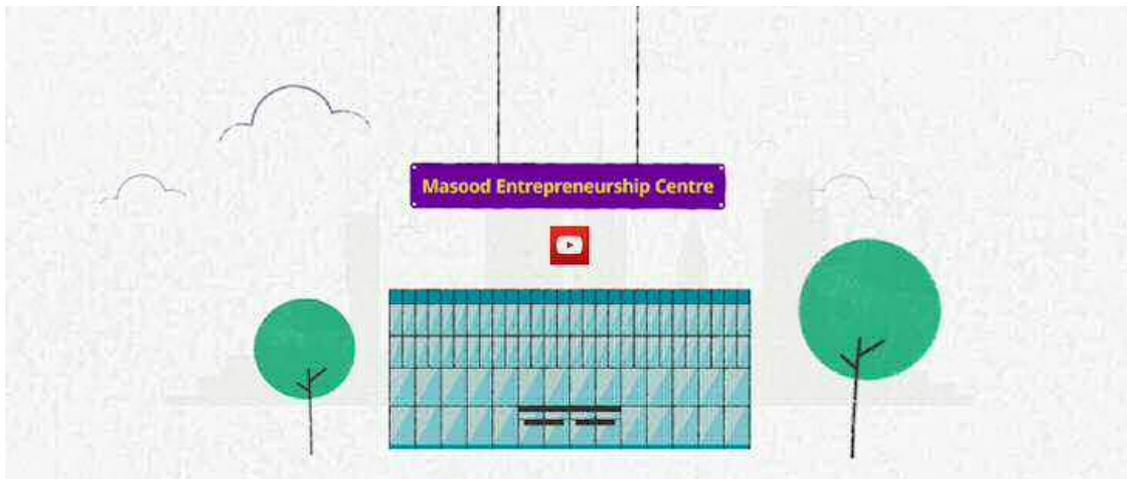

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Masood
Entrepreneurship
Centre

MEC Update

Issue 27 | 3 November 2022



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

Global Entrepreneurship Week 2022



Entrepreneurs@Manchester: Baroness Karren Brady CBE

We are delighted to reveal our celebrity guest speaker is none other than Baroness Karren Brady CBE, CEO of West Ham United Football Club!

Join our Director, Lynn Sheppard, as she goes in-conversation with Karren to understand her experience of being an entrepreneur. Touching on how to get into the entrepreneurial spirit and her top ten key ingredients to become a success, Karren will share the inspirational lessons she has learned whilst building her career and inspire you to take that next step in your career or entrepreneurial journey.

Karren Brady is Vice Chairman of West Ham United Football Club, a Peer in the House of Lords and features on BBC's The Apprentice. She is one of the UK's leading female business speakers, a best selling author, columnist and is a non-executive director of global media businesses.



Karren Brady is recognised as the first woman in football. She was Managing Director of Birmingham City Football Club from 1993 until 2009 and, during that time, turned the Club's fortunes around.

She took over when Birmingham City was in administration and, in her first year at the helm, the Club recorded a financial trading profit. In 1996 the Club made an overall profit for the first time in modern history and in February 1997 she launched the Club on the Stock market; Karren was the youngest Managing Director of a PLC in the UK. In October 2009 Karren sold Birmingham City FC for £82million.

This event will take place in G.003, Alliance Manchester Business School. It will also be live streamed to a secure Zoom link. When booking your place, please select either an in-person OR virtual ticket.

MEC Presents... Global Entrepreneurship Week 2022



MCR Makes Market

Monday 14 November

12:00 - 15:00 AMBS: Foyer

Kicking off Global Entrepreneurship Week, MEC is hosting its very first MCR Makes Market in the Alliance Manchester Business School foyer, highlighting some of the incredible product-based businesses arising out of entrepreneurial activities across the University of Manchester ecosystem. Come along and peruse an exciting array of products and do some early Christmas shopping for your friends and family.

[Register >>](#)



What the tech?!

Tuesday 15 November

12:15 - 13:30 Online

Do you want to be the next big tech entrepreneur with a business powered by technology and innovation, solving real customer problems? Join us for our online event to hear from some of Manchester's up and coming tech entrepreneurs. Get the inside track on what it means to be a tech entrepreneur, the highs and lows, barriers faced, and how to find that all important co-founder.

[Register >>](#)



Entrepreneurs@Manchester: Baroness Karren

Brady CBE

Wednesday 16 November

12:00 - 13:30 AMBS: G.003

We are delighted to welcome Baroness Karren Brady CBE as part of our activities for Global Entrepreneurship Week. Join our Director, Lynn Sheppard, as she goes in-conversation with

Baroness Brady to understand her experience of being an entrepreneur. Get your tickets now before they sell out!

[Register >>](#)



People, planet, profit

Thursday 17 November

12:00 - 13:45 Online

Do you want to know how to set up a social enterprise and ensure your passion and purpose create profits for social good? Then this event is for you. Join us online for this two-part event where you will discover what it means to be a social entrepreneur, how to set up a social enterprise and how to assess your triple bottom line – people, planet, profit.

[Register >>](#)



Mini Summit

Friday 18 November

13:00 - 14:15 Online

Here at The Masood Entrepreneurship Centre, we have ambitious plans for nurturing the entrepreneurial talent that will contribute to the growth of our city ecosystem, which includes the £1.5billion ID Manchester project. Join us online where our panel will discuss the essential role Entrepreneurship Centre's must play to create an atmosphere for young people to thrive as entrepreneurs and drive economic growth.

[Register >>](#)



Societies Supermarket

Friday 18 November

12:00 - 16:00 Manchester Students' Union

Join us for our society-led makers' market to buy unique and handmade goods in the SU Foyer! Come and browse our stalls to grab some early Christmas presents whilst supporting your SU societies. No need for a ticket, just pop along!

MEC News

ARC Pitch Funding brings us closer to achieving One World Together



A huge congratulations to Dr. Nicola (Niki) Banks from SEED who secured £45,000 for her One World Together social enterprise in the ARC 2022 Pitch Final. The Aspect Research Commercialisation (ARC) Accelerator is a national programme focused on turning social science research ideas into businesses or social ventures, with researchers from The University of Manchester supported by the Masood Entrepreneurship Centre.

Taking part alongside nine other finalists also giving their highly polished, professional pitches, Niki presented One World Together: a community for Global Citizens where you can enhance the impact of your charitable giving while engaging directly with the local communities and organisations that your funds support in the UK and low-income countries around the world.

[Read more](#)

If you're a University of Manchester researcher or academic within SHAPE disciplines, applications for [ARC 2023](#) are now open. For more information, please email us at entrepreneurship@manchester.ac.uk.

Entrepreneurs and Innovators: From the Middle Ages to the Modern Day



Dr. Catherine Casson (Senior Lecturer in Enterprise) has collaborated with Box of Broadcasts to create a playlist on the theme of 'Entrepreneurs and Innovators: From the Middle Ages to the Modern Day'.

The playlist reveals the secrets of successful entrepreneurship, using examples from the middle ages to the modern day. It demonstrates how exhibiting the entrepreneurial characteristics of risk, innovation and judgement can enhance a student's employment opportunities. Spotting opportunities, creating a marketing campaign and establishing customer loyalty are just some of the strategies highlighted.

[Find out more](#)

Bright Ideas



There is still time to enter our annual student ideas competition, [Bright Ideas](#) as the entry deadline has now been extended until **12:00 pm. on Thursday 10 November 2022.**

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](#)

Spotlight on



Entrepreneurs@Manchester: Ash Rust, Managing Partner @ Sterling Road

If you may have missed the live streamed event with Ash Rust last week, a recording is now available on our YouTube channel.

Ash is an entrepreneur turned investor. He is the Managing Partner of Sterling Road, a venture fund focused on pre-seed stage B2B companies. He was an advisor to Bullpen Capital and previously worked at Trinity Ventures. Ash has mentored hundreds of startups through accelerator programs including Y-Combinator, Techstars, Alchemist, and universities such as Stanford, UC Berkeley, and Oxford.

[Watch the recording >>](#)



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](#)



What are the benefits of University Business Plan competitions?

MEC Senior Lecturer Robert Phillips has contributed an article to *University Business* discussing University Business Plan Competitions and the funding and business development support they can provide, highlighting success stories from MEC's [Venture Further](#) competition.

[Read more](#)

Resource Centre



Social enterprise

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

We have now added a new topic area for [social enterprise](#). A social enterprise is a business that trades to tackle social problems, improve communities, people's life chances, or the environment. A social enterprise is a business, not a charity, that makes money and profit.

[Find out more](#)

Events

Business Finance Series- Session 2 - Pricing for Profit

Thursday 10 November 2022

10:00 – 11:45 GMT



Hosted by the Masood Entrepreneurship Centre and Paul Suchoparek, ex Finance Director of Adidas UK and founder of Sempas Accountants Limited, these sessions, running throughout Semester 1, are designed to provide a good understanding of key financial metrics to start and grow a business successfully.

This 5 event series of 90 minute sessions is an opportunity to learn more about trading, profits, bookkeeping, cash flow and securing further funding.

Whether you are already a start-up entrepreneur or interested in starting your own business in the future these sessions are for you.

This second session will focus on Pricing your products/services to make a profit covering, but not limited to, the following aspects:

- Knowing your market;
- How to price when selling many products;
- Pricing for service;
- Forecasting all revenues and costs;
- Techniques to adopt for good budgeting.

[Register >>](#)

MEC Market Research Training Sessions Part 1 & 2



The aim of this course is to provide entrepreneurs with the skills needed to both prepare and analyse market data that accurately profiles the scale of a given business opportunity.

Part 1: Tuesday 22 November 09:30 - 12:30

- Setting the scene

A brief summary of the different contexts where entrepreneurs typically generate and use market research.

- How to identify and rank applications for platform technologies

Some technologies do not have a clear application, or have so many it is hard to prioritise the important ones. This section

focuses on ways to identify and screen applications for a technology.

- The market research process

This section addresses how to generate good information when you don't have funding for an external expert and how to identify the key information required to make the right decisions to patenting, licensing and spinouts.

Part 2: Wednesday 30 November 09:30 - 12:30

- Market referencing

Market profiles are essential, but you also need to know whether or not there is any market pull for a technology; the only way to do that is to speak to key stakeholders (customers, end users) in the market. This section talks about how to identify key contacts, how to approach them and how to structure the telephone call or meeting to maximise the information gathered.

- An investor's perspective

Market research is often presented to an investor as part of a data package. This section discusses what they will want to see and how it should be organised.

[Register >>](#)



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entrepreneurship@manchester.ac.uk

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