

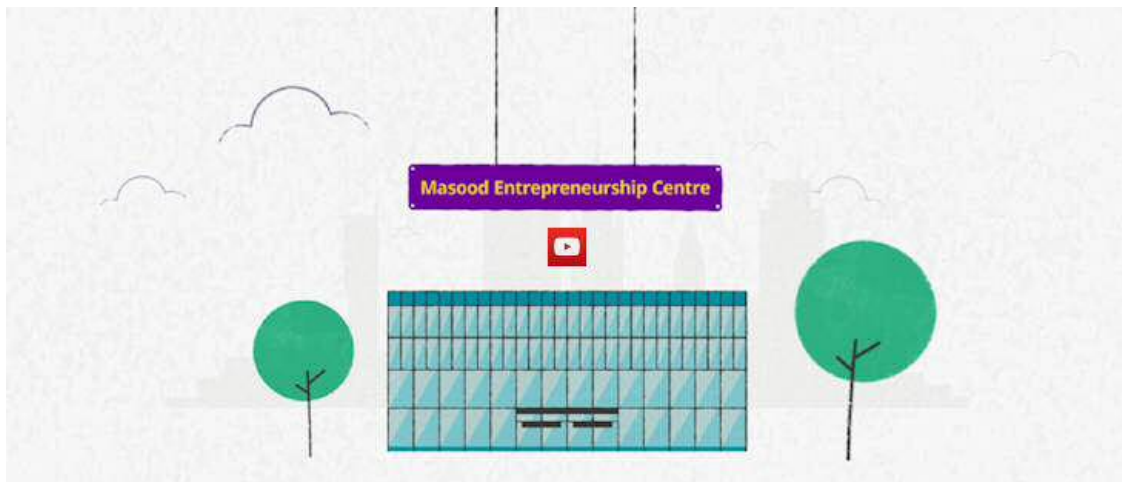
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Masood
Entrepreneurship
Centre

MEC Update

Issue 15 | 15 December 2021



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

MEC News

Winners announced for Bright Ideas 2021 student ideas competition



Bright Ideas is The University of Manchester's annual student ideas competition and is open to students from across the whole institution. Hosted by the Masood Entrepreneurship Centre, the competition is for students new to enterprise and entrepreneurship who are interested in learning more about spotting opportunities and generating new ideas, with the opportunity to win a cash prize to help take their idea forward.

From the many entries received, twenty finalists were selected from across all three faculties at the University to showcase their idea through a poster presentation. Ten winners were chosen and received prize money to take the first steps in exploring their own business.

[Find out more](#)

Rising Fintech Founder shares his experiences from student to CEO



Mustafa Khanwala, Founder and CEO of MishiPay shared his journey from Venture Further 2016 winner to CEO of a rising fintech company, revolutionising the shopping and customer experience, at an event in the Entrepreneurs@Manchester speaker series hosted online by the Masood Entrepreneurship Centre.

Mustafa's best advice for students looking to start a business is – Just do it! Don't fear getting started at a young age as you're able to fail more with less repercussions – giving young entrepreneurs more chance to learn and develop.

Mustafa reiterated that nothing anyone can do or say will matter as much as going out there and trying, failing and learning

yourself. Even if the first, second, third ideas are the wrong you – his best advice is just do it and don't be afraid to ask for help!

[Watch a Recording >>](#)

Think it, pitch it, do it: The Mancunion talks to winners of Pitch It!



Pitch It! is a student competition run by the Masood Entrepreneurship Centre (MEC) and the Students' Union working to provide funding for student-led events and activities.

The competition gives student groups an opportunity to secure funding to revamp or support their activities while practicing entrepreneurial skills.

The winners of this year's funding were Gigs and Bands Society and Barbershop Singers who both won £1000 and *The Mancunion* spoke to the societies about Pitch It and their plans.

[Find out more](#)

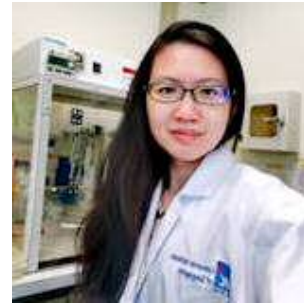
[Keep up-to-date with the latest MEC news here](#)

Spotlight on



Manchester scientist is working with the world's best doctors to develop a ground breaking early detection test for lung cancer

Dr. Na Yu (Cherry) Chia launched her medtech start-up ErleaDx, after her studies at the University of Manchester and was one of the winners of the 2021 Venture Further Business Start-up Competition.



Dr. Chia's pioneering work on a blood-based test to pick up lung cancer in its early stages is now attracting attention from the global scientific community.

She said: "This test is a game changer for the millions of people around the world who hear the devastating words 'you may have lung cancer' every year. The current test for lung cancer is expensive, not 100% accurate and involves invasive procedures".

"Our vision at ErleaDx is to make picking up lung cancer, in its early stages, as easy as a finger prick test at home."

ErleaDx's goal is to develop a handheld device for lung cancer detection which works in a similar way to glucose testing meters for diabetics. The company has developed a proprietary technology to detect microRNA biomarkers at the early onset of lung cancer.

[Find out more](#)



ClickMechanic co-founder named Small Business Entrepreneur of the Year at Great British Entrepreneur Awards 2021

Congratulations to Andrew Jervis, co-founder of ClickMechanic, who has been named as Small Business Entrepreneur of the Year for London at the Great British Entrepreneur Awards.

The Great British Entrepreneur Awards celebrate the best of British enterprise, inviting founders from across the UK to apply with their entrepreneurial success stories. The awards were judged by a panel of industry experts and leaders of influential UK businesses, including some of the prize winners from previous years.

ClickMechanic is an online marketplace where consumers can book a mechanic to fix or service their car, either at a garage or at home.

Andrew was supported through MEC and launched this venture in 2012 after completing the MEnt. Programme.

[Find out more](#)



Why entrepreneurs must not overlook the importance of mentorship and networking

Jonathan Styles, Senior Lecturer in Enterprise, contributed an article to Startups Geek, the online magazine for startup culture, digital creativity and entrepreneurialism.

The article discusses mentors and networking in the development of entrepreneurs, and the importance of learning how to interact with others, build relationships and seek out advice, which are all essential in getting a new company off the ground.

Jonathan is part of the team that delivers the University's new online [PGCert Entrepreneurship](#), which allows students to study part-time alongside their working life and learn how to take business ideas into practice.

[Read more](#)

Research Highlights

The latest research from MEC's academic team

Dr. Rob Phillips, Senior Lecturer at the Masood Entrepreneurship Centre, recently contributed an article in the *Journal of the International Council for Small Business* on comparing reward based crowdfunding campaigns in the UK and China. The article should help those project founders who are considering a crowdfunding campaign in either country to maximize their chances of success.

Events

MEC Momentum: How to do your own PR workshop

Thursday 16 December 2021 09:30–12:30 GMT



The MEC Momentum 'How to do your own PR' workshop will give you the skills and confidence to write successful PR for your business ideas.

This half-day online session will cover the following:

- What makes a story and how to spot them in your daily business routine;
- How the media works and what to do when approached by reporters/photographers;
- Top ten tips for writing press releases which always get used;
- Insider secrets about how to get your business media coverage.

The workshop will be fun and full of vital information you won't find in any marketing book or PR website. It is a mixture of presentations, discussion and practical hands-on training. Participants walk away with a simple toolkit of skills to get the best for their business out of the media.

[Register](#)

VFA Support Sessions

December 2021 - February 2022

Our Venture Further Awards support sessions have been designed to help strengthen your application to the VFA competition. Covering everything from developing your business model canvas to understanding your finances, these sessions will ensure your application has the best chance of winning that prize money.

[Find out more and register](#)



Enterprise Competitions

Merck Innovation Cup 2021

The Innovation Cup is an initiative for post-graduate students and young professionals in natural sciences, computer sciences, and business administration to attend a training program near Frankfurt, Germany, designed to support the professional development of post-graduate students interested in the pharmaceutical and chemical industry.



Postdocs and post-graduate students on their way towards a Ph.D. in biology, chemistry, physics, medicine, biotechnology, bioinformatics, computer sciences, data sciences, informatics, biochemistry, pharmacy, engineering or related fields are invited to apply. In addition, advanced MBA students or recent MBA graduates with an interest in the pharmaceutical and chemical business and a background in natural sciences are also eligible.

The participating teams have the chance to win the Innovation Cup award endowed with EUR 20,000 for the most convincing project plan, plus EUR 5,000 for the runner-up.

The application deadline is **31 January 2022**.

[Find out more](#)

Rice Business Plan Competition 2022

Applications are now open for the Rice Business Plan Competition.



For student founders, the competition offers real-world opportunities to learn what's required to successfully launch a new business. In addition to the substantial cash, investment and in-kind prizes, the heart of the competition is the mentoring from investors and experience entrepreneurs. Before, during and after competing founders and start up teams receive personalized, individual feedback.

During the event, start-ups network with potential VCs, other investors and high-calibre, experienced judges—the majority of whom are senior level investors, entrepreneurs and industry leaders.

[Find out more](#)

Young Entrepreneurs Challenge



This online competition is open to European entrepreneurs aged between 16-25 years who have fresh tech-led business ideas. The winner will claim a £10,000 Grand Prize, mentorship and a technology package to launch their business. In addition, they will also receive a ticket to attend the Global One Young World 2022 Tokyo Summit in Japan.

[Find out more](#)



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