

# ANNUAL IMPACT REVIEW 2020

The USW 2030 Vision focuses upon changing lives and the world for the better through maximising positive impact for students, partners and communities.

The development of a strong culture of enterprise and entrepreneurship is an integral part of this strategy and led to the creation of the executive level led Enterprise and Entrepreneurship group (EEG). EEG will coordinate the agenda across the institution to meet the ambitious 10-year targets which include building enterprise into every course, the development of new entrepreneurship modules and doubling the number of graduate start-ups.

Whilst 2020 proved to be a challenging year for everyone, the entrepreneurial spirit of USW's students and graduates continued with new ideas and opportunities being developed with support from the enterprise team. Despite various challenges, moving enterprise and entrepreneurship services online proved a catalyst for unprecedented collaboration and innovation within the university and across the sector in Wales with the number of USW students and graduates exploring and developing their business ideas rising considerably. This has resulted in a record 175% increase in the number of new graduate enterprises startups emerging from USW as compared to the previous year.

Further information on the wide range of services at USW can be found at the Start Up webpages:

[www.startup.southwales.ac.uk](http://www.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 250+ Freelance and Start-up Community
- Join the Enactus Society
- Become a Student Enterprise Member



89 start-ups  
recorded in annual  
HEBCI Survey in  
2020.

USW Global  
entrepreneur  
graduate community  
844 members

### Develop & Test

- 1-2-1 start up appointments
- Supporting students to test ideas online or selling face to face
- Pitching at Bright Ideas Den for funding to test ideas
- Founder Fridays to learn from entrepreneurs
- USW Freelance Fast Track
- Pan Wales Summer Start-up Week



4 start-up  
Visas awarded to  
international  
graduates.

76 students/  
graduates  
pitched for  
funding.

### Start & Grow

- Pitching at BID for funding to start business
- Entrepreneurship Summer School
- Free virtual membership at Start Up Stiwdio Sefydlu
- Start-up visas for international graduates
- £10k Springboard funding for class of 2020 graduates
- 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 and utilise additional resources such as specialist workshops and guest entrepreneurs.



During the year,  
**13 members**  
of academic staff



were supported to deliver Enterprise Education within their courses.



### A NEW Enterprise Placement Option

was piloted with Theatre, Drama and Performance students as a result of Covid-19. Ten students explored their start-up ideas, attended masterclasses and were mentored by industry entrepreneurs to pitch their ideas as part of their assessment.

A total of  
**66 GUEST**  
entrepreneurs



(including Big Ideas Wales Role Models, USW entrepreneurial alumni and owners of local businesses) delivered workshops and supported enterprise activities and brought a wealth of knowledge into the classroom and inspire students to consider starting their own business.

IN 2020

**38 workshops**

were delivered in the curriculum including:

- Business idea generation
- Business planning
- Intellectual property and contracts
- How to freelance
- Networking
- Pitching and personal branding



As a recent graduate, Summer 2020 provided the opportunity to hone my idea ready to launch in September including the Summer Start-up Week, Freelance Fast Track, and Entrepreneur Summer School! They've all been very useful for personal support, providing general business information that I didn't know, keeping me motivated and helping me network. I learned so much, but also if it wasn't something I could quickly learn, I was linked up with experts who could help me which was great!

I was also successful in securing £1,500 from the Springboard pitching competition to launch the business. The support I have received from the university made everything a lot more accessible! Definitely a sense of 'yes, you can do it and here's how'.

Charlotte Blackmore

Founder AnimalEd and International Wildlife Biology Graduate.

## ENTERPRISE EVENTS & OPPORTUNITIES

Twenty-two extracurricular events took place including:

### NEW

#### Springboard Pitching Competition

The new competition saw budding entrepreneurs from the graduating class of 2020 pitching live for their share of **£10k**. Four business ideas were chosen to receive funding by a judging panel that included leading Welsh start-ups including **PROJECT BLU, THE GOOD WASH COMPANY AND BOSS BREWERY.**

### NEW

#### Summer Start-up Week

In response to Covid-19, USW led a national collaboration of Further and Higher Education institutions to deliver a week-long start-up bootcamp for students and graduates. With **500 SIGN UPS** **SSUW21 WON THE 'ENTERPRISE CATALYST' CATEGORY AT THE NATIONAL ENTERPRISE EDUCATORS AWARDS.**

### NEW

#### Entrepreneurship Summer School

**33 GRADUATES** and **21 GLOBAL MBA STUDENTS** took part in this virtual eight-week programme across July and August to kick start their business ideas.

### NEW

#### USW Freelancers Fast Track

The **two-day fast track** took students and graduates through the steps needed to get their freelance idea off the ground in July. Mentoring was available to all participants and the week culminated in the chance to pitch for a share of **£3,000** cash.

### NEW

#### Mix up and Pitch

AS PART OF GLOBAL ENTREPRENEURSHIP WEEK, this online first for entrepreneurial students and graduates from across Wales took place to facilitate networking, advice giving and pitching practice.

### NEW

#### Wales Student Market

Created in collaboration across Wales, the market gives students and recent graduates the opportunity to test trade and boost sales of their products and services.

**16 USW STUDENTS CURRENTLY LISTED ON THE MARKET.**

### Bright Ideas Den

An online 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.

**Three virtual BID events took place with £7,200 awarded across 23 business ideas.**

### Create & Collaborate

In early 2020, this event took place face-to-face bringing creative industry students and graduates together with creative industry entrepreneurs and organisations **TO COLLABORATE, SHARE CONTACTS AND PLACEMENT OPPORTUNITIES.**



### Enactus During 2020,

the Enactus USW Society moved online and focused upon improving digital poverty and social exclusion in the counties of Rhondda Cynon Taff and Merthyr Tydfil.

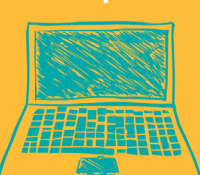
## KEY 2020 achievements

### Engage: Students introduced to entrepreneurship

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

**3294** Students were inspired to consider freelancing or starting a business.

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



**488** students

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

### Students Equipped to start a business:

**70** students

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



**145** students

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

This led to

**89** students

and recent graduates starting their own businesses.

### Private Sector Investment:

**£12,000**

was donated by a local business to directly support graduate start-up businesses.