

ANNUAL IMPACT REVIEW 2021

At the University of South Wales (USW), the development of enterprising students and entrepreneurial graduates is an integral part of what we do. Driven by our 2030 strategy to change lives and the world for the better, we continue to grow our capacity and culture of entrepreneurship through maximising positive impacts for our students, partners and communities.

Although Covid-19 continued to create challenges, interest and activity in entrepreneurship amongst students and graduates remained strong across our services. This has been actively supported not only through additional funding from USW but by on-going investment in this agenda from both the Welsh Government and the Higher Education Funding Council for Wales. This critical support has resulted in USW celebrating the highest number of graduate start-up businesses in Wales in 2021 (Higher Education Business and Community Interaction Survey).



Further information can be found at the Start Up web pages which covers the wide range of services available at USW

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

81 start-ups recorded in annual HEBICI Survey in 2021.

USW Global entrepreneur graduate community now has over 1,000 members

Develop & Test

- 1-2-1 start up appointments
- Support to test ideas online or sell face to face
- Test trade funding pots of £250
- Pitch for up to £1,000 at Bright Ideas Den
- USW Freelance Fast Track
- Pan Wales Summer Start-up Week Festival

3 start-up Visas awarded to international graduates.

62 students/graduates pitched for funding.

Start & Grow

- Pitching at BID for Funding to start business
- Startup Stiwdio Bootcamp
- Free membership at the Start Up Stiwdios in Cardiff & Newport
- Support for international graduates to apply for start-up visas
- £20,000 of Springboard funding for graduates to establish their businesses.
- Links to external partners

CURRICULUM

Enterprise and entrepreneurship education

develops students' capability to succeed in being enquiring, deep learners and contributes to creating **successful USW graduates** who are 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, to pilot new activity and to utilise additional resources such as specialist workshops and guest entrepreneurs.

10 ENTREPRENEURSHIP CHAMPIONS

were appointed to spend one day per week to embed entrepreneurship within their academic school.

In addition, **15 MEMBERS** members of academic staff were supported to deliver enterprise education within their courses.

The Enterprise Placement Option

allows students to explore their start-up ideas, attend masterclasses, be mentored by industry entrepreneurs and to pitch as part of their placement module and was available to illustration, Fashion, VFX and Theatre, Drama and Performance courses.

Over **50 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 2021

44 workshops

were delivered in the curriculum including:

- Business idea generation, business planning and ideas generation
- Creative thinking, intellectual property and contracts
- How to freelance and successful networking
- Pitching
- Personal branding

As a new role within the school it has been both a challenging and rewarding experience. Initially a mission of discovery establishing current enterprise activity, enterprise agendas and looking to locate and support enterprising students. Now the groundwork has been done, I look forward to developing our future plans.

Andy Thomas

Senior Lecturer & Entrepreneurship Champion School of Health, Sport & Professional Practice

I always knew I really wanted to start my own business one day, but wasn't brave enough to take the leap straight after graduating. Then came the amazing Launch Accelerator Programme offered by USW. The support from USW Enterprise has given me the perfect opportunity to turn my dream into a reality. It has helped me in so many ways, as well as boosting my confidence and self-belief that I can make my business a success.

Holly Lloyd

BA (Hons) Photography, 2019 Graduate

SUPPORTING THE NEXT GENERATION OF ENTREPRENEURS AT THE UNIVERSITY OF SOUTH WALES

To support the strategic aim of building enterprise into every course, raising awareness of entrepreneurship amongst students, and discovering business ideas from across the institution, an Entrepreneurship Champion was appointed within each of the ten academic schools at USW.

A record £30,000 of funding was distributed to student and graduate businesses through a mixture of £250 test trade pots, awards between £250-£1000 at the Bright Ideas Den and £1000-£5000 through the Springboard Pitching Competition.

The Cardiff Start-up Stiwdio re-opened its doors to graduate entrepreneurs and a new Start-up Stiwdio space was refurbished at the USW Newport Campus. In addition, a Stiwdio will be established on the USW Treforest Campus in the summer of 2022 to support science, computing and engineering graduates to start and develop their businesses.

Collaborative activity with other Welsh universities and colleges, also increased to deliver programmes such as the Summer Start-up Festival, Mix up and Pitch, the Wales Student Market and Hack of Change.

ENTERPRISE EVENTS & OPPORTUNITIES

21 extra curricular events took place including:

NEW Test Trade Fund

To support students and graduates to try selling and to make money from their ideas, a **£250**

test trade fund was made available in 2021 with **5 BUSINESS IDEAS RECEIVING FUNDING.**

NEW Developing Entrepreneurial Women Programme

303 women actively engaged across the nine month programme with 60 of those participating being USW students or graduates.

A total of **1,667**

interventions were recorded across the 15 masterclasses, business coaching and professional development sessions, networking and 'How she did it' panels.

NEW USW Launch

The Graduate Freelance and Business Start-up Accelerator provided a salary replacement of **£5,000**

and monthly business coaching and mentoring to 8 recent USW graduates over the 16 week programme.

Springboard Pitching Competition

Two funding rounds took place across 2021 targeting recent graduates to pitch for up to **£5,000**

to start and grow their business ideas. A total of **£18,500** was awarded to 10 graduate entrepreneurs.

Summer Start-up Week Festival

Taking place across four virtual stages, this award-winning five day course delivered by Welsh universities and colleges returned for a second year. A total of **85 USW STUDENTS**

registered to attend the mix of keynote speakers, interactive workshops, panel discussions, live Q&As and a campsite for community building and social activities.

UNpreneur Inter-University Bootcamp

25 STUDENTS AND GRADUATES

took part in this online six week start-up programme which gave them the opportunity to network across six other UK universities.

USW Freelancers Fast Track

The **two-day summer fast track** took 17 students and graduates through the steps needed to get their freelance idea off the ground. **Mentoring was available to all participants and the week culminated in the chance to pitch for a share of £3,000 cash.**

Bright Ideas Den

Students and graduates were given the opportunity 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 events took place with £10,568 awarded across 25 business ideas.

Mix up and Pitch

AS PART OF GLOBAL ENTREPRENEURSHIP WEEK,

entrepreneurial students and graduates from across Wales took part in an online evening of networking, advice giving and pitching practice.

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

15 USW STUDENTS CURRENTLY LISTED ON THE MARKET.

KEY 2021 achievements

Engage: Students introduced to entrepreneurship

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

3535 Students were inspired

to consider freelancing or starting a business.

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

610 Students

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

Students Equipped to start a business:

59 Students

were supported with test trading opportunities from pop up shops to online selling support

141 Students

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

This led to **65** new businesses

being started by USW students and graduates.

USW Enterprise has supported me immensely throughout my business start-up journey, from developing my business idea and endorsing my Start-up Visa, through to receiving mentorship, on-going business development, impartial advice, and a much-needed sounding board. Following Covid-19 restrictions, an office space at the Newport Campus Start up Stiwdio has helped the NDT South Wales Ltd business growth and save rental costs. When you support small businesses, you're supporting a dream - a big business starts small.

Victor Ojabe

Director NDT South Wales Ltd