

Supporting the next generation of entrepreneurs and enterprising graduates at the University of South Wales...

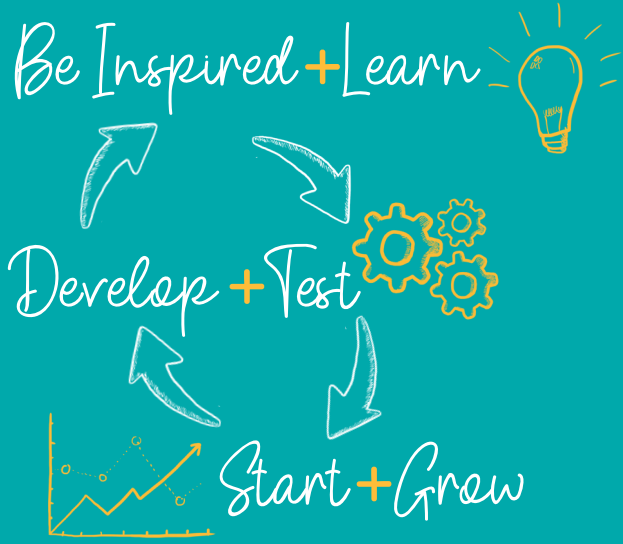
Annual Impact Review 2019

As a key partner within the vibrant Welsh entrepreneurship eco-system, the University of South Wales aims to inspire and support student entrepreneurship through its 2030 vision. By delivering against the Welsh Government's Youth Entrepreneurship Strategy, USW supports students and graduates to test, develop and start their own business, social enterprise or freelance careers both within its curriculum and through various external activities.

Further information can be found at the new Start Up webpages which cover the wide range of services run by Student Enterprise, desk space and dedicated incubator programme at the Startup Stiwdio, overall enterprise activities across USW and a wealth of resources and news about entrepreneurship in Wales, the UK and worldwide.

 startup.southwales.ac.uk

USW students and graduates can benefit from a range of extra-curricular activities and support:



Be Inspired + Learn

- Networking & pitching opportunities
- Be inspired by entrepreneurs
- Join the Freelancers Society & the benefits of NACUE membership
- Join the Enactus Society
- Become a Student Enterprise Member

Develop + Test

- 1-2-1 start up appointment
- Business planning support
- Support to test your idea online or selling face to face
- Pitch at BID for funding to test idea
- Founder Fridays
- USW Freelancers Academy
- Start Up Days

Start + Grow

- Pitch at BID for Funding to start business
- Incubation space at Start Up Stiwdio Sefydlu
- Tier 1 Start Up Visa
- Support from business experts through Be My Board
- Links to external partners

Curriculum

Enterprise and Entrepreneurship education

develops students' capability to succeed in being enquiring, deep learners, and contributes to making them successful USW graduates equipped to face the challenges of their future careers.

Academic staff at USW are supported to embed opportunities to develop enterprise and entrepreneurship capabilities across degree programmes, pilot new activity (such as the Innovation Led Challenge with Health and Social Care students) and utilise additional resources such as specialist workshops and guest entrepreneurs.

In 2019

33 workshops

were delivered in the curriculum including:

- Business idea generation
- Business planning/exploring ideas
- Creative thinking
- Intellectual property & contracts
- How to freelance
- Networking
- Pitching
- Personal branding

In addition

66 GUEST entrepreneurs

including Big Ideas Wales Role Models, USW entrepreneurial alumni and owners of local businesses delivered workshops and supported enterprise activities. Hearing from those that have been there and done it, provided an opportunity for students to be inspired, gain feedback on their ideas and to consider self-employment as a career.

"The week has been truly amazing; I have learnt so much which I can put into practice as a self-employed sound engineer! Having the opportunity to pitch my idea and the positive feedback from the judges has given me real confidence boost. The funding I was awarded will be used to purchase an Ofcom license to maximise my radio mic recording. To receive it was awesome! I would recommend Freelancers to anyone with an idea they need to get off the ground or to enhance their freelance work."

Fred Badham

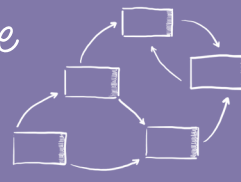
Sound Engineering Graduate - USW Freelancers Academy

Enterprise events

Create & Collaborate

networking events that brings together creative industry students & graduates with creative industry entrepreneurs and organisations

TO COLLABORATE, SHARE CONTACTS AND PLACEMENT OPPORTUNITIES.



Enactus

is an international student-led organisation with over **72,000** members active in **37** countries.

Enactus USW Society run community focused social enterprise activity whilst developing their skills, experience and confidence and representing USW in National competitions.

Freelancer Society

The student led Freelance Society based at the Cardiff Campus **BRINGS TOGETHER FREELANCING STUDENTS AND GRADUATES** to collaborate on projects, share and trade skills, meet up for socials and support each other through their freelance journey.



BID

is the chance for students and graduates to pitch for up to **£1,000** to kick-start their bright idea and receive advice and feedback from a panel of entrepreneurs.

Aimed at those who have an idea they would like to test, through to early stage start-ups.



Founder Fridays

Run at the **Startup Stiwdio Sefydlu** on a monthly basis, successful entrepreneurs such as the founder of the Coffee #1, James Shapland share their start up journeys with students and graduates, followed by Q & A.

USW Freelancers Academy

takes **students and graduates** through the steps needed to get their business idea off the ground across one week in June. Mentoring is available to all participants and the week culminates in the chance to pitch for a share of **£3,000 CASH**.



Start-up Days

run across the year, each day features entrepreneur start up stories and MIT ideation activities to inspire and kick-start students to generate their own ideas.

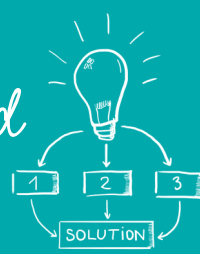
KEY 2019 achievements

Engage: Students introduced to entrepreneurship

Through awareness raising activities including roadshows, shout outs, inspirational talks and competitions

3329 were inspired

to consider freelancing or starting a business.



Empower: Students participating in activities to increase entrepreneurial capacity (skills, knowledge and experience).

304 students

were empowered to explore and test their entrepreneurial capacity through entrepreneurial projects and workshops.

Students Equipped to start a business:

92 students

were supported with test trading opportunities from pop up shops to, through to online selling support from the Design Trust;



97 students

received prestart support and guidance through **1-2-1 business mentoring** and support to start a business.

This led to

31 students

and recent graduates starting their own businesses.



"I am absolutely delighted to have been awarded funding towards my training! Please can you also pass my thanks on to everybody involved for the positive and helpful feedback. I really enjoyed being able to share my business with you all and I appreciate being given the opportunity to pitch and to further my career development!"

Philippa Powell

Psychology and Counselling student - Bright Ideas Den (BID)