

# Crafting your Enterprise Pipeline

Edvent



aston  
enterprise



# Workshop Outcomes

**1**

**understand** your  
student development  
journey & type of  
students

**2**

**identify** gaps  
within the  
student  
journey

**3**

**innovate** new  
activities &  
programmes  
together

**4**

**collaborate** with  
regional partners  
& community  
organisations

A photograph of a young man with dark hair, wearing a grey hoodie, looking upwards and to the side with a thoughtful expression. His hands are clasped together in front of him. The background is a plain, light-colored wall.

# The Student Journey

**7 million**

NUS students facing career anxiety as their #1 concern in life

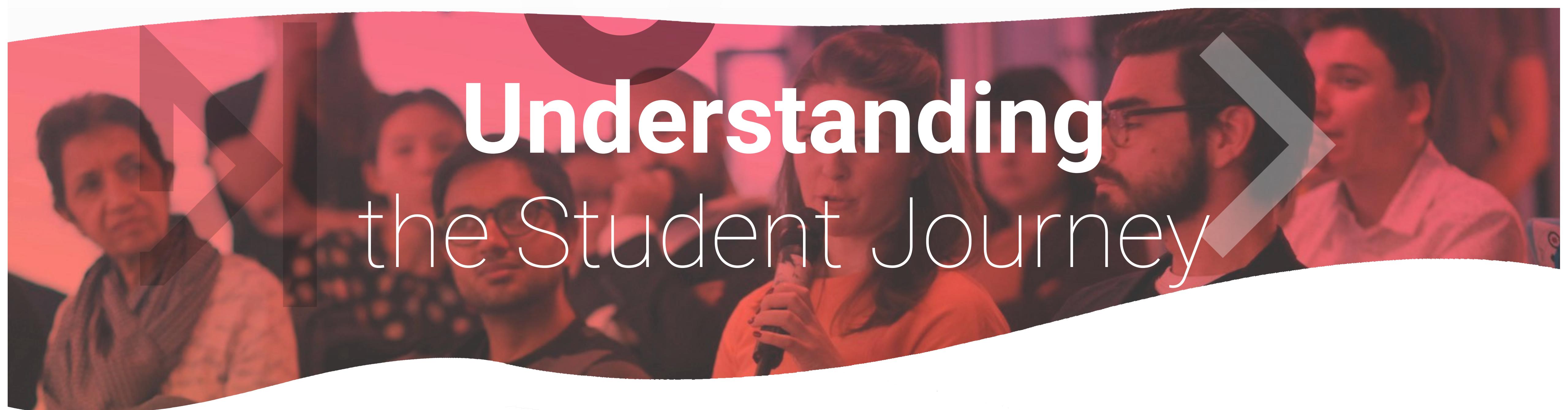
**50%**

of employers think graduates aren't fit to work

**1 4**

experience mental health difficulties

*how can you improve more student lives?  
how can you scale your impact?*



# Understanding the Student Journey

We're going to map your student enterprise  
**journey** to better **understand the gaps**

# Enterprise at Aston University

bseen



**European Union**  
European Regional  
Development Fund

**Santander**  
Universities

The Santander Universities logo features a red stylized flame or wave icon followed by the word "Santander" in a bold red sans-serif font, with "Universities" in a smaller red sans-serif font below it.

## Typical Student/Graduate we engage with:

Aston Business School  
Second Year, Final Year or Recent Graduate  
Identifies as an Entrepreneur  
Outgoing  
Working alone

# The Challenges

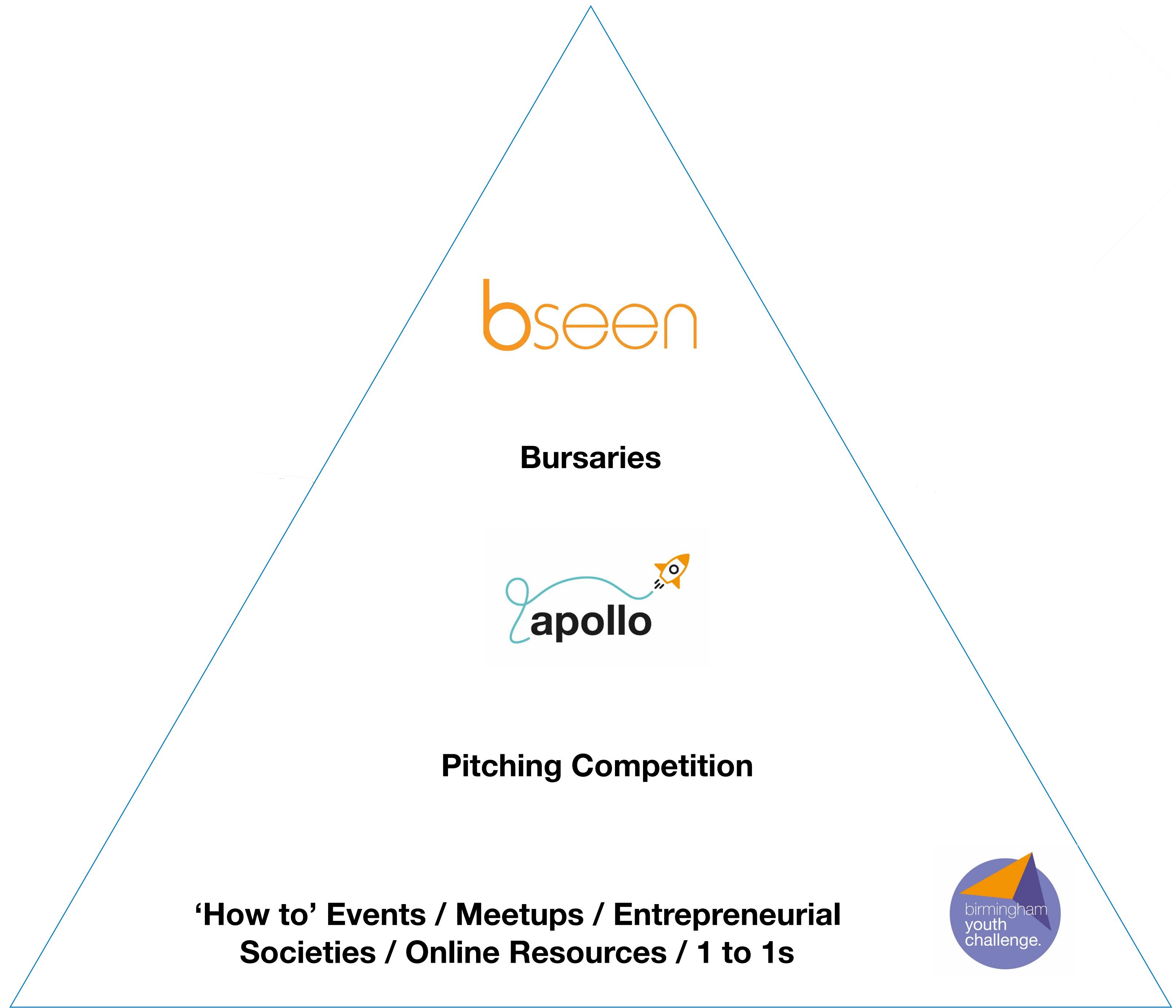
- Not engaging with students from all Schools – Aston Business School mainly
- Students applying to BSEEN before completing first steps to starting a business – not ready
- Lack of coherence in our offering – seen as a lot of different but separate activities
- No clear journey our students could take to develop their ideas, or the funding to do so



**How might we tailor what we do to engage with a more diverse range of students & graduates?**

**How might we take someone more effectively from the beginnings of an idea to launching a business?**

**How might we structure an academic year so that all students can interact with enterprise/entrepreneurship and benefit from that?**



bseen

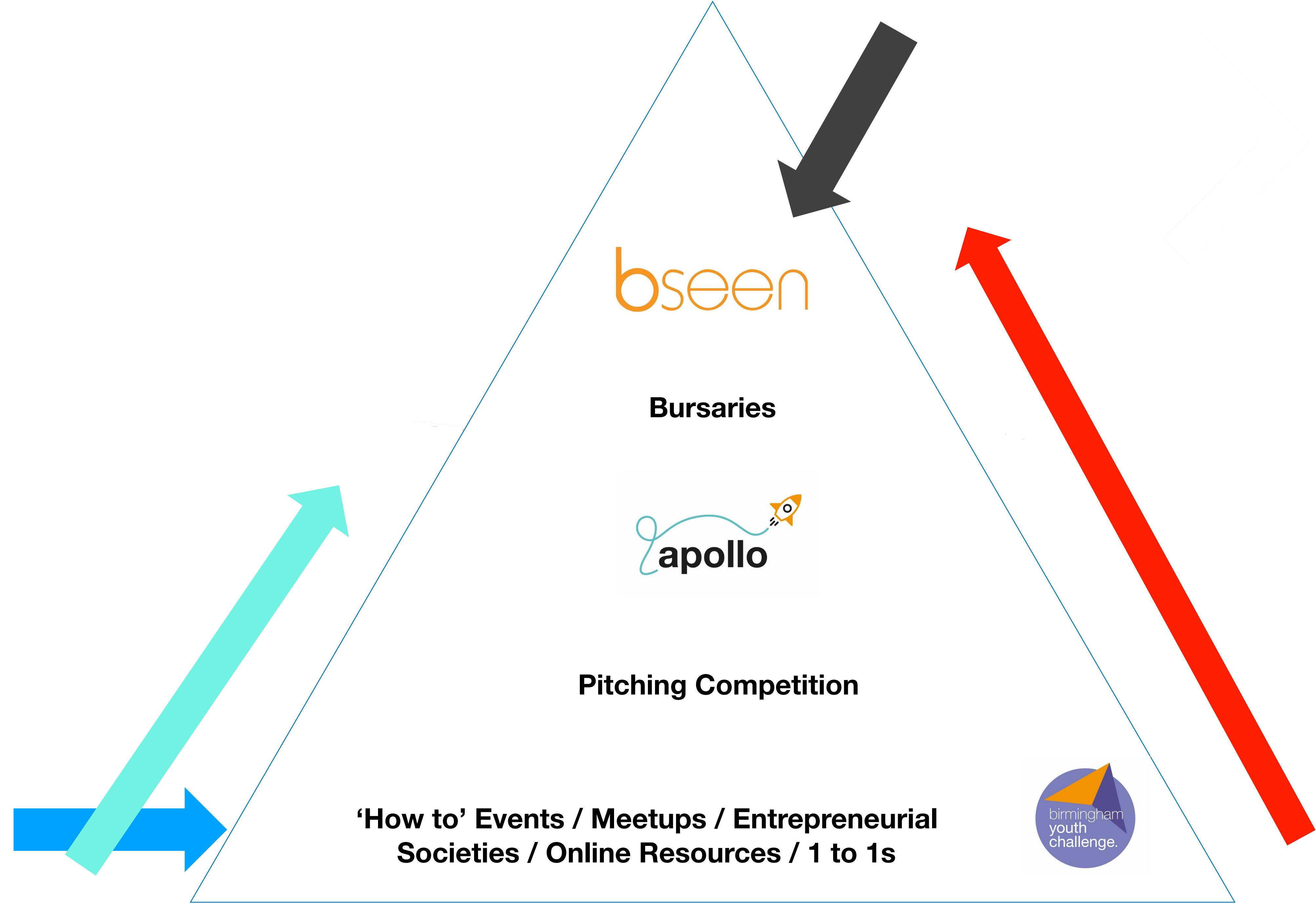
**Bursaries**



**Pitching Competition**

**'How to' Events / Meetups / Entrepreneurial  
Societies / Online Resources / 1 to 1s**







# aston enterprise

Our mission is to help curious  
students & graduates to explore,  
experiment & launch new ideas.

POWERED BY



## Explore

*Get involved with our programme  
of inspirational events*

## enterprise events

Think differently about your future work life

Develop the enterprising skills you'll need for success

Be inspired by real life entrepreneurs & intrapreneurs

Get involved:

[astonenterprise.eventbrite.co.uk](http://astonenterprise.eventbrite.co.uk)

## Experiment

*Try out your business ideas  
& propel them into orbit*



Develop the skills to turn a big vision into action

Expert masterclasses & guidance from mentors

Connect with a community of entrepreneurial students

Apply now:

[astonapollo.co.uk](http://astonapollo.co.uk)

## Launch

*Push your project to the next level  
& launch a new business*

## bseen

12 months of support to get your start-up off the ground

5 day intensive bootcamp, mentoring,  
business grant & more

Supportive community of student entrepreneurs

Get involved:

[b-seen.biz](http://b-seen.biz)



**A variety of touchpoints to accommodate as many levels/types of student as possible:**

***Event themes / Formats / Online Learning / 1 to 1s / Campus Drop ins & Fairs / Timing of activities / Level of Understanding / Readiness to launch a business***

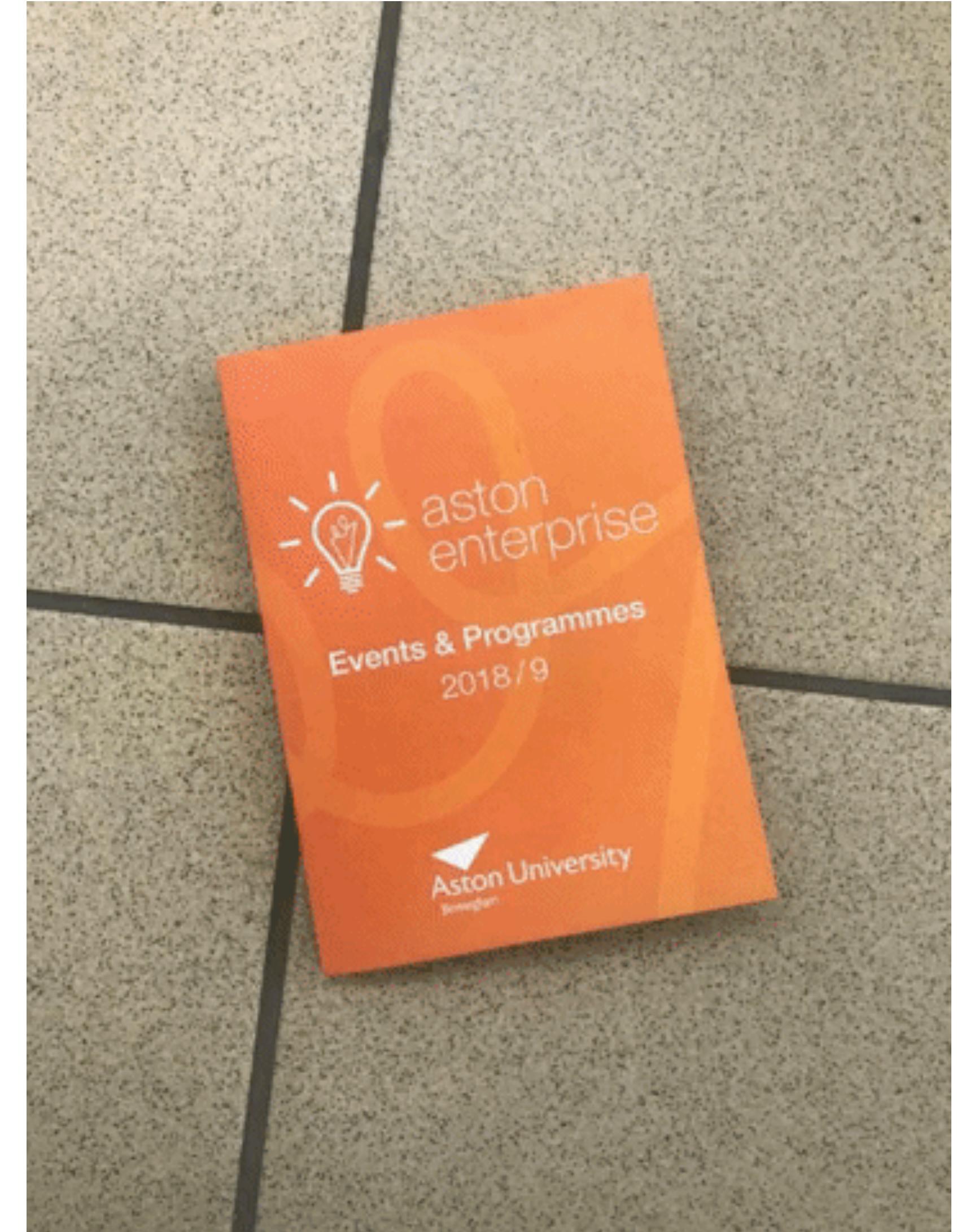
**2018/19:**

New Year, New Us

Renewed Mission

New Partners (Edvent)

New Funding Opportunities for  
Activity to fill these gaps





***"I think it's an amazing idea to inspire people to start their own initiatives. I never considered starting something myself, but this made me feel that it's not unrealistic for me."***

**The Gap:** Over-representation of Business School students, less engagement from other Schools

**What We Did:** Weekend Ideas 'Challenge' event to solve problems facing young people in Birmingham

- Partnered with Barnardo's
- Guest speakers to bring problem to life
- Avoid term 'hackathon'
- Focus on social action & innovation over starting a business

**Impact:**

- 100% inspired to explore entrepreneurship (vs. the 16% who actually came for that reason)
- 64 % ABS vs 36 % Other Schools
- 7 projects created



**The Gap:** Too large a jump between idea stage & the BSEEN incubator

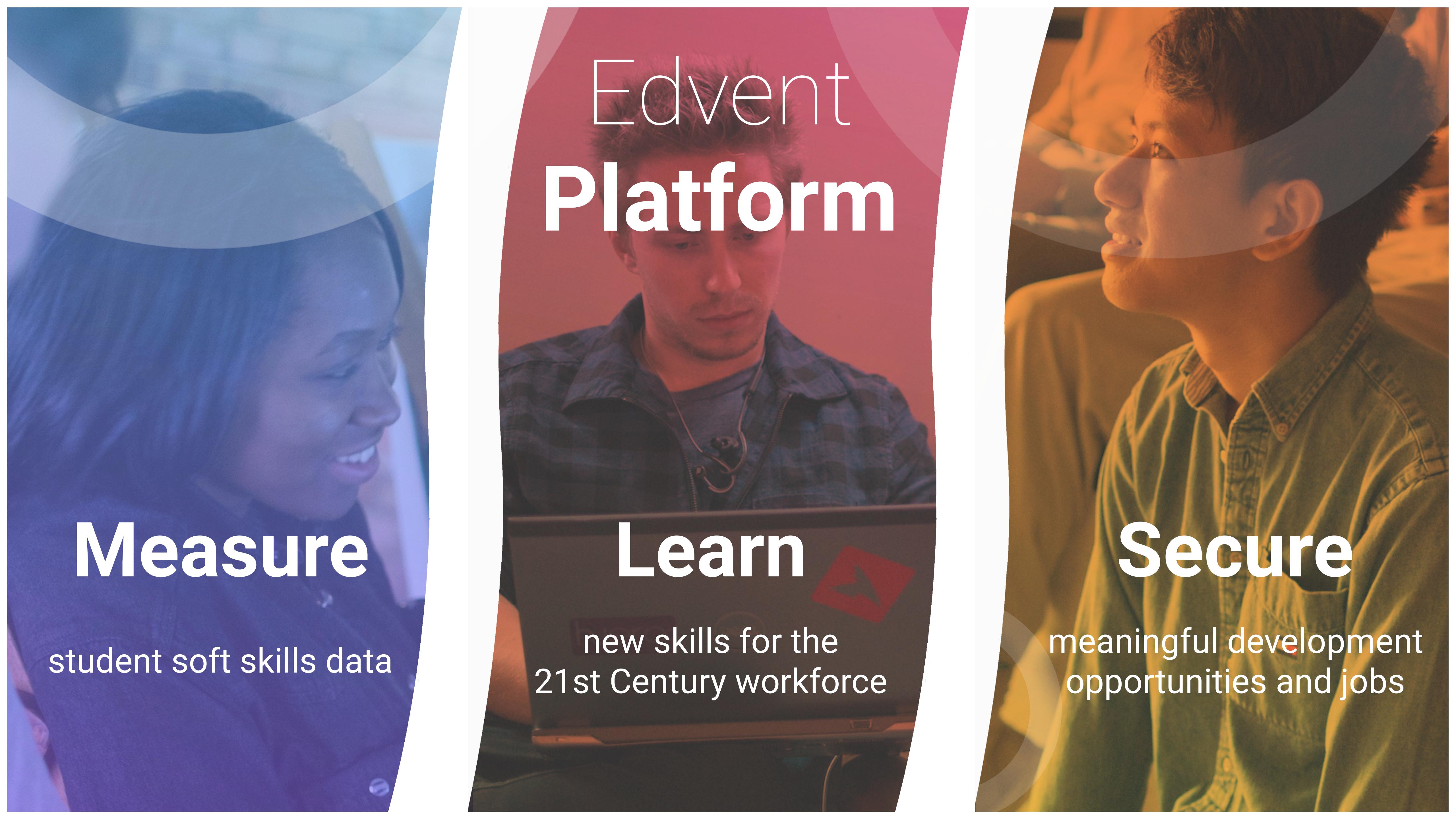
### **What We Did:**

Apollo – a six week pre-accelerator of masterclasses, talks etc.

- Focus on problem solving, idea validation & customer research
- Real life examples
- Practical sessions & ‘homework’
- Slack community

### **Impact:**

- 75 students participated
- 6 businesses launched through BSEEN post-programme (& more applications to come)



# Edvent Platform

**Measure**

student soft skills data

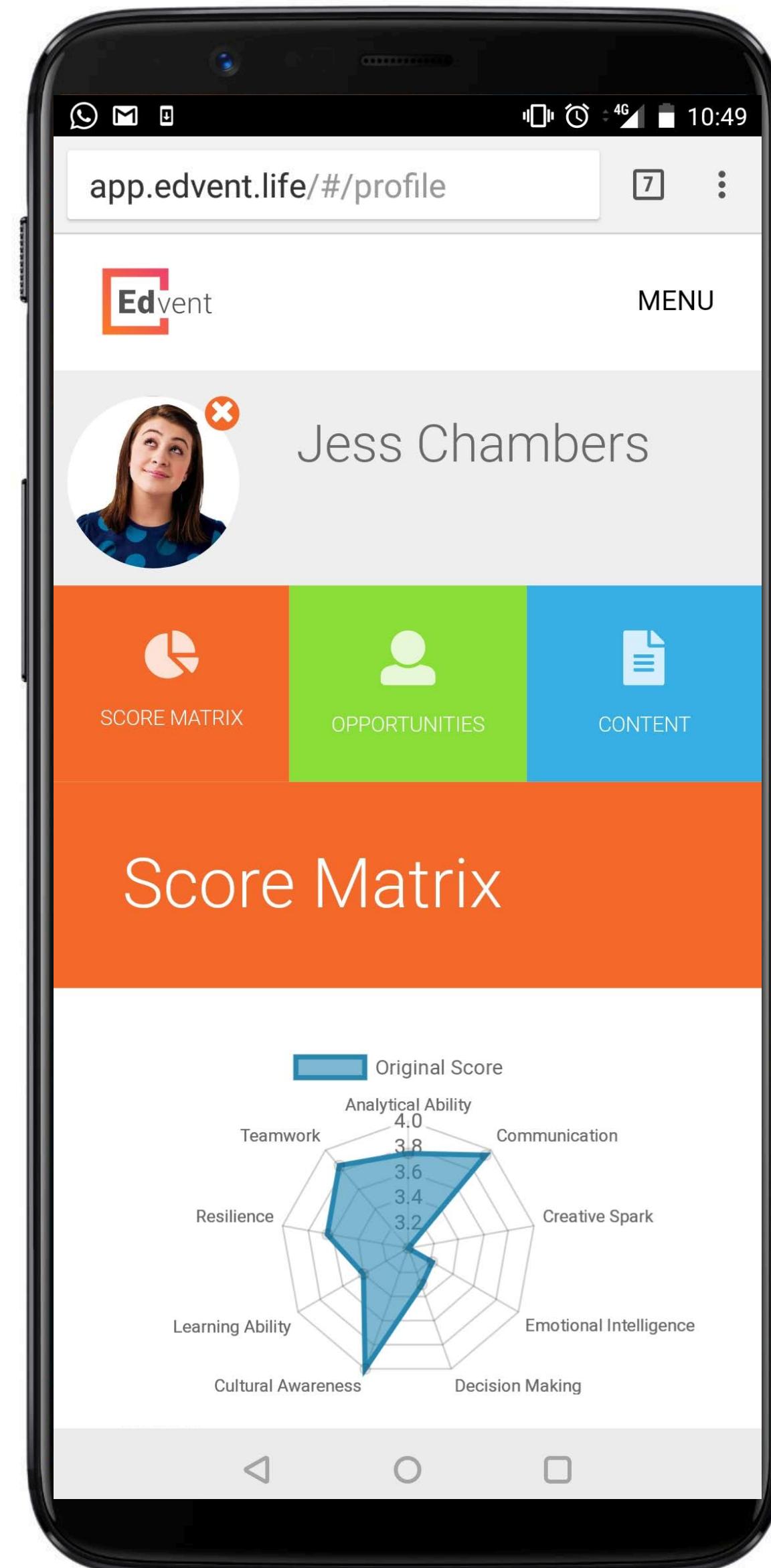
**Learn**

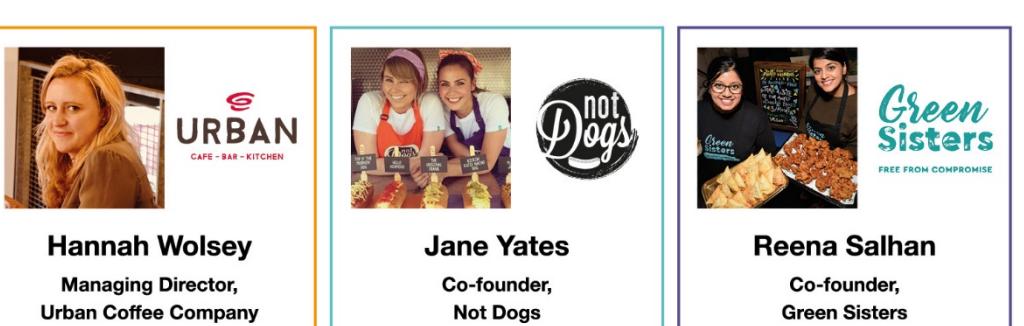
new skills for the  
21st Century workforce

**Secure**

meaningful development  
opportunities and jobs

# Opportunity for Scale





This is one of a series of events giving you an insight into entrepreneurship in different industries.  
Our other 'How To' events this year are: Social Enterprise / Tech / Fashion / Freelancing

Sign up: astonenterprise.eventbrite.co.uk



# 'How to.' Events

**The Gap:** Students 'not interested in starting a business' but do have a clear interest/enterprising skills

**What We Did:** A series of 5 panel events, themed by sector

- **Food, Fashion, Tech, Social Enterprise, Freelancing**
- Diverse range of panel members (always one Aston alumni)
- Open, honest discussion

## **Impact:**

- 15 guest entrepreneur speakers – role models from local businesses
- 208 students attended – little overlap between each one
- Significant part of audiences had not engaged with us before
- Social Enterprise event – largest % from Life & Health Sciences

This week we were thrilled to award 'Enterprise Bursaries' to a group of [@AstonUniversity](#) student & graduate entrepreneurs.

• Rectangular Snip

This funding will help boost their businesses & is provided thanks to Santander Universities.

Congratulations to all!

#Sanent19

#SantanderUniPartner



# Bursaries

**The Gap:** Many students/graduates don't have access to funds to develop past idea stage

**What We Did:** A selective call for 'Enterprise Bursaries' to help budding entrepreneurs take action

## **Impact:**

- **18 Businesses** awarded funding
- **£14,000** allocated
- 78% from a **Widening Participation** background

# An example: YES Brum



**A group of students from First Year to PhD, across Schools  
Met at BYC & have now launched their Ltd company with BSEEN**



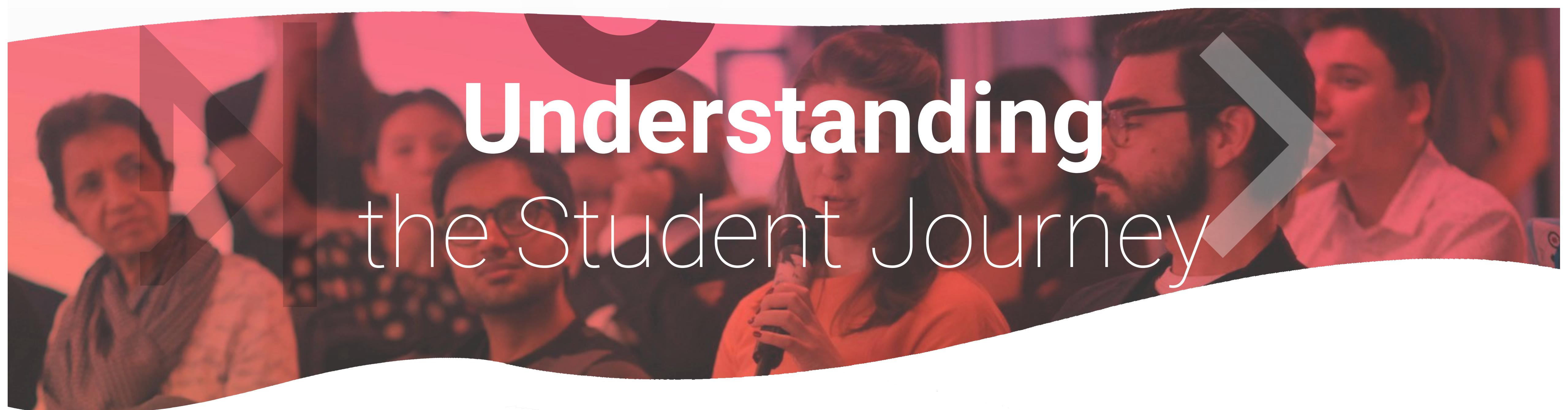
BSEEN VIDEO

It didn't all work quite like this...



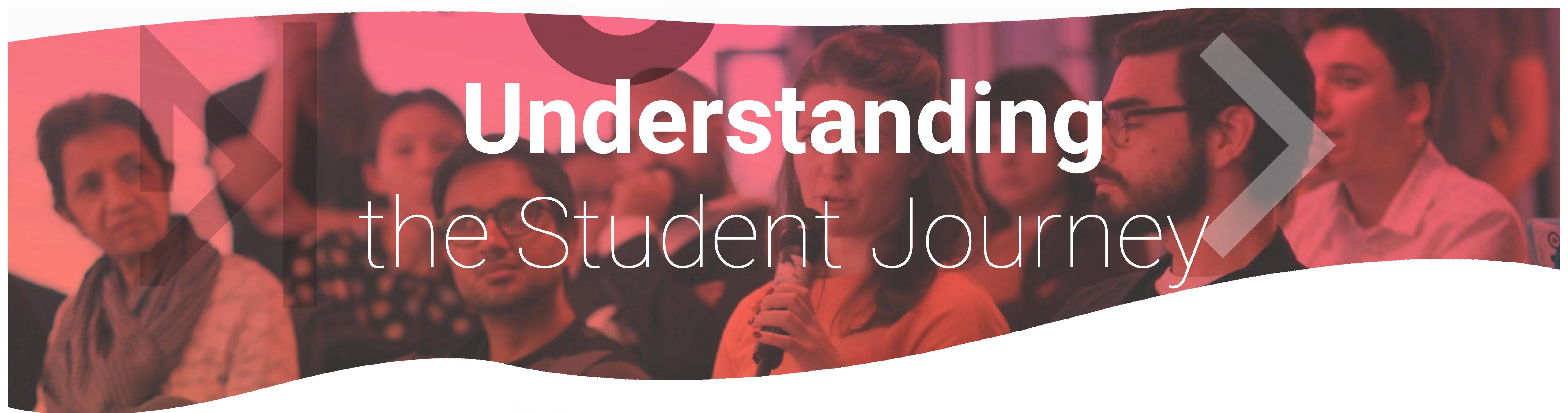
# Some challenges

- Each individual is on their own ‘journey’ – they don’t necessarily fit into yours or complete what they started
- A jam-packed programme is nothing without participants...challenges of marketing to students
- Timings - lower engagement in Term 2 and during busy academic periods
- Challenges of measuring real impact
- Online offering still in progress (engagement on Slack hard)
- Helping people find co-founders is still not that strong
- Coherence of overall offering is a work in progress



# Understanding the Student Journey

How would you **visualise** your ideal student journey?



# Understanding the Student Journey

Prompts



# Activity #1

Few people share  
examples

If I had an hour to solve a  
problem I'd spend 55 minutes  
thinking about the problem and 5  
minutes thinking about solutions.

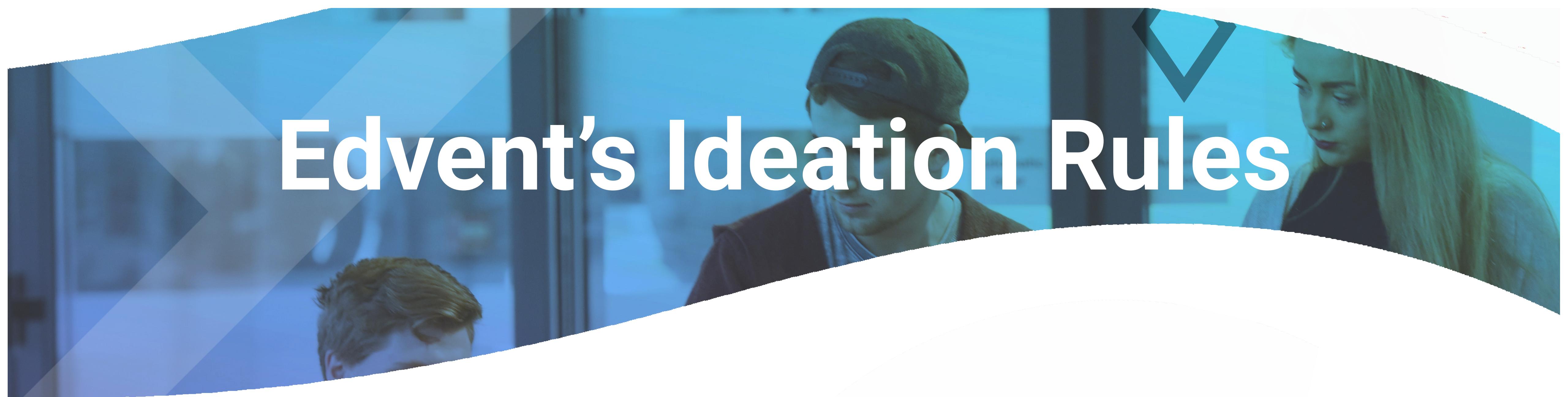
Albert Einstein



# Activity #2

In groups of 3-4 discuss where  
there are **gaps**

**\*\*\*Do not discuss solutions yet\*\*\***



# Edvent's Ideation Rules

1. **Understand** the problem
2. **Quantity** of ideas is better than quality at the start (*divergent thinking*)
3. **Remove negativity** & scepticism (we get enough of that from our VCs)
4. Build on ideas... “**Yes! And...**” “We could also do...”
5. **Combine & evaluate** the ideas at the very end (*converging on success!*)



# Activity #3

What **solutions** can you come up with  
to the **gaps** identified in your groups?



Who can help you **build & improve**  
your vision for a better student  
development journey?

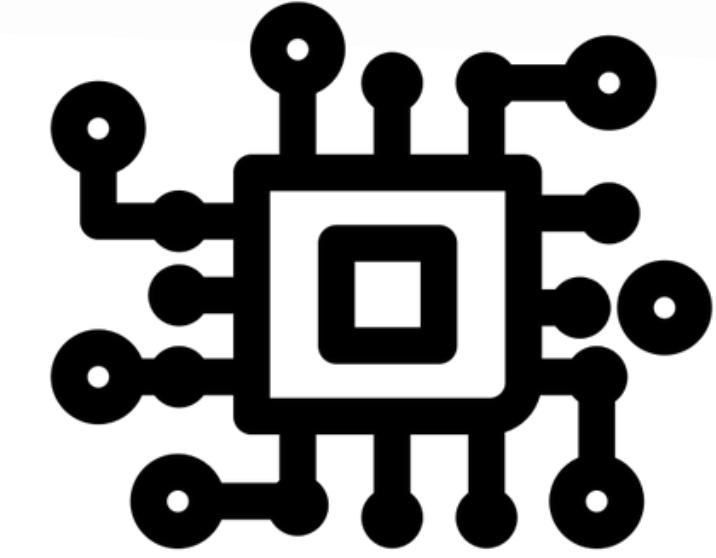
# Activity #4



regional  
universities



internal  
stakeholders



high growth  
tech startups



students led  
initiatives



# Key Takeaways

1

importance of  
**understanding**  
student journey

2

clear gaps  
have been  
**identified**

3

you have **2-5**  
**innovative ideas**  
to take back

4

identified **2-5**  
**collaborators** to  
help enhance your  
student journey

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