

MANCHESTER  
1824

The University of Manchester

Masood  
Enterprise  
Centre





“Manchester is the place where people do things. It is good to talk about doing things, but better still to do them.”  
Edward Abbott Parry



“ Manchester now boasts the fastest growing economy outside of the capital and is home to many young and ambitious entrepreneurs; it has always been a city of innovation and today we are continuing to empower the talent here at The University of Manchester to develop their start-up ideas.”



Lynn Sheppard, Director, Masood Enterprise Centre

# The University of Manchester Innovation and Enterprise Strategy

As the University enters its third century, it asked everyone – colleagues, students, alumni and external stakeholders alike – to have their say about the kind of institution we want to be and the direction we want to take. Our Future encouraged fresh thinking about the opportunities and challenges higher education and our own University will face beyond 2030.

Our Future provides a framework for the updated strategy. Innovation is a key part of the Vision and supports three aims:



1

We will be recognised globally as Europe's most innovative university

2

We will create a world-leading innovation campus where tomorrow's solutions are discovered, developed and realised

3

We will be celebrated as a hive of commercial and social enterprise where students and staff can take their ideas into the world and partners in all sectors recognise us as a leading provider of knowledge and solutions

## Masood Enterprise Centre

The University has now consolidated its enterprise and entrepreneurship support activities into the Masood Enterprise Centre (MEC). The inclusion of enterprise and entrepreneurship programmes within the University is an important way in which the student and staff experience at Manchester is differentiated and the enterprise and innovation strategy is manifested.



Established in 2000, the Enterprise Centre is recognised as one of the UK leaders in the area of practitioner-based, applied enterprise and entrepreneurial teaching, learning and support. The Centre has evolved into an organisation with a multi-disciplinary team devoted to the highly efficient delivery of sustainable, well-refined and well-integrated programmes with defined markets and cost structures.

The Centre is focused on the delivery of enterprise and innovation programmes for students, graduates and staff at all levels across the campus to encourage the establishment and growth of start-up businesses.

This critical mass, along with the visibility from our location within Alliance Manchester Business School, enables us to raise the impact of the enterprise support for students, graduates and staff to a new level.

# The vision

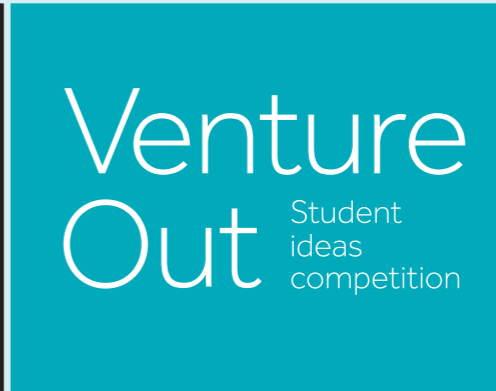
To be internationally recognised as a leading centre of excellence in enterprise and entrepreneurship education supporting a thriving community of innovative students, graduates and staff to grow and prosper in their chosen ventures.

The Centre's key goals include:

- **Increasing Visibility and Involvement in Enterprise**  
Significant increase evidenced in number of students, graduates and staff involved in enterprise and entrepreneurship programmes year on year
- **Developing the Entrepreneurial Campus**  
Significant increase in number of students, graduates and staff taking forward a viable business idea year on year
- **Delivering the Entrepreneurial Campus**  
Significant increase in the number and quality of start-up businesses established year on year with scale-up potential

An effective university programme can enable committed entrepreneurs to develop new business plans and network with practicing entrepreneurs. For many simply the exposure to real entrepreneurs offers them the opportunity to be inspired by their stories. Speakers provide affirmation that with hard work, launching a successful venture is a distinct possibility.

The impact the Masood Enterprise Centre has had is evidenced by our start-up numbers, the feedback we receive from our start-up businesses and the support and encouragement we receive from alumni, funders and the wider business community. This year we recorded the creation of 35 new start-ups and social impact businesses. Historically we have over 132 start-ups surviving their first three years of business, employing over 1,000 people and generating £21m in turnover. This year alone external investment in the form of private capital, philanthropy and public grants has been over £5.3m.



# Programmes

Our programmes and activities are delivered both on- and co-curricular:

- **Learning in the curriculum**  
Core and elective enterprise taught units available at all levels
- **Learning beyond the curriculum**  
Competitions  
Speaker series  
Forums and events  
Start-up support and mentoring  
Accelerator programmes  
Mentor support  
Workshops and drop-in advice sessions  
Kickstarter and Ignition funds

Enterprise and entrepreneurship skills are also important for those looking to join mid-size or large corporates that are constantly striving to be more entrepreneurial in their outlook as they address the challenges of today.

## Some of our recent start-up businesses



**Atomic Mechanics Ltd** - integrates flexible transparent force sensors into flexible 3D surfaces, touch-interfaces and actuation devices based on graphene polymer films. This enables new levels of dexterity and subtlety in applications such as robotics and prosthetics.



**Biorelate Ltd** - uses AI to curate data and information to help scientists solve difficult biomedical challenges, enabling smarter and faster research and development. Their technology platform extracts more value from the data in science texts; 80% of which is unused. Biorelate is working with companies to help them make more efficient use of data in the early stages of drug discovery.



**Nudge Insights Ltd** - provides insights into consumers' subconscious behaviour using biometric data analysis in order to enhance marketing communications. The business uses a multi-sensing platform to capture an objective measure of engagement, attention and emotion. This provides marketers with a reliable insight into the mind of their consumers, allowing them to optimise their branding, media and marketing outputs in a way that truly connects with their customer.



**Third Floor Systems Ltd** - provides education and information systems with social responsibility at its core. StudentCRT, the first product to market is a student health wellbeing monitor and early warning system. This secure online system rationalises all the monitoring of students in terms of attendance, reports and non-exam marking. Most importantly, it uses this information to help identify students who may be struggling or beginning to struggle with their mental health.



**Urban Chain Ltd** - utilises blockchain technology across multiple service areas such as the energy sector, integrated healthcare services, multimodal transport and logistics. In the energy sector Urban Chain are working with Ofgem to link the wholesale energy market to households' smart meters - enabling real time switching for best deals on energy bills achieving significant savings on bills.



**AEH Innovative Hydrogel Ltd** - are developing an innovative smart polymeric dressing, without the need for electronics, for healthcare providers to detect and treat chronic wound infection at an early stage in a simple clinical setting at a cost effective price.



## Strengths of the centre



Supported at senior level in the University



Fully integrated within the institution - working closely with internal groups



Sustainable business model

26

Taught enterprise units offered across the campus at all levels



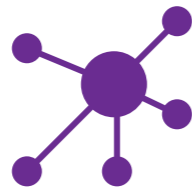
Closely linked with student groups such as Manchester Entrepreneurs



Wide range of co-curricular activities



Highly motivated team of staff



Well connected with key regional and national groups

35

Student/graduate/staff start-ups created in 2018-19





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