

WHAT CAME FIRST!
THE BUSINESS OR
THE INCUBATOR?

Presenters

Howard Duffy – Student Enterprise Coordinator

- 5 Years involved with Student Engagement
- Helped launch Landscaping business
- Designed Training for Students
- Developed Student Recognition award

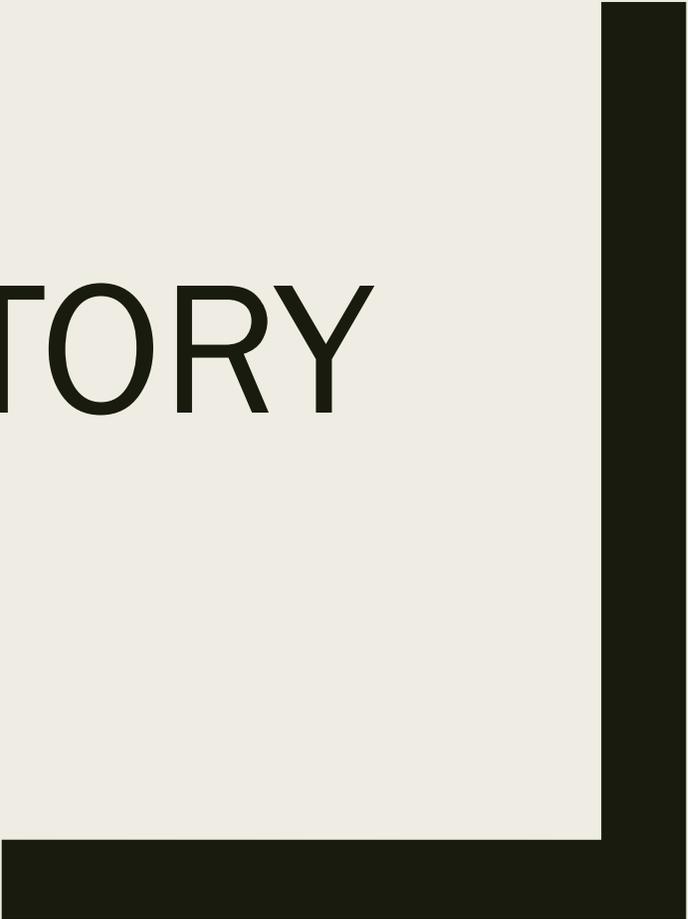
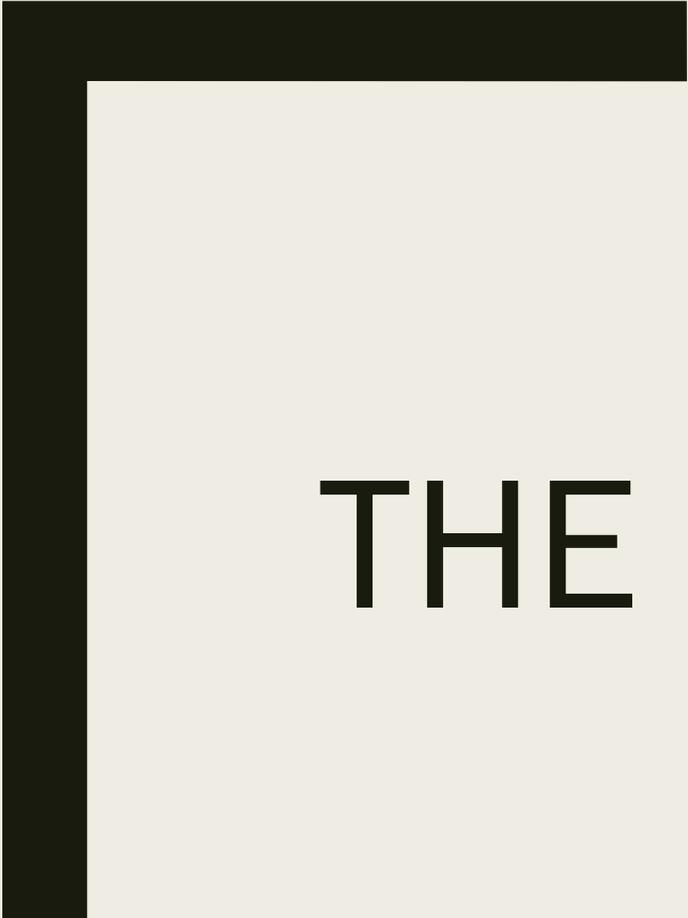


UNIVERSITY OF
SURREY



Joe Pearce – Head of Business Support

- 15 years at University of Exeter
- Lead SETsquared activity
- Funding Consultancy and SME background



THE SURREY STORY

What had gone before!



The Enterprise Studio

- Launched 2014
- Retail shop front – businesses to trade 1 day a week
- Pop up shop facilities - seasonal
- Rental £20 a month
- Access to a £500 kickstarter

Highest number of Tenants in 1 year = 5 businesses

A Necessary Reaction!

- University Space Review – Utilisation of spaces
- Department change
- Funding sources change

Student feedback:

It's always dark and no one is ever there!

Its just a room!

My business would not work in their!

I need a meeting space.

People dance in there right?

THE BIKE SHOP?

Enterprise is a space ship.....

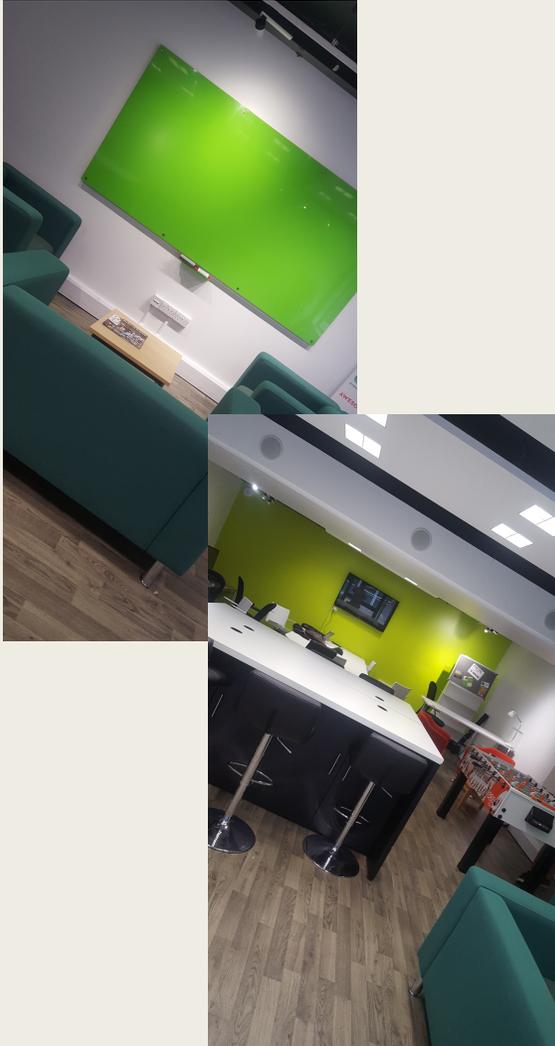
What is everyone else doing?



Student Enterprise Space Re-Launch

What Changed?

- A complete offering
- Spaces are now won and sponsored
- Student designed the space
- Events ran in the spaces
- Presentation Suit
- 24/7
- Funding opportunities
- Student ownership
- Alumni offering

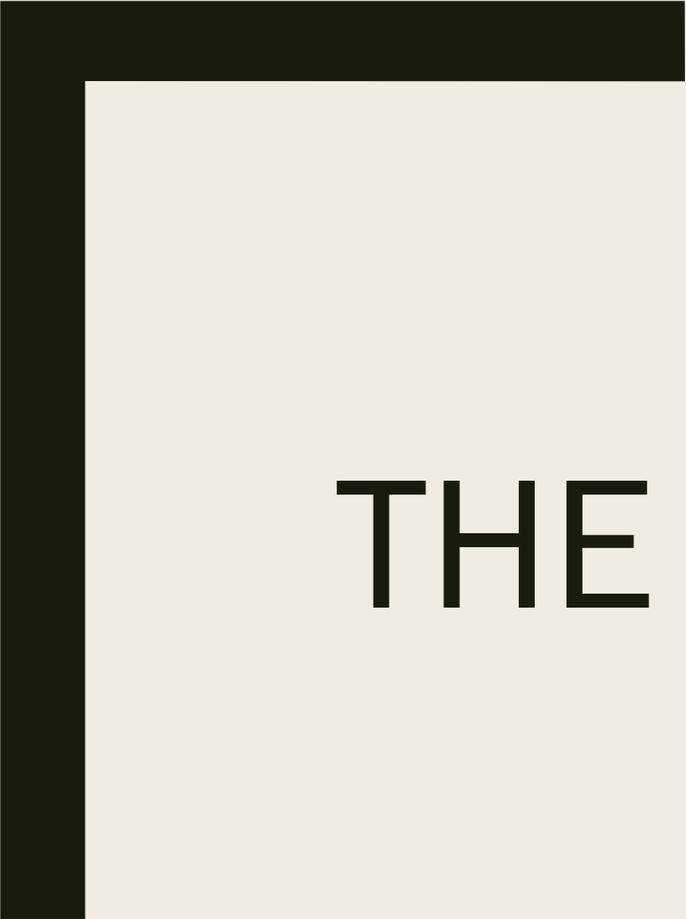


Results:

- 4 to 24
 - £35,000 funding
- 6 Registered companies
 - 4 Alumni business
- 3000+ hours of usage

What's Still to Change!

- Staffing
- STORAGE, overall furniture
 - More Business exposure
 - Public Calendar
 - Specialised software



THE EXETER STORY

It all started with cash!

- HEIF Student Startup Funding
 - Grants to Student led business
 - £1K - £4K
- Generated Interest but *a lot* of under-prepared and poor quality applications



Think: Try: Do Student Startup Support

- Developed a programme of Startup Support
 - Enterprise Education delivered by Employability team (Think)
 - Entrepreneurship Education delivered by SETsquared team (Try & Do)
- Created some Success Stories
 - Good PR
 - Engaged Alumni returning to campus to deliver sessions
 - Contribute to HEBCIS



Be part of the next generation of inspiring innovators and makers!

workshops : events
hackathons : networking
mentoring : funding

STUDENT START UPS

MY CAREER ZONE

SETsquared
PARTNERSHIP
Universities of Bath, Bristol,
Exeter, Southampton & Surrey

UNIVERSITY OF
EXETER

Alignment with Strategy

■ Education Strategy

- SETSquared is able to partner with curricular entrepreneurship programmes launching from Engineering and the Business School
- TTD can provide co-curricular learning pathway in conjunction with colleges

■ Regional Strategy

- Entrepreneurship activity engages with the wider business community through events and placements
- Regional SME community want Entrepreneurial skills in employees

■ Vortex Strategy

- Creating “Vortex Institution” conditions (Mike Cohen, UC Berkeley)
- Keeping graduates in Exeter

The Deck – Launching in Freshers’ Week

- **Developed using a 4 stage “Led-Design” process**
 - Questionnaire – 80+ respondents from stakeholder groups
 - Interview – 8 structured interviews
 - Design event – Cut & Paste
 - Online sharing

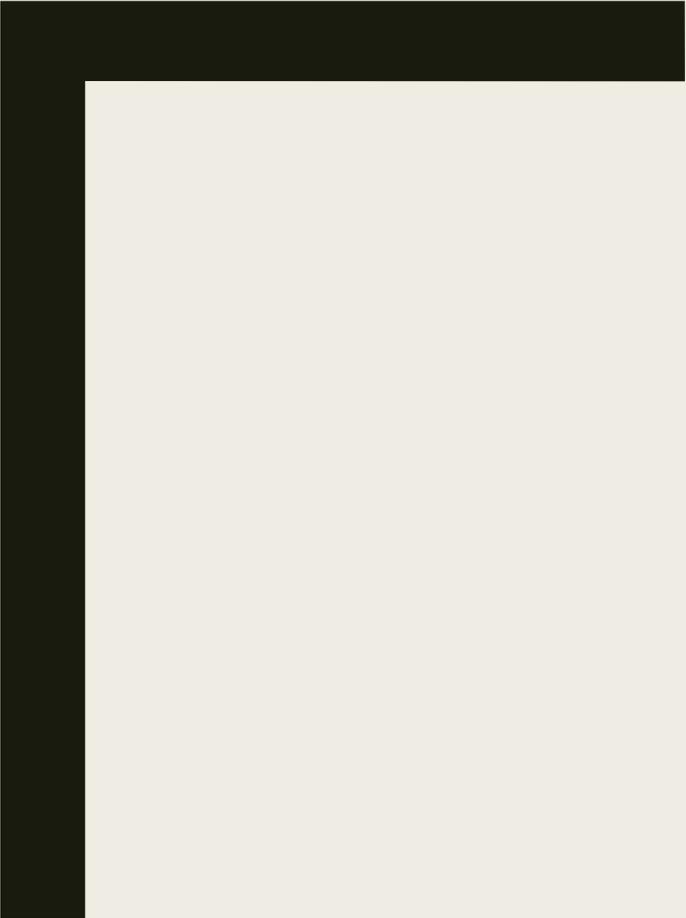
- **Statistically significant responses supported the design decisions**
 - A kitchen space
 - Technology that works
 - Plants
 - Natural colouring

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OUR CONCLUSIONS

Businesses come first!

- **The ideas are out there, it's the support that counts**
 - A structured programme of training and development is essential
- **Incubators help to nurture and guide**
 - A dedicated space which is not study space
 - Community develop and identity
- **Deceleration is important for students**
 - Focusing on market validation over pitch deck creation
- **Culture is critical**
 - How to create the right culture in an incubator?



YOUR BIT!

What should we do next?

- **If you operate an incubator:**
 - Do's & Don'ts?
 - What was the best money you spent, and what was the worst?
 - How to create the right culture?
- **Stakeholder Buy-in**
 - What has been influential in securing support?
 - How have you diversified your membership?
- **User Growth**
 - What gets people through the door?
 - What keeps them there?