

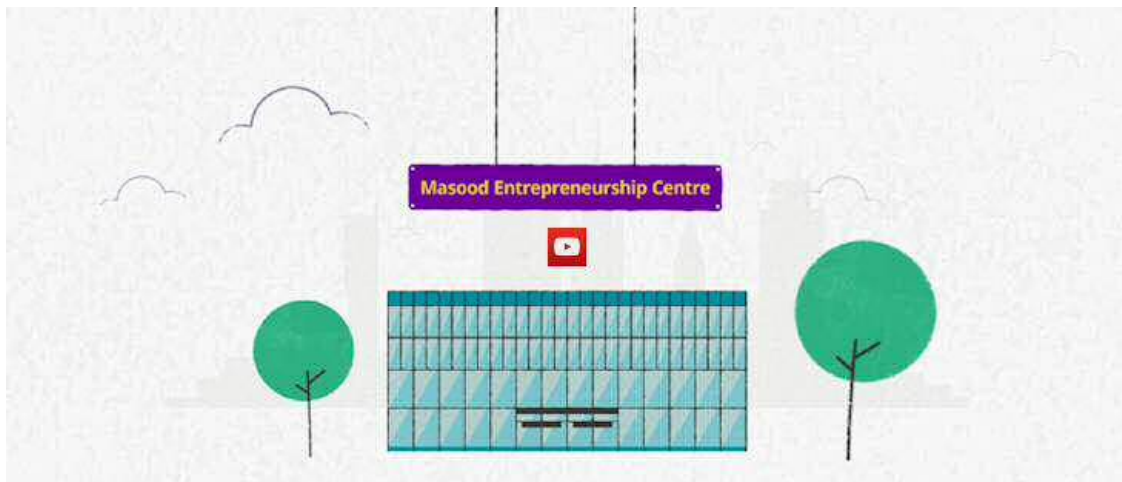
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Masood
Entrepreneurship
Centre

MEC Update

Issue 19 | 6 April 2022



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

MEC News

Bolton-born sneaker king talks about his new book developing one of the world's most iconic sports brands



Joe Foster, co-founder of Reebok shared his journey from working in the family business (J.W. Foster and Sons) to a family feud that gave rise to the iconic brand as we know it – Reebok!

Back in 1943, eight year old Joe won a 60 yard race (thanks to the family spiked running shoes) and he won a Webster's Dictionary. Little did eight year old Joe know, years later he would be scouring the pages until he found the perfect name for his sneaker company. Mercury Sports Footwear was founded in 1958 before changing its name to Reebok (rhebok; a small South African antelope) eighteen months later.

Reebok became a quick global phenomenon, reaching as far as outer space in *Aliens* in the form of alien stompers worn by Sigourney Weaver. Joe tells all in his new book *Shoemaker: The Untold Story of the British Family Firm that Became a Global Brand*. He joined Lynn Sheppard, Director of the Masood Entrepreneurship Centre, to discuss the Reebok journey and offer his best advice for young entrepreneurs.

Joe's words of wisdom for entrepreneurs is an important factor that many of us forget – have fun!

Entrepreneurs should learn, absorb and take risks but also have fun while you're doing it.

[Watch a recording >>](#)

FSE Innovation Academy - Researcher to Innovator (R2I) Programme 2022



Calling all aspiring entrepreneurs and innovators!

You're invited to join an exciting new training programme for aspiring entrepreneurs and innovators to trial and prepare business ideas for the commercial environment.

The programme aims to inspire and accelerate the translation of the knowledge created through your research into products, services or processes to deliver tangible benefit through a series of bespoke workshops and mentoring opportunities. The workshops will help you articulate your science and ideas by taking you through a lean start-up technology pathway to explore the potential of your idea. This will culminate in you pitching your idea in a Dragons Den style for the opportunity to win financial awards plus expert mentor support and onward access to places on regional and national accelerator programmes.

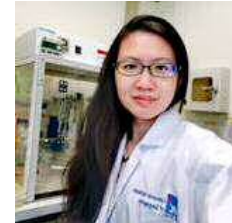
From the previous R2I programme cohort we awarded £30k to researchers to further their ideas. [Find out more](#) about the winning projects.

This is open to all individuals, or teams, of PGR students and ECRs (<5 years after graduation) who are working **within FSE and FBMH** on novel research and is ideal for anyone wishing to explore the commercial viability of their ideas. The programme is a blend of online and face to face practical teaching sessions, expert clinics and mentor sessions that will provide experienced advice and support from leading entrepreneurs and innovators. It will run over 10 weeks and you would need to dedicate around half a day per week to get the most out of the programme. You and your research team will benefit by gaining the tools, contacts and confidence to transform your idea into a successful business project or venture and bolster commercial development and deliver impact.

[Read more](#)

If you missed the opportunity to register for one of the R2I Introductory Sessions this week you can still participate. To obtain further details and watch a recording of one of this week's sessions, please contact Ralph Brown (ralph.brown@manchester.ac.uk).

Manchester scientist lands prestigious British Council UK Alumni award



The founder of medtech start up [ErleaDx](#) has won the Business and Innovation category at the [2021 – 2022 British Council Study UK awards](#).

Dr. Na Yu (Cherry) Chia, who is working with the world's best doctors to develop a ground breaking early detection test for lung cancer, beat off stiff competition to land the accolade.

She was presented with her award at a ceremony in Singapore earlier this month.

Dr. Chia has been supported by the [Masood Entrepreneurship Centre](#) on her enterprise journey after her studies at the University of Manchester. Her 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 is currently working on product development and clinical recruitment for the Mirlung Dx lung cancer detector and hopes to have a prototype available to UK lung cancer patients by 2023.

[Read more](#)

Evolutions of Capitalism

Congratulations go to MEC's Dr. Catherine Casson, Senior Lecturer in Enterprise, who has just published an edited book with



her colleague, Philipp Robinson Rossner, called *Evolutions of Capitalism, 1200-2000*.

This ambitious collection follows the evolution of capitalism from its origins in thirteenth-century European towns to its sixteenth-century expansion into Asia, Africa and South America and on to the global capitalism of the modern era.

[Read more](#)

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

Spotlight on



PreciousMD secures SEIS investment

PreciousMD, founded by Dr. Fatemeh Ameri, who has been supported by MEC through the Start-up visa scheme, have recently successfully closed the SEIS funding round. The investment was provided by SFC Capital and compliments the Innovate UK Smart grant secured last year.

PreciousMD works at the intersection of AI and medical imaging to develop cancer diagnostic technology. The funding will be applied to develop their first technology which analyses Computed Tomography (CT) images to identify the lung cancer patients who can benefit from getting targeted therapy.



TiE University Pitch Competition

Congratulations to three MEC supported entrepreneurs who competed in the TiE University Pitch Competition 2022 regional finals last week. Sophia Major, founder of [Iqolo](#), a winner in last year's [Venture Further Awards](#) in the Environment category, was the winner of the regional heat. Cherry NY Chia, ([ErleaDx](#)) and Abhishek Ghosh ([Praeferre](#)) were highly commended runners up on the day.

All three have now successfully qualified to represent the region at the [TiE Global Business Pitch Finals](#) in May, with the opportunity to compete for cash prizes worth \$100,000+.

[Read more](#)

Research Highlights

The latest research from MEC's academic team

MEC Senior Lecturer Dr. Kassandra Papadopoulou's and Prof. Jyoti Sinha's [paper](#) is available on Springer. The paper is proposing a novel smart online monitoring system for the oil and gas industry, enabling pipelines to be monitored online and reducing the risk of incidents and hence increasing safety.

Resource Centre



Why adaptability is key to the success of any business

Our latest Start-up Resource Centre blog features an event recording with MEC's Adam Frost and Jonathan Styles discussing why adaptability is key to the success of any business. They focus on two key topics:

- Why adaptability is the key to success for any business;
- How to be an effective change agent,

[Watch a recording >>](#)

Events

Momentum Finance Series: Session 3 - Bookkeeping and Taxation

Thursday 28 April 2022 10:00 – 11:45 GMT



This session will focus on Bookkeeping and Taxation covering, but not limited to, the following aspects;

Bookkeeping

- Importance of bookkeeping;
- How to do it and when.

Taxation

- Taxes;
- Rates;
- Deadlines.

[Register](#)

MEC Momentum: How to do your own PR workshop



Thursday 12 May 2022 09:30 – 12:30 BST

This free half-day online session will cover the following:

- What makes a story;
- What journalists want and how the media works;
- Top ten tips for writing a killer press release;
- Sharing insider secrets about how to get media coverage;

This workshop is for UoM students, recent graduates and staff and will be 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 out of the media.

[Register](#)



[Masood Entrepreneurship Centre](#)

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