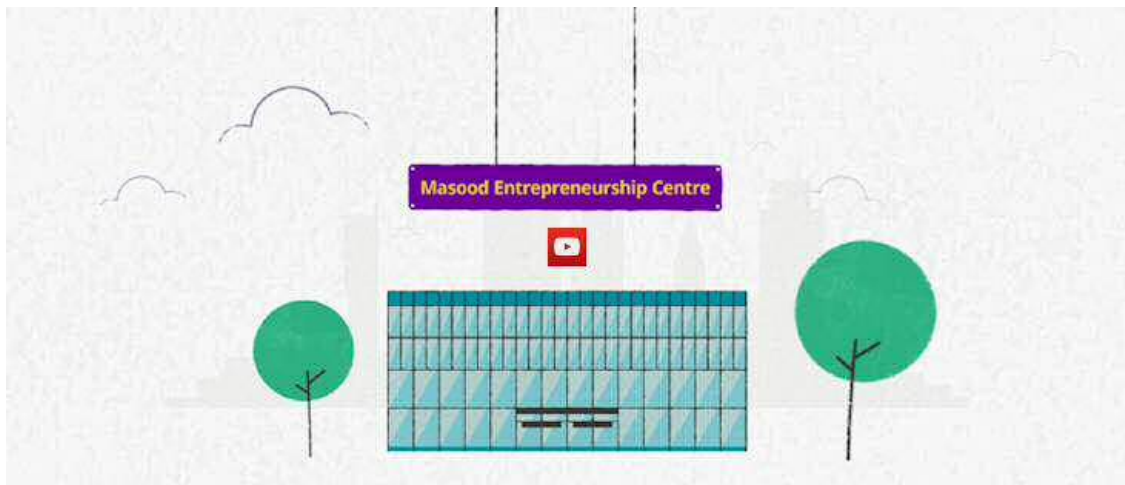

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Masood
Entrepreneurship
Centre

MEC Update

Issue 6 | 16 April 2021



Welcome to the latest [Masood Entrepreneurship Centre](#) newsletter...

MEC News

Students learn how entrepreneurship can land your dream job



Steve Westgarth, Head of Engineering for healthcare giant Boots UK, joined MEC Director Lynn Sheppard in an open conversation and shared his secrets to career success at the latest event in our **Entrepreneurs@Manchester** speaker series.

From launching Footsqueek, a mobile app development start-up straight out of university to founding CodeMobile, a conference designed exclusively for Mobile App Developers, Steve has a knack for acting upon opportunities. As a passionate leader with a continuous drive to create an impact, Steve has in recent years been working as Head of Engineering for Boots UK where he has responsibility for the digital transformation of the UK's largest Health and Beauty Retailer.

Steve offered some useful insights into his journey, and shared with the audience some key learnings he had inherited as well as some pointers for success.

[Watch a recording of the event on Facebook](#)

[Keep up-to-date with the latest MEC news here](#)

Spotlight on



Start-up Story - Eve Kekeh

Eve Kekeh, founder of [Bundlee](#), the UK's first and most popular baby clothing rental subscription service featured in a podcast in the Start-up Story series on the resource and information portal [Start up Donut](#). Eve was one of our Master of Enterprise (MEnt.) research graduates, developing the business based on her dissertation and went on to be a [Venture Further](#) winner in 2018.

Through [Bundlee](#), parents can rent bundles of high-quality baby clothes and swap outgrown clothes for the next size up. The service was created to help parents keep pace with their baby's growth, from new-born to two years old, and as well as saving families time and money, reusing baby clothes is more sustainable.

In the [podcast](#), Eve explains why she started the business and retraces her start-up journey, sharing key lessons that she learned along the way.

Hear from Eve

Aspect

Aspect Research Commercialisation (ARC) Accelerator programme

[Aspect](#) (A Social sciences Platform for Entrepreneurship, Commercialisation and Transformation) is a Research England funded network for organisations looking to develop commercial and business opportunities from social sciences research. The [Aspect](#) website currently features the cohort for the [2021 Aspect Research Commercialisation \(ARC\) Accelerator](#) programme that provides funding and entrepreneurial, business modelling and presentation skills training to support social science researchers developing research ideas into business ventures.

The current cohort includes an initiative from The University of Manchester, developing an app for young people leaving the care care system.

This year's programme began in January and is now approaching its halfway point, with the teams deep in the process of market validation (speaking to potential customers and stakeholders) while building out their deal of the venture before getting to the business end of things as we approach June with cash flow models, business plans and pitches to come.

Profit with purpose: The ASAP Impact Report

The Aspect Student Accelerator Programme (ASAP) was the Aspect network's flagship social sciences student and alumni business accelerator. This four-month programme was designed to support and scale socially responsible student and alumni ventures.

The ASAP Impact Report 2020/21 highlights the key results and programme activities from the inaugural cohort of nineteen social impact ventures from eight Aspect universities, including the three companies started by Manchester University student and alumni entrepreneurs that we featured in MEC Update Issue 2 in February.

Entrepreneurship Ecosystem Mapping

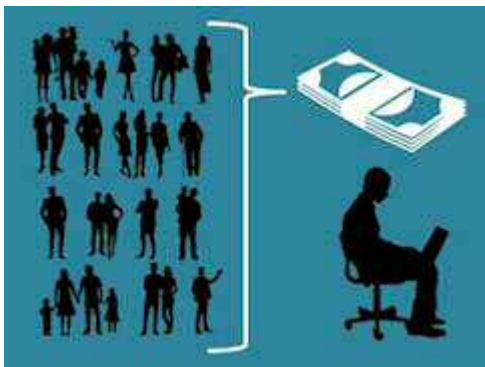
Drawing on the wealth of entrepreneurial activities and opportunities that exist across the Aspect network, this project aimed to identify social science entrepreneurship offerings with a view to mapping relevant resources for entrepreneurs and alumni. The project shares examples of best practice and showcases exceptional stories of innovation, entrepreneurship and research commercialisation in the social sciences from each of the participating universities.

A recently published case study features Blue Shoes Productions, founded by Alex Deniston, winner of Venture Further 2020.



Blue Shoes Productions is a socially responsible production company based in Manchester, which specialises in documentary filmmaking and promotional video productions. The start-up creates innovative video content for organisations that are implementing social and cultural change. Using documentary filmmaking, Blue Shoes Productions seeks to tell the unique and hidden histories of artistic wealth that exists in the North of England region. Ultimately, they are working to build a platform to raise the under-represented stories, voices, and cultures.

Case study: Building a better society through film



Crowdfunding your video game: Key factors for success

Crowdfunding has become a useful way to obtain financial backing for small and medium-sized projects.

The latest research paper from MEC's Dr. Rob Phillips, Senior Lecturer in Enterprise, on crowdfunding for independent video game producers in the UK was recently featured in an article on the TechXplore news portal. The research investigated what factors lead to a successful crowdfunding initiative and what limitations there might be for an independent video game developer, identifying key success factors and strategies.

The model works well for independent video games development and may also have potential for other industrial market niches.

Read more



Sampson Fielding

Sampson Fielding an ICAEW Chartered Accountancy firm was established in November 2020 by founders Ben Sampson, an economics graduate from The University of Manchester, and Elliot Fielding, a maths graduate from Durham University. They offer ambitious start-ups, scale-ups and owner managed businesses the support required to take them through their growth phase towards their long-term goals. They are heavily focused on ensuring that the financial eco-system implemented within a business in the early stages of development is scalable to achieve these ambitions.

Sampson Fielding, through the MEC Associates Network, is offering free initial accountancy support and advice for Masood Entrepreneurship Centre supported start-up founders. Contact entrepreneurship@manchester.ac.uk for further information.

[Find out more](#)

Events

MEC Momentum Finance Session 3: Bookkeeping and Tax

Thursday 22 April 2021, 10:00–11:45am.

We recently launched a MEC Momentum Finance Series of five online sessions throughout Semester 2.

These sessions, hosted by the Masood Entrepreneurship Centre and Sempas Accountants Limited, are designed to support



University of Manchester start-up entrepreneurs navigate the world of finance.

Registration is now open for Session 3 focusing on bookkeeping and tax covering, but not limited to, the following aspects:

Bookkeeping

- Why important;
- How and when to do;
- Compare to plan;
- Examples.

Taxation – the major taxes, when relevant, how much do they cost

- Corporation tax;
- Income tax and National Insurance;
- VAT;
- Examples of the cost of these taxes;
- When are the payment dates.

Register

Venture Further Awards 2021

**Wednesday 5 May 2021 5:00-6:00 pm.
GMT**

You are welcome to join us at the Venture Further Awards 2021, our annual celebration for student business start-ups. Venture Further is the UK's top University-led enterprise competition, which encourages students and recent graduates from across The University of Manchester to develop a business idea and make it a reality. The finalists in each category - Environmental, Healthcare, Services, Social, and Technology - have



been selected on the basis of the business proposal judged to have the most chance of success and the winner in each category will receive a £10,000 prize.

Venture Further Awards 2021

Biotechnology and Enterprise



The Biotechnology Society are organising a virtual mini-conference on the Biosciences and Enterprise on **Thursday 22 April at 5:00 pm**. CEOs and Senior Managers from Biorelate, BioGel and Deakin Bio-Hybrid Materials will share how they started their companies, life in industry and their products.

Register

Recovering from Covid-19

Thursday 29 April 2021, 5:00 pm.

In April 2020, at the height of the first wave of COVID-19 across Europe, academics at Alliance Manchester Business School and the Humanitarian and Conflict Response Institute at The University of Manchester launched The Manchester Briefing, a UK funded research project influencing global and local recovery and renewal strategies. A year on from when the crisis first struck, this special event is specifically aimed at



students who are interested in hearing how academic research can have a real world impact through the application of tools, theories and social science.

The speakers will explore the key lessons and themes that have emerged from the crisis, talk through the societal benefits of this important and timely academic work, and share their views on the big questions that the world faces right now.

What makes Covid-19 so different from other disasters? What we are learning from global responses and early recovery efforts? And how do you develop specific guidance on recovery, renewal, resilience?

[Find out More](#)

Competitions and awards

Eli and Britt Harari Enterprise Award

The Eli and Britt Harari Enterprise Award competition, in association with Professor Sir Andre Geim, is currently open to all students, postdoctoral researchers, and recent graduates of The University of Manchester. This annual competition, managed by the Masood Entrepreneurship Centre, encourages new ideas for graphene based enterprises.

Prizes of £50,000 and £20,000 will be awarded to the individuals or teams who can best demonstrate how their technology relating to graphene or other 2D materials could potentially be applied to a viable commercial opportunity.



[Find out more](#)

R42M Northern Ph.D. and Post-Doc 20k Competition

The aim of this competition is to encourage Ph.D. and postdoc entrepreneurship in the North of the UK, with a main prize of £20,000.

The competition is an opportunity to design, pitch, and execute your tech startup idea in a supportive environment. A number of presentations guiding applicants in the creation of an impactful business proposal will be given by highly experienced UK and Silicon Valley entrepreneurs and investors as part of the competition.

[Find out More](#)



Spark Change 2021

Submit your solution to an everyday problem and show how you will Spark Change in the world around us!

Academy's [Spark Change 2021](#) is a nationwide competition for university students. It offers an opportunity to showcase your ability to find a novel solution to an everyday problem and win a number of prizes prizes from a total prize fund of £5,000, including £2,000 for the winner.

[Find out More](#)



Entrepreneurship News

TiE UK North



MEC are one of the sponsors of the entrepreneur network [TiE UK North](#). The latest [TiE UK North newsletter](#) features an opportunity to participate in the Manchester Virtual Mission on 20 - 21 April, as part of the wider Digital City Festival 2021, to find what makes Manchester a leading hub for tech and digital transformation, and what the city has to offer for your business as the city to scale in the UK. [TiE UK North](#) are also promoting a webinar on the issues that SMEs and early stage businesses are facing because of the impact of the pandemic and measures they need to consider going forward.

[Read more](#)



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