEDIA TAKEOVERS WITH **STUDENT ENTREPRENEURS**



206 FOLLOWER **INCREASE**

STUDENTS ON THEIR YEAR IN INDUSTRY & ENTERPRISE

Many students at Swansea University choose to spend a Year in Industry as part of their degree, which can have huge benefits for the company involved and the student working within the company. In addition to this, entrepreneurial students can choose to spend their Year in Industry working for their own business, providing them with first-hand experience in running their own company full-time, developing their abilities as an entrepreneur and helping to grow their business.



Being able to work for ourselves at TJB Digital Services for our Year in Industry has helped us learn and develop a wide number of new and pre-existing skills, which we believe will better equip us in the future and help our company's growth. We have also been lucky enough to network frequently through the help of the university with several arranged events and meets. The Enterprise Team has assisted us throughout the year, showing us new ways to improve which we are extremely grateful for. Although there is still a lot of work to be done in the remainder of the year, we are happy with our progress so far and hope to continue learning and expanding.

Ben Llewelyn

Second-Year School of Management student
..... & TJB Digital Services Co-Founder



I am currently on my Year in Industry as an entrepreneur within my own company. The organisation is called TEnergise LTD and sells renewable energy products, such as Electric Vehicle Chargers and off grid solutions for van conversions. I am also designing a product to generate electricity in the home using wasted energy.

I feel I have developed as a person in multiple-ways and have expanded my knowledge of my business during my Year in Industry, which has been a great all-round learning experience. One of my main developments of this experience is improving my confidence, which was achieved by communicating with other businesses, dealing with clients and securing new customers. I also improved skills in business administration, time management, prioritisation, website creation and marketing.

Thomas Stockton

Third-Year Mechanical Engineering student
..... & TEnergise LTD Director



CASE STUDIES: NEW TRENDS IN THE START-UP LANDSCAPE

Start-ups are key drivers of economic growth, job creation and are often a catalyst for radical innovation.

During the ongoing coronavirus (COVID-19) crisis, start-ups have continued to play a critical role for the UK economy, with many innovative firms and student start-ups shifting towards online and contact-free businesses. As well as this online shift, certain industries have also spiked in response to the pandemic, such as mental health and wellbeing and home delivery services.

ENTERPRISE INTERNSHIPS

Three student interns were employed over the summer to support the Enterprise Team's online services and offerings, whilst developing their own professional and entrepreneurial skills by working as part of the team.



Keval Parmar, third year Aerospace Engineering student, **worked on Media**, producing case **study videos** on student **start-ups** for social media and the Enterprise web pages.



Charley Birch, our Data Analyst and second year engineering student, helped **collect and analyse data** regarding recent start-ups and enterprise modules.



Sophie Mahoney, Business Management MSC, focused on **marketing and resources**, producing materials to encourage additional engagement throughout the year, including a **podcast** series with Swansea University entrepreneurs.

Lowri Wilkie Wellbeing

Lowri Wilkie is currently completing her PhD in Psychology at Swansea University, specialising in positive psychology and developing programs which improve wellbeing. With her course knowledge and passion for helping others, she founded Lowri Wilkie Wellbeing, a wellbeing service which provides meditation classes, stress reduction courses and more to improve the mental health and wellbeing of her clients.

Lowri worked with the Enterprise Team to develop her idea and was awarded grant funding via The Big Pitch to help launch her business, which continues to grow from strength to strength.

www.lowriwilkie.com



DevJob

Second year Applied Software Engineering student, Tomasz Kobierecki is a skilled software engineer and driven entrepreneur. Having struggled to secure freelance contracts through traditional methods, he decided to create his own online job platform for developers and was supported by the Enterprise Team to advance his idea. Tomasz then took part in the annual The Big Pitch competition, where he was awarded £1,000 to help launch his business, DevJob. DevJob, supports developers to find suitable job roles and employers to secure highly qualified candidates efficiently, through innovative algorithms and simplified filter selections, currently used and trusted by companies including Monzo, Starling Bank and Revolut.

www.devjob.uk



Macro Munch

Online, healthy food delivery service, Macro Munch, was founded by three School of Management students, Joseph Austin, Liam Mills & Jack Mills. Having noticed a boom in online food orders spurred on by the pandemic and with a passion for nutrition, fitness and entrepreneurship, they develop a nutritional food delivery service idea and used grant funding, provided through the Big Pitch, to help launch their business in Swansea earlier this year.

www.macro-munch.co.uk



CELEBRATING SUCCESS



Swansea University
Shortlisted for **Times Higher Education 2021 Awards**
Outstanding Entrepreneurial University of the Year

Swansea University elected to host **International Enterprise Educators Conference 2022**

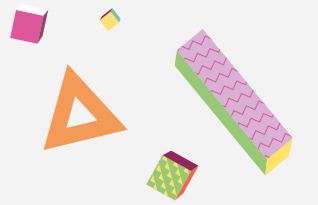


Swansea Women in Business Awards
Winner
Joelle Drummond & Sarah McNena
www.dropbearbeers.com

Swansea Bay Business Awards

Winner
Joelle Drummond & Sarah McNena
www.dropbearbeers.com

Shortlist contender
Alex Coldea
www.mydill.co.uk



Alex Coldea

Wales Start-up Awards 2021

Shortlist contender
Alex Coldea
www.mydill.co.uk



Josh Blackhurst

Santander X Entrepreneurship Awards 2021

Semi Finalist
Josh Blackhurst
www.letzee.co.uk



WHAT OUR STUDENTS SAID...



The Enterprise Team at Swansea University have been a massive help to ourselves and our business. From granting us with the Big Pitch funding last year which massively helped us get our business going to arranging beneficial 121s with their entrepreneur in residence. Along with all of that, they're always on hand to have a chat and deliver valuable business knowledge. TJB Digital Services wouldn't be where we are today if it wasn't for this excellent team of people and we are forever grateful.

Josh Vincent, Tom Beatty, Ben Llewellyn

..... TJB Digital Services

The Enterprise Team has been very supportive this year, from inviting me to networking sessions, sending me opportunities of training and workshops. The team have also shown their support to my project by sharing my content online and by attending photoshoots for press releases I had. They recently gave me really helpful feedback on a funding application and also made me aware of the financial support the university has to offer too. Overall I am really grateful to have the teams support and appreciate their time and effort in helping student entrepreneurs like myself feel more confident in themselves.

Saadia Abubaker

..... Saadia Speaks

Overall, the Enterprise Team have been very friendly and supportive, offering insight relevant to my industry and opportunities to develop ideas talking to professionals. Even receiving referrals for work which has been vastly helpful in establishing my work. Many thanks to all of you!

Louie Ablett

..... Equity Marketing

The Enterprise Team do an amazing job of getting our foot in the door of the entrepreneurial world, from bespoke start-up advice, workshops on starting up and funding opportunities.

Kahlilur Rahman

..... Rhmnuk



WHAT OUR COLLEAGUES SAID...



We've had great feedback from our PGR students on The Enterprise Team's Entrepreneurship sessions, which were delivered with great enthusiasm and gusto, and their passion for their work and training shone through. They also managed to engage some very quiet students in discussion and opened their minds to other opportunities and ways of thinking about creativity 'not all paths lead to academia' has resonated with many.

Rhian Morris

..... Interim Head of Postgraduate Research

Senior Enterprise Support Officer, Kelly Jordan, has supported the Year 1 Engineering 'Design for People' module for the last 2 years. During the week the students work in groups to provide innovative design solutions. Kelly offered advice to students in how to best pitch their ideas as well as a session on next steps which led to many students contacting the Enterprise Team for more support to set up their own businesses. It was evident that they really enjoyed Kelly's talk!

DR Natalie Wint

..... Faculty of Science & Engineering

It's been a pleasure working with Kelly, Angus and the Enterprise Team and meeting the students they're working with. From the 'Big Pitch' event that showcased a range of great ideas by the students, some of them already successful enterprises, to the one to one sessions we've run through the Entrepreneur in Residence scheme, it's been great hearing from and providing some input to the next generation of entrepreneurs. And as a former student of the University, it's been lovely to get back involved again with the institution.

DR Ben Reynolds

..... Urban Foundry Founder & Entrepreneur-in-Residence





Swansea University
Prifysgol Abertawe

STUDENT ENTERPRISE



IMPACT REPORT 2021

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