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Masood
Entrepreneurship
Centre

MEC Update

Issue 25 | 20 September 2022

Empowering the next generation of entrepreneurs. This month our Faculty in Focus is Humanities..



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.

MEC News

Welcome to Manchester!

MEC will be welcoming new students this week. We will be at the AMBS Fresher's Fair on **20 September 2022** 1:00pm. – 4:00pm. in the Hive Event Space, third floor, Alliance Manchester Business School, Booth Street West. There will also be a MEC stand at the MUSU Fresher's Fair on **21 September 2022**, 10:00am – 4:00pm. in the Armitage Sports Centre, Fallowfield Campus, Moseley Road, Fallowfield.



[Find out more](#)

Student Enterprise Hub

As part of our ongoing collaborative project with MUSU, we have launched our new Student Enterprise Hub.



This area of the MUSU website will feature all the latest news, information, events and opportunities for current students.

For Welcome Week, the Hub includes a video with MEC Director Lynn Sheppard, in conversation with the MUSU Union Affairs Officer Samantha Bronheim, followed by a conversation with former MUSU General Secretaries Kwame Kwarteng and Melody Stephen, discussing what entrepreneurship is and its benefits to students and graduates. The video also then showcases the entrepreneurial journeys of three of MEC's 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.

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 Competition

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.

[Find out more](#)

Business Ideas Growth Programme – Applications now open!

Are you a University of Manchester 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.

To take part in the programme you must:

- be a resident in Greater Manchester (including term time addresses);
- have the right to work in the UK or set up a business in the UK (please let us know if you are on a specific visa i.e. Tier 4, and we can discuss eligibility with you).

[Find out more](#)

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

Spotlight on



Arcube

In their first year of trading, entrepreneurs Harvey Lowe and Prithveesh Reddy landed a digital asset deal with the national airline of the United Arab Emirates, Etihad Airways.

The pair launched Arcube to help large brands and sports teams enter the space of NFTs and metaverse, having spotted a gap in the market for an outsourced one-stop-shop service that came without upfront costs to the client.

The University of Manchester undergraduates signed a contract to produce a non-fungible token (NFT) collection with the global airline giant in the summer of 2022. Arcube has successfully sold out Etihad's NFT Collection, whilst building the brand a strong web3 community of over 10,000 members in a bearish market. Arcube is moving on to develop the world's first airline loyalty programme using NFTs.

Harvey and Prithveesh were awarded a MEC Kickstarter grant which contributed towards the development of the marketplace.

The Arcube founders also attended MEC workshops covering PR, tax advice, accounting and IP solutions.

As well as keeping the pair up to date on competition opportunities and events, MEC was able to offer practical assistance by providing space at MEC for business meetings and team briefings.

Arcube is currently in talks with several multi-billion brands to discuss their journey into web3, including GameFi, NFTs and Utility Tokens. The vision of Arcube is to view NFTs not for what they are currently used for (investments) but to utilise NFTs for the underlying technology - Harvey suggesting that "*many still don't understand the capabilities of NFTs*".

[Find out more](#)



Swipe right for your dream rental: How this Tinder-style app plans to help students

Harry Panter, founder of [Housr](#), describes his enterprise journey and future ambitions in an article on ProlificNorth.

A Manchester University graduate, Harry received a MEC [Kickstarter](#) award to develop his initial business idea for a a property management portal for student housing.

Harry describes his plans to make the house-hunting process as easy as going on Uber or Tinder for students.

[Read more](#)



Stella McCartney has launched its babywear range on rental subscription service Bundlee

The luxury fashion brand's babywear offering, ranging from ages 0 to 24 months, is now available to rent on Bundlee.

[Bundlee](#), the UK's first and most popular baby clothing rental subscription service, was founded by Eve Kekeh, one of our Master of Enterprise (MEnt.) research graduates, who developed 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.

[Read More](#)



Book Now - Researcher to Innovator (R2I) Programme 2022-3

A reminder that we have announced the call for participants on the next Researcher to Innovator (R2I) Programme.

This training programme is again open to all current research students and early career research staff from all three Faculties who may be interested in developing the knowledge created through their research into products, services or processes and exploring the commercial viability of their ideas.

So why not take your spark and your ambition and come along to one of the three online R2I Introductory Sessions in October?

[Find out more](#)

Resource Centre



Our Resource Centre is a vital hub of information for students, staff and recent graduates who aspire to start a business.

Here you can find all the information you need to guide you through the practicalities of starting a business, the answers to many common business dilemmas, expert documents that you can download free of charge and useful links to third party sources and organisations.

If you 'don't know what you don't know' this is the place for you!

[Read more](#)

Events

MEC Value Proposition Training Session

Thursday 29 September 2022

13:30 – 16:30 BST



Understanding the Value Proposition of your product is essential to make sure you are developing a product that is needed by the customer/end user and to convince your potential business development partners that the market opportunity is attractive and relevant.

The aim of this online course is to provide you with the skills needed to identify and understand the key value proposition of the product you are using as the basis for a new business.

[Register >>](#)

Developing an Entrepreneurial Mindset

Tuesday 11 October 2022

10:00 – 12:00 BST



An entrepreneurial mindset is the tendency to discover, evaluate and develop opportunities.

Cultivating an entrepreneurial mindset can help you achieve personal fulfilment and professional growth in various career paths.

The aim of this interactive online session, hosted by Dr. Laura Etchells, Enterprise Business Development Manager from the Masood Entrepreneurship Centre, is to introduce you to some of the practical skills needed to develop an entrepreneurial mindset including the concepts of opportunity recognition, creativity and innovation, initiative and self-reliance, and problem solving.

[Register >>](#)

Momentum Finance Series- Session 1 - Starting up

Thursday 13 October 2022

10:00 – 11:45 BST BST

Hosted by the Masood Entrepreneurship Centre and Sempas Accountants Limited these sessions, running throughout Semester 1, are designed to support University of Manchester start-up entrepreneurs navigate the world of finance.

The five event series of 90 minute online sessions is an opportunity to learn more about trading, profits, bookkeeping, cash flow and securing further funding.

This first session will focus on Starting up covering, but not limited to, the following aspects:

- Pre-start (i.e. test trading, funding position);
- Structuring your business (Sole Trader, Limited Company, Partnership, Social Enterprise);
- Registering the business;
- Filing, other responsibilities and obligations (i.e. legal and tax).



[Register >>](#)

Developing a Business Idea for the Creative Industries

Tuesday 1 November 2022

09:30 – 16:00 GMT

Alliance Manchester Business School

The University of Manchester



At this workshop, aimed at Ph.D. researchers, you will learn how to help creative organisations use their assets to create new opportunities.

Everyone loves the arts and creative industries – yet many cultural sector organisations struggle to make ends meet. To succeed, creative organisations must create products and services that strongly appeal to their audiences. At this one-day workshop, you'll learn how to help creative organisations do this.

This workshop will be interactive and will involve working on activities in small groups.

[Register >>](#)

Competitions

Bupa eco-Disruptive



Bupa is looking for start-ups with innovative projects in order to support them to develop successful businesses to improve people's health and the health of the planet. Bupa's goal is to find and support sustainable, scalable start-ups where Bupa can add value to their business or solution.

eco-Disruptive will see Bupa employees, entrepreneurs and start-ups come together to tackle some of the biggest challenges facing people and our planet's health today.

eco-Disruptive will run from September 2022 to December 2022.

[Find out more](#)



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