

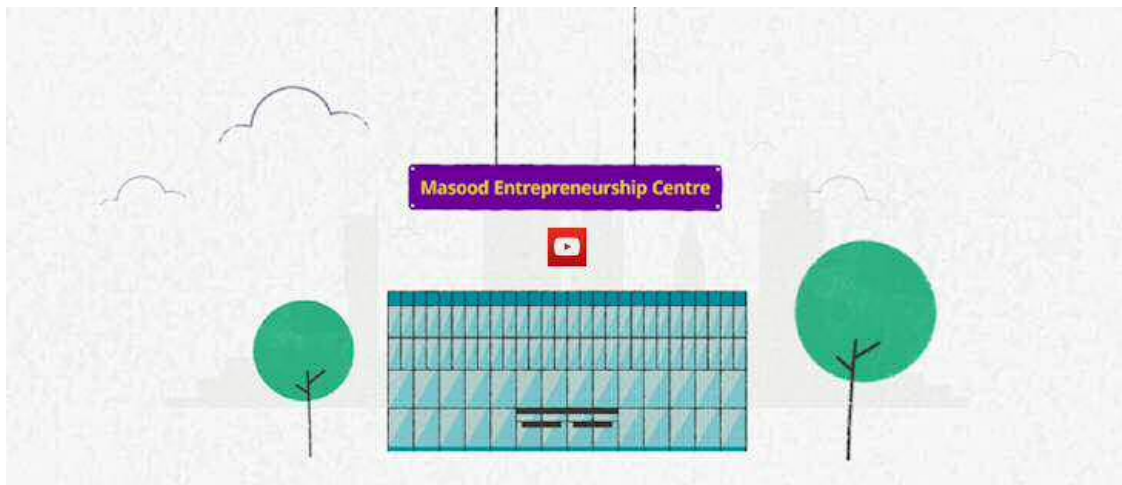
[View email in browser](#) | [Forward to a Friend](#)



Masood  
Entrepreneurship  
Centre

MEC Update

Issue 11 | 10 September 2021



Welcome to the first Masood Entrepreneurship Centre newsletter of the new academic year...

The newsletter features success stories, new developments, and enables you to be the first to discover a whole range of different events and opportunities that you can get involved with during your time here at the University.

### Welcome to Manchester!

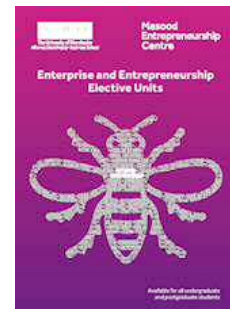
MEC will be welcoming new students at our stand at the Students' Union Societies and Sports Fair on Wednesday 22 and Thursday 23 September, in the Academy 1 venue on Oxford Road. Also as part of Welcome Week and the collaborative project with MUSU, our Director, Lynn Sheppard, will be presenting a session at the Student Leaders' Conference looking at how everyone can become more entrepreneurial, covering areas including personal enterprise, connecting opportunities and personal goals, entrepreneurs as change makers and the importance of entrepreneurial working within all organisations. For the online Welcome Fair, for students not initially on campus, we will be showcasing a video featuring the entrepreneurial journeys of three MEC student ambassadors.



[Find out more](#)

### Discover opportunities to enhance your studies and career prospects with taught units in enterprise and entrepreneurship

MEC elective units are for students from any subject background and enable you to apply your subject knowledge in a commercial context - our units do not require prior study or experience in this area. Enterprise is also not just about starting your own business - it is about identifying opportunities, creating ideas and turning those ideas into working innovations.



The latest version of MEC's *Enterprise and Entrepreneurship Elective Units* brochure is now available. Students can self-enrol onto MCEL units via the course enrolment system or contact the

Undergraduate Programme Administrators and they will enrol you.

[Find out more](#)

## Bright Ideas, Better World

During Welcome Week we will also be launching our annual student ideas competition, Bright Ideas. This competition is aimed at undergraduate and postgraduate students new to enterprise and entrepreneurship who are interested in learning more about spotting opportunities and generating new ideas.



This year's competition will celebrate the University's position leading the world on sustainable development and we are looking for enterprising Bright Ideas inspired by the challenges of the Sustainable Development Goals (SDGs).

Bright Ideas will open for entries on **Wednesday 15 September 2021**.

[Find out more and enter online](#)

## Be inspired to Kickstart ideas and make a difference

The Nick Sanders Kickstarter Fund offers students and recent graduates the opportunity to explore an early stage start-up business idea. Since 2019 we have connected over 55 innovators with in excess of £55,000 of early stage funding to develop their ideas by validating and testing their assumptions of the market. This is complemented by a package of further support from the MEC team to move the ideas forward.



Kickstarter Funding of up to £2000 is available to test your entrepreneurial ideas in the market. The opportunity is open on a

monthly rolling basis with the closing date on the last Friday of the month.

[Find out more and apply](#)

## MEC Kickstart BIG Programme 2021

Are you a student or recent graduate with an idea of how to tackle a real problem in the market? Do you want to learn more about how to develop your early stage idea into a start-up business?



This autumn MEC will be running a dynamic, cohort-led Business Ideas Growth (BIG) Programme in conjunction with GC Business Growth Hub.

This programme of 6 - 8 webinars will focus on the key elements of exploring your business idea helping you to think about things differently, shape and improve the value proposition and understand the next steps.

[Find out more](#)

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

## Spotlight on



## Innovate UK grant success for PreciousMD

Congratulations to Dr. Fatemeh Ameri, who has been supported by MEC through the Start-up visa scheme, on the recent awarded of an Innovate UK SMART Grant for her venture PreciousMD, which works at the at intersection of AI and medical imaging to develop cancer diagnostic technology.

The Smart Grant program funds game changing and commercially viable R&D innovation that can significantly impact the UK economy.

Fatemeh told us the Innovate UK award “*will be used on development of an image based companion diagnostic for prediction of response to EGFR inhibiting drugs e.g., Gefitinib (IRESSA), Erlotinib (TARSEVA). Our technology detects the eligible lung cancer patients by predicting the EGFR mutational status of their tumor using patients CT images. This omits the need for invasive, slow and expensive biopsy procedures and improves lives of lung cancer patients significantly*”.



### Joy and Joe baby®

One of MEC’s early Start-up visa endorsees and Venture Further winners Joy and Joe baby® have enjoyed continued success. The company was created by husband and wife team Mayor and Bisi Osundeko to radically rethink the way wraps carriers are designed and presented to customers.

Joy and Joe baby® have recently opened another logistic and distribution hub in St. Helens and been named in three consecutive years as the best buy for new mum in the

UK by the *Mirror* Newspaper. Currently number one best-seller on amazon, products have also won several awards including the prestigious BabyCentre “Love it Award” which is given to top-performing and most innovative pregnancy, baby, and parenting products – as identified by parents.

[Find out more](#)



## MishiPay Named Hottest Retail and eCommerce StartUp at The Europas

MishiPay, founded in 2015 by Mustafa Khanwala, have been named as the Hottest Retail and eCommerce StartUp at The Europas, the premier awards for Europe’s burgeoning tech start-up scene.

MishiPay empowers shoppers to scan and pay for their shopping with their smartphones, rather than wasting time queuing at the checkout. With MishiPay’s technology, shoppers can now use their own phone to scan the barcode on items and pay for them using a wide variety of payment methods, then simply leave the store.

[Read More](#)

## Research Highlights

The latest research from MEC's academic team

Kassandra Papadopoulou, Robert Phillips and Fatemeh Salehi Yazdi participated in the ninth European Conference on Education (ECE2021) in July, with a presentation [Evaluation of Face-to-face and Online Learning for Enterprise and Entrepreneurship Courses](#). Their presentation compared experiences of students and lecturers of the past year, when entrepreneurship courses at The University of Manchester had been delivered online for the first time, to identify areas of good practice and areas for improvement.

Matthew Mccaffrey's research focuses on the social and economic role of entrepreneurship. At the recent Institute of Economic Affairs THINK2021 event, his presentation [The Economics of Video Games](#) focused on video games a unique space in which to study economic behaviour and the many ways individuals work together, often without knowing it, to govern their social relations in digital space. This is also the theme of his new edited book *The Invisible Hand in Virtual Worlds: The Economic Order of Video Games* (Cambridge: Cambridge University Press, 2021).

## Events

### TiE Entrepreneur Series with Matt Little

**Thursday 16 September 2021 12:00 PM - 12:45 PM BST**

#### **Matt Little - The Way of the Tortoise**

Matt Little's book *The Way of the Tortoise* draws on what he has learnt from his own journey including almost 15 years in elite sport - and aims to equip people with a toolkit to succeed in life.

Matt Little has been working in elite-level tennis for over 15 years. He was an integral part of Team Murray for twelve years, leading Andy Murray's support team during 2016 which saw him win Olympic gold, Wimbledon and become world number one. More recently, Matt was integral in implementing Andy's successful rehabilitation from major hip resurfacing surgery, and in doing so



helped Andy to become the first professional tennis player to win a title with a prosthetic hip.

[Find out more and register](#)

## 'A Vision of the Future': Autonomous Vehicles

**Thursday 30 September 2021 5:30 PM - 6:30 PM**  
**(America/Chicago)**



A vision of the future is now becoming a reality. But the question still remains: is this an ambitious goal - of having half of all new vehicles sold in the U.S. being electric by the end of the decade? Will there be road and related infrastructure to really support autonomous vehicles?

This topic goes beyond the autonomous vehicles hype and is far more complex; everyone needs to understand the possibilities and potential pitfalls associated with this:

- What is the difference between an electric car and an autonomous one?
- Will people buy AVs? Can we afford them?
- How will this solve climate change, will it?
- Can the country's power grid handle the load?
- How do we address potential job losses in the auto and related industries?

And most importantly, how will all this affect you – the people, the businesses, and the entrepreneurs? What should you be planning for, where are the potential opportunities? How do you get ready for this major shift?

The discussion on this compelling subject with Dr. Rahul Razdan, an expert and thought leader in the Autonomous Vehicle Industry leading the research effort on AVs at Florida Polytechnic University, will be led by Satish Kambalimath, TiE Austin charter member, Founder and CEO of Predecir.



[Find out more and register](#)

## App-A-Thon (Virtual Hackathon)



**Saturday 2 October, 2021 9 AM - 5 PM  
CST**

App-A-Thon - a one-day virtual hackathon  
- an opportunity to be creative, design an  
app and showcase your ingenuity.

At the App-A-Thon, participants will  
spend eight hours creating something  
amazing!

You will be introduced to a global issue  
by subject matter experts, choose a  
challenge to address, using a fast-paced  
'hackathon' methodology, receive  
mentoring and feedback in generating an  
app showcase and integrated solutions,  
and present your app ideas to a set of  
judges for cash awards and recognition,  
all on the same day!

Teams can consist of 1-5 members and  
you will have approximately 3 hours to  
create something amazing!

[Find out more and register](#)



[Masood Entrepreneurship Centre](#)

[entrepreneurship@manchester.ac.uk](mailto:entrepreneurship@manchester.ac.uk)



To opt-out of future communications [click here](#)