

Supporting women in entrepreneurship

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University of Bristol's
flagship start-up
competition, run by the
Basecamp Enterprise
team.

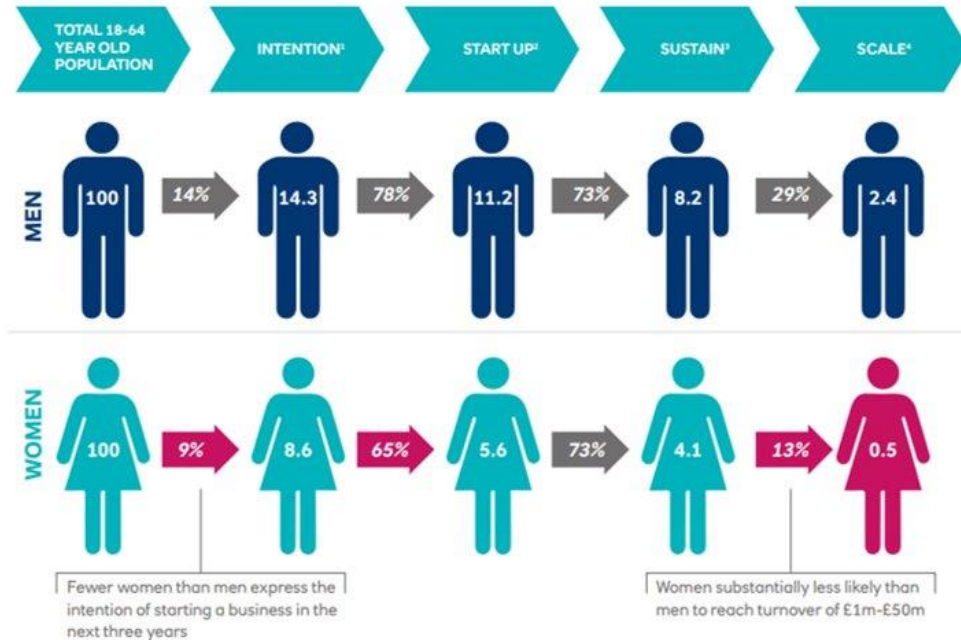
Stage	Maximum award	What we're looking for
Ideas	£200	A well-thought-out idea and a passion to take it forward
Development	£1000	A well-researched solution to a well-defined problem, demonstrating a good market fit .
Growth	£20,000 Other support	A well-developed business model which has been thoroughly researched, demonstrates good market fit and has the potential to be a successful and ambitious venture.

Anything wrong with this picture?



% of women funded	
	Growth
2015/16	0
2016/17	11.1
2017/18	0
2018/19	-

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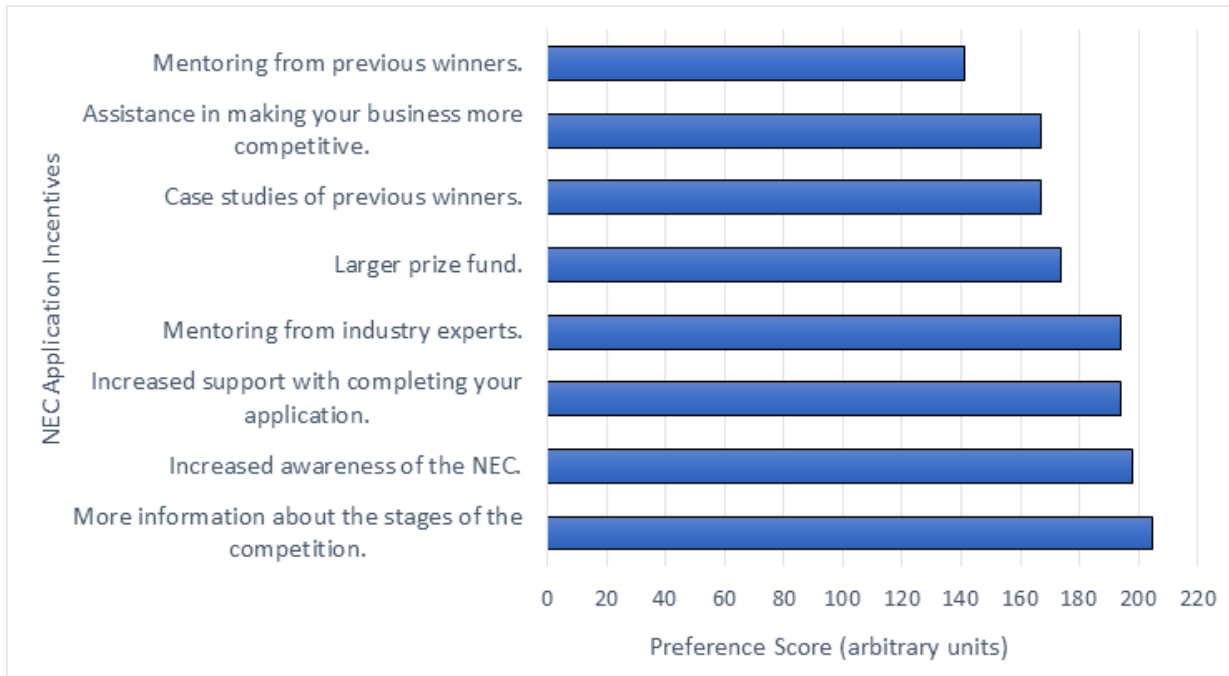
Our approach to explore the problem?

1. Roundtable focus group:

- what barriers students face when pursuing their start up ideas?
- Why they may not embrace entrepreneurship?

2. Analysis of data, feedback and interviews

Some findings

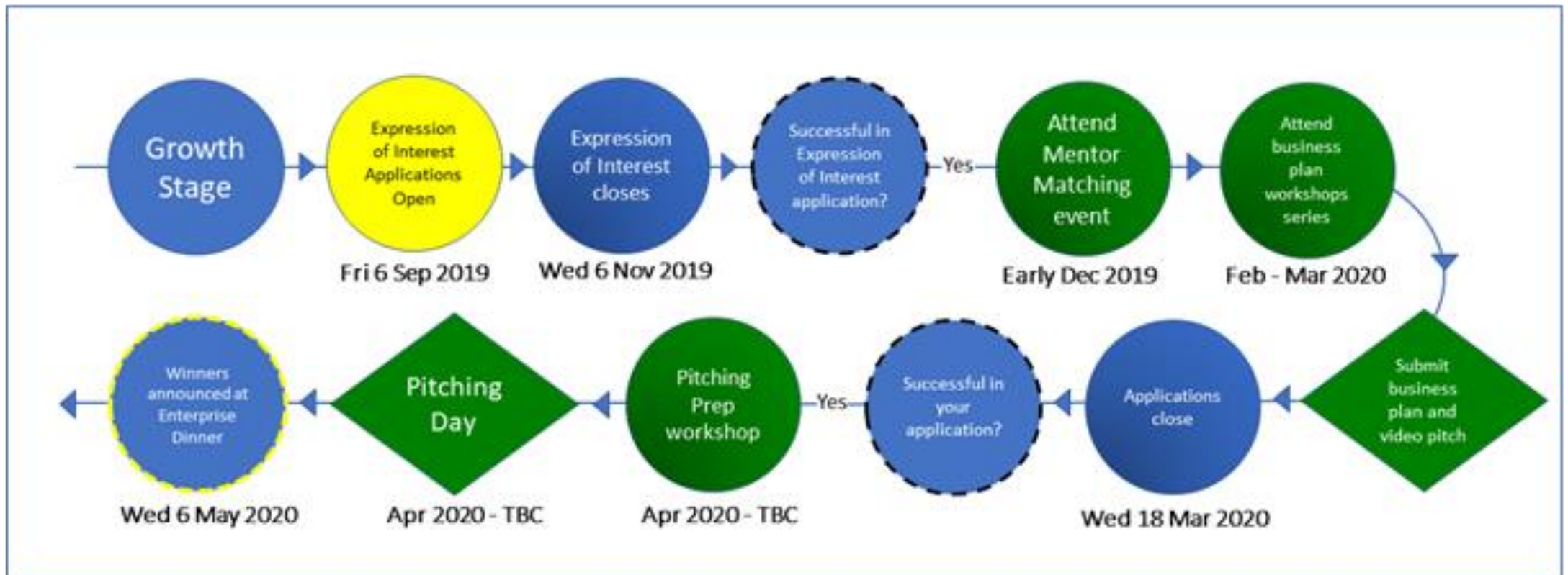


Example discussions at focus group

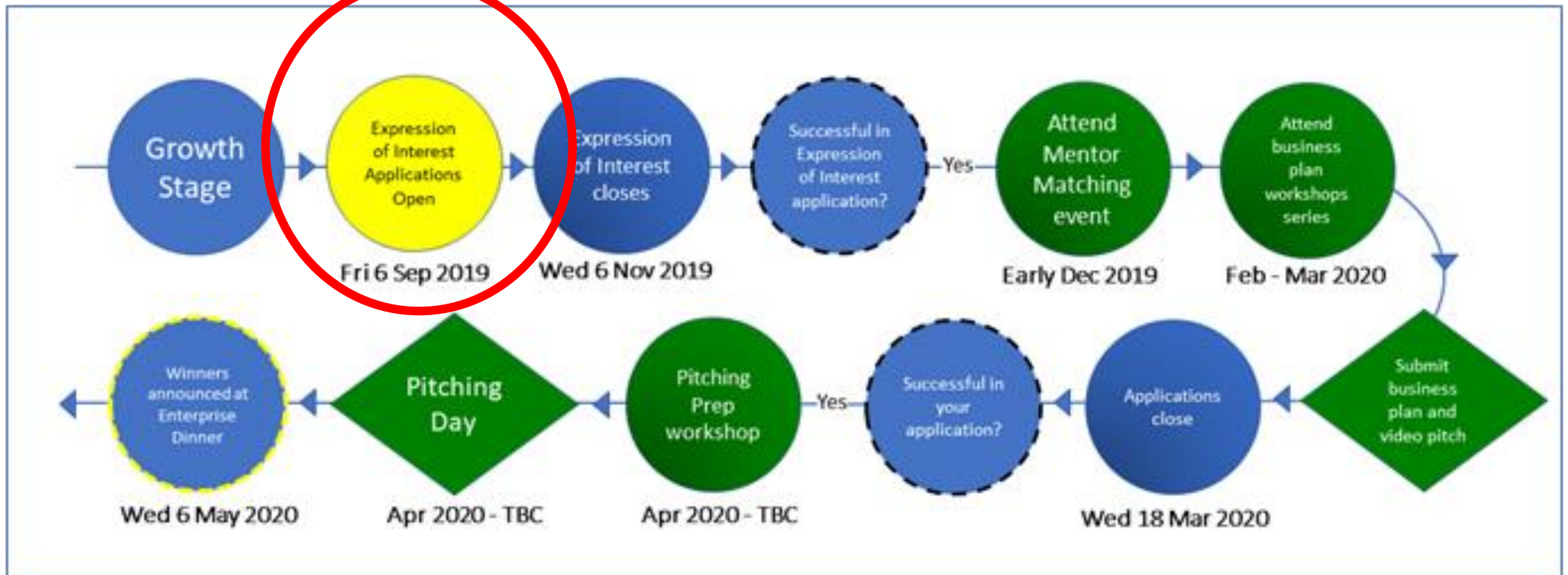
<u>Barriers:</u>	<u>Solutions:</u>
Confidence Risk averse Problem solvers versus entrepreneur Role models	Case studies of women Varied imagery to promote and demonstrate Tools to help decide if the competition is right for you Resources Targeted approach to encourage applying Mentoring Business support

So, what did we do?

A Programme of Support



A Programme of Support



Expression of Interest

★ Describe the company/business idea in a tweet (maximum 280 characters)

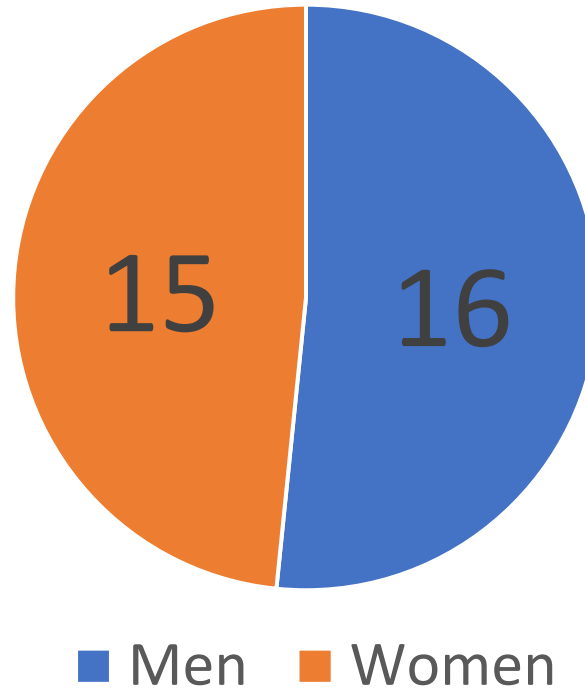
★ Provide a brief description of the product or service and its Unique Selling Point (USP) using a maximum of 150 words

★ Can you explain how you're planning to grow your start-up in the future?
(Maximum 200 words)

★ Have you been successful in previous rounds of the New Enterprise Competition before?

How would the funding in the Growth Stage of the New Enterprise Competition help your start-up business?

Expression of interest - applicants

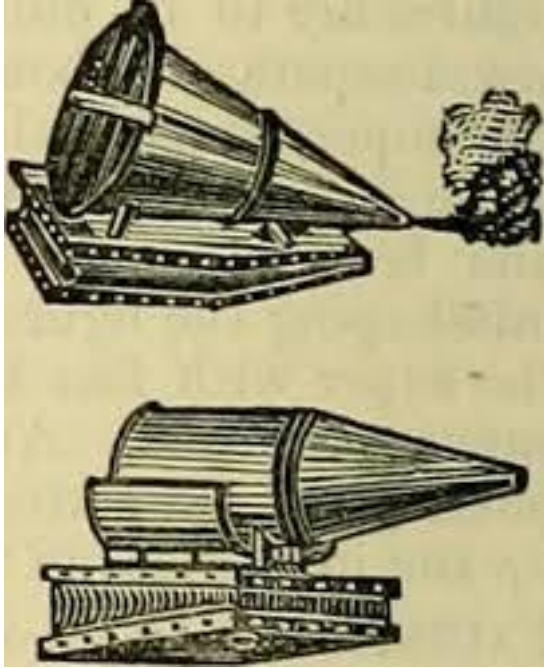


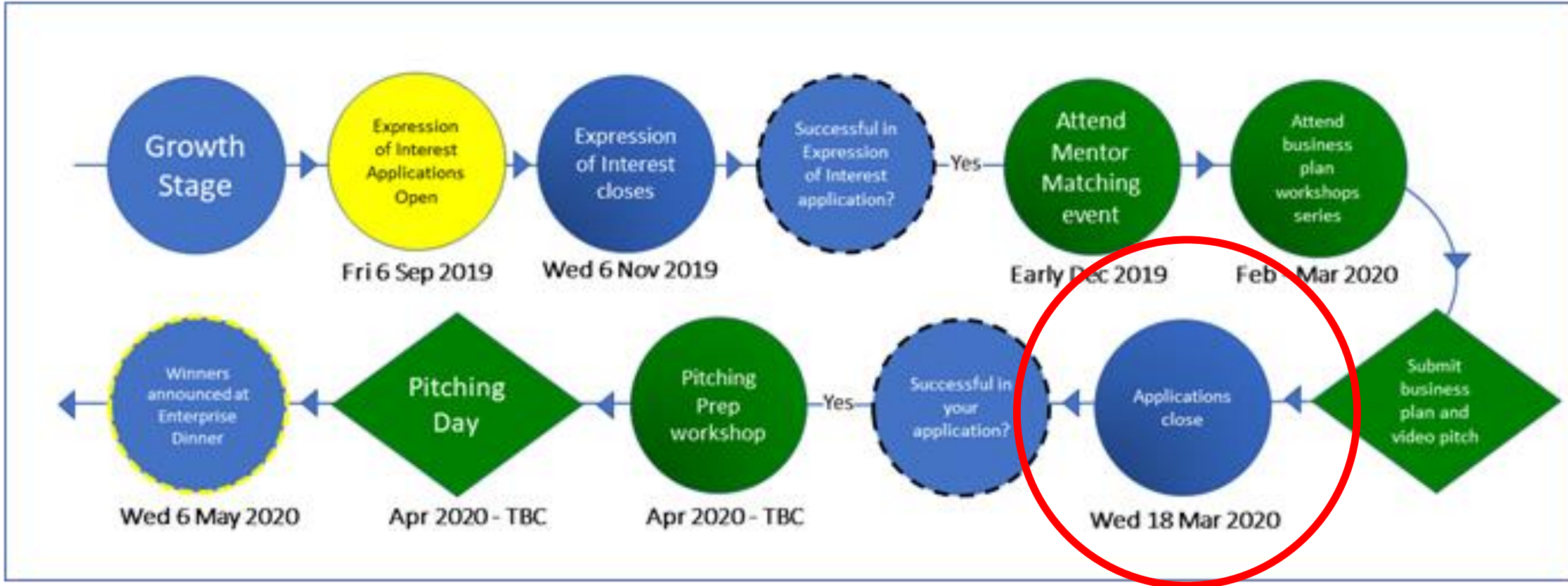
Mentoring

- 33 applied, 24 shortlisted and matched with a mentor.
- Diverse mentor group
- To support with the business plan/model

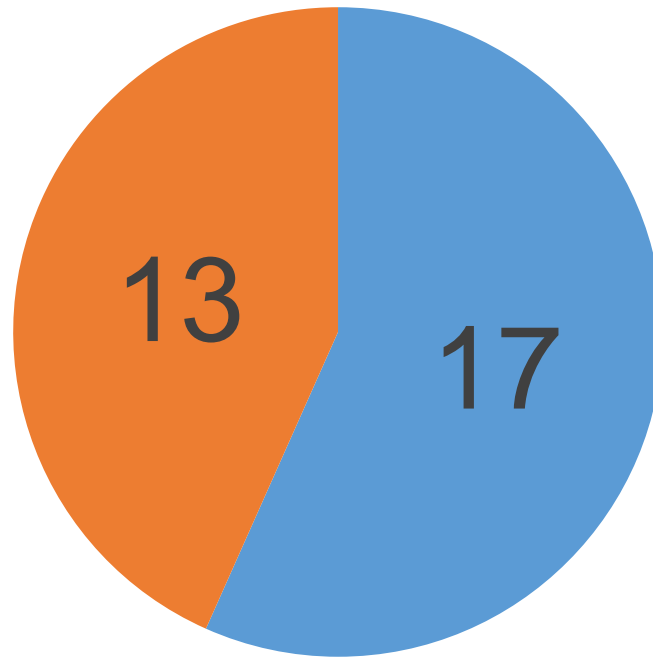


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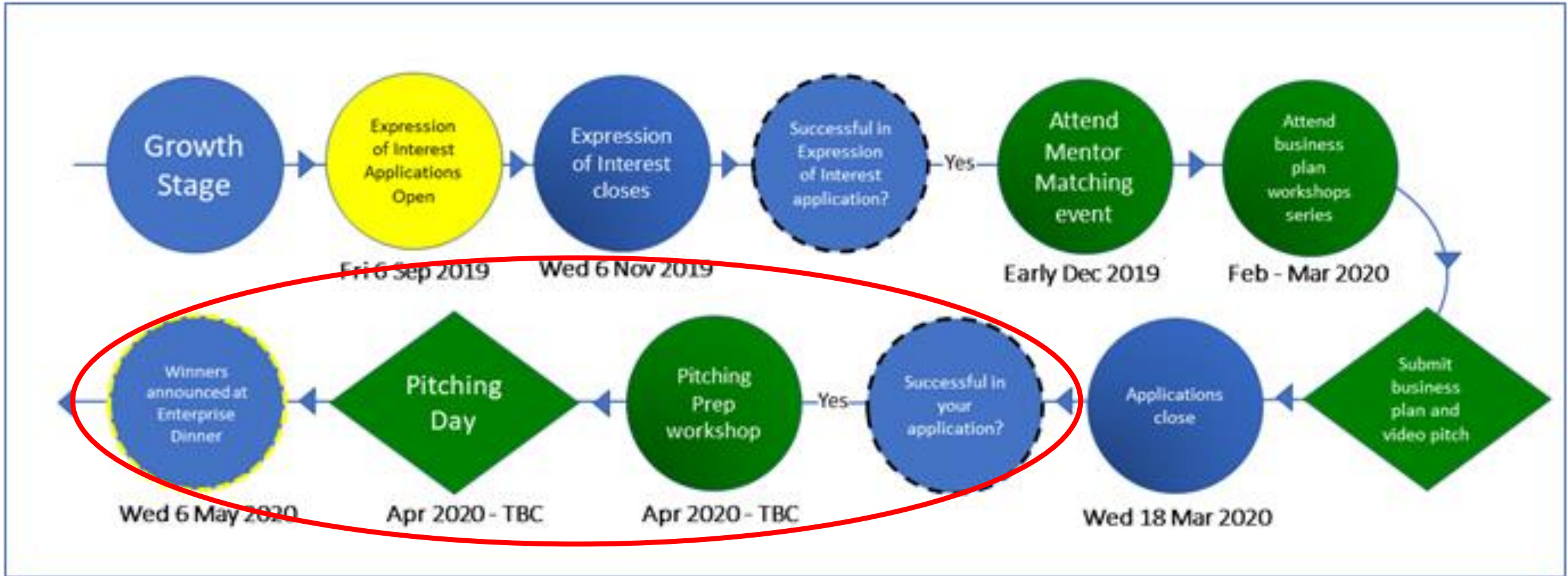




Business plan- applicants



■ Men ■ Women





The Results

Women founders and co-founders

This year

7/10

Last year

0/10

Feedback - mentoring

"For me, the most valuable part of the New Enterprise Competition was being matched with the most incredible mentor. Her knowledge, expertise, guidance and support has blown me away. I've learned a phenomenal amount from this inspirational woman in such a short period of time. Furthermore, she's opened doors which will help both me and my business to grow and develop in the future. I cannot thank her enough for everything that she's done for me, she's a brilliant mentor and one of the most genuinely lovely people I've ever met." CEO Ferryx

The calibre of applications

“The highest calibre of applications I have seen in 10 years of judging this competition” Judge, New Enterprise Competition

“This is very very helpful!!
Really appreciate it that you
and judges put in the time to
put this together. The
feedback I got has been great
in refining my plan and
making my case stronger for
other opportunities I've got
coming up”



And COVID happened....



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Growth stage**

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