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Bright Ideas

Shaping Bright Ideas into Reality

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Enterprise  
Business

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# Welcome

The Bright Ideas team at Newport believe in the importance of motivating and enabling individuals to develop the skills and attributes they need to create successful companies and/or to be enterprising employees. We want to help our students and staff to create jobs and businesses that will transform the economy of Wales.

Throughout this booklet you will see examples of how we have made a difference to the lives of budding entrepreneurs and have created 23 companies in the last year, 67 companies in the last 5 years, 52 of which are still trading. We also strongly encourage and support university staff to be entrepreneurial as well as embedding enterprise and employability skills into learning and teaching so that students are prepared for the world of work.

The Welsh Government has published its Youth Entrepreneurship Strategy Action Plan for 2010 -2015 which covers three delivery themes:

1. Engaging: Promoting the value of entrepreneurship to create opportunities and develop young people
2. Empowering: Providing young people with entrepreneurial learning opportunities
3. Equipping: Supporting young people to create and grow businesses

The Bright Ideas team works in partnership with other universities, colleges and business support agencies to deliver on these three themes. We are currently leading two major, all-Wales initiatives: The Enterprise Support Programme funded by the Higher Education Funding Council for Wales and The Continuing Professional Development (CPD) Hub for Wales funded by Welsh Government as well as being an active partner in the South East Wales Regional Hub.

Our goal is to help create jobs by maximising opportunities to create student start-ups and University spinout companies through providing effective entrepreneurship education and relevant business incubation facilities. I hope that this booklet inspires you to get involved, if so please get in touch with me or any member of the Bright Ideas team, our contact details are on the next page.

Wishing you every success



Karen Turnbull  
Project Director, Bright Ideas

*"Every individual we can inspire, that we can guide, that we can help to start a new company is vital to the future of our economic welfare"*  
**Ewing Kauffman, Founder of the world's largest entrepreneurship foundation.**



# Bright Ideas Team

We offer a wide range of services to enable individuals to unleash their bright ideas, obtain valuable support and realise their potential...

**Engaging** people through inspiring workshops, masterclasses and fun enterprise activities

**Empowering** individuals through the provision of opportunities to develop skills alongside entrepreneurs and leaders in the workplace

**Equipping** budding entrepreneurs with relevant business advice, office space and funding



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Over the last year, nearly 1,500 of our students participated in our enterprise activities!

## *Promoting the value of entrepreneurship to create opportunities and develop people*

### Dynamo Role Models

We find the best way to tell people about the real life experience of entrepreneurship is to let successful local entrepreneurs do the talking. The Dynamo Role Model scheme put in place by Big Ideas Wales supports over 365 business owners to inspire young people and increase entrepreneurial thinking across Wales. Dynamo role models are successful and active individuals from across Wales who are recruited to inspire, motivate and teach young people about the business world. Russell Britton, a Newport graduate who set up his own graphic design company, is a regular visitor at the University. Students at Newport particularly relate to him because he was once in their position and shows what kind of success they can achieve. Role models are just ordinary people who have done extraordinary things by believing in themselves and their ideas, and when students learn this they can be inspired to do something out of their comfort zone. At Newport, the Role Models play an important part in helping people find confidence and harness a “can-do” attitude in both their work and personal life. They draw out entrepreneurial characteristics in people that had no idea of what potential they have and ultimately tell of the reality of being their own boss: the highs, lows, risks but the incredible rewards.



*“Russell inspired me a huge amount, his workshop was fun as well as really informative and made me realise how successful a creative based business can be. The dream of being my own boss seems like a reality now”, Final Year Photography Student*



### Lectures and talks by inspirational industry experts

We regularly invite guest speakers, especially those from the local area, to come in and talk to students through lectures and discussions. Laura Tenison MBE, Founder and Director of hugely successful boutique maternity and baby wear company, Jojo Maman Bébé visited the University to give an inspiring talk to fashion students about being successful in the industry. Laura, an Honorary Fellow of Newport University visited the fashion studio prior to her talk and spoke to students about how the industry is developing and the skills they should develop. Laura has worked as a voluntary role model in schools and universities, giving inspirational and information speeches to women’s groups, business conferences and at networking events both in the UK and internationally. We look forward to hosting many more famous and engaging speakers in the near future!



## Enterprise Ambassadors

Each year we recruit Enterprise Ambassadors, which provides an excellent opportunity for students or graduates to undertake a placement with the Bright Ideas Team and gain highly valuable work experience. Our Enterprise Ambassadors focus on raising awareness and engagement in enterprise activities amongst undergraduates, through fun activities and competitions.

This year is the turn of Sean Hoare and Alex Hughes, whose varied backgrounds and knowledge bring an excellent dynamic to the Bright Ideas Team. Sean, a Photography for Fashion and Advertising Graduate enjoys designing marketing materials and coordinating events, whilst Alex, a third year Business and Economics Student founded the University's Enterprise Network and likes getting the students involved face-to-face. So far, Sean and Alex have coordinated the first of a series of Student Markets and competitions, implemented the Bright Ideas social media strategy as well as designing, developing and fully managing our first ever boot camp 'Concept', set to run in April. The idea impressed so much it has since been rolled out to other South Wales Universities!



Sean Hoare



Alex Hughes



## Global Entrepreneurship Week



Global Entrepreneurship Week is designed to help our students unlock their ideas, meet the challenges and opportunities of a global economy and ultimately raise awareness. Students benefit from a range of challenges, workshops and talks as well as support and advice from the Bright Ideas Team. Students face team challenges which include prizes of up to £500. The Innovation Challenge 'apprentice-style' task asks every group to work with the same object and find ways of creating as much value as possible from it.

*"Many of our students don't realise their own potential to succeed in business. The events we have put together as part of Global Entrepreneurship Week aim to give our students the confidence and self-belief they need to make their ideas happen",*  
**Emma Forouzan,**  
**Enterprise Manager**

A series of specialist workshops are held to help students research their market, build a market strategy and manage their business, as well as help and advice from past students who have gone on to turn their ideas into reality. The week culminates in the competitive Bright Ideas Den, giving entrepreneurs the opportunity to pitch for up to £1,000 to help develop their business idea. Start-up support organisation Centre for Business also visit to talk to students about the Welsh Government funded Graduate Start-up Support Programme, which offers free mentoring, workshops and funding for students and graduated interested in starting a business.

# Empowering

## *Providing people with entrepreneurial learning opportunities*

### Enterprise Support Programme

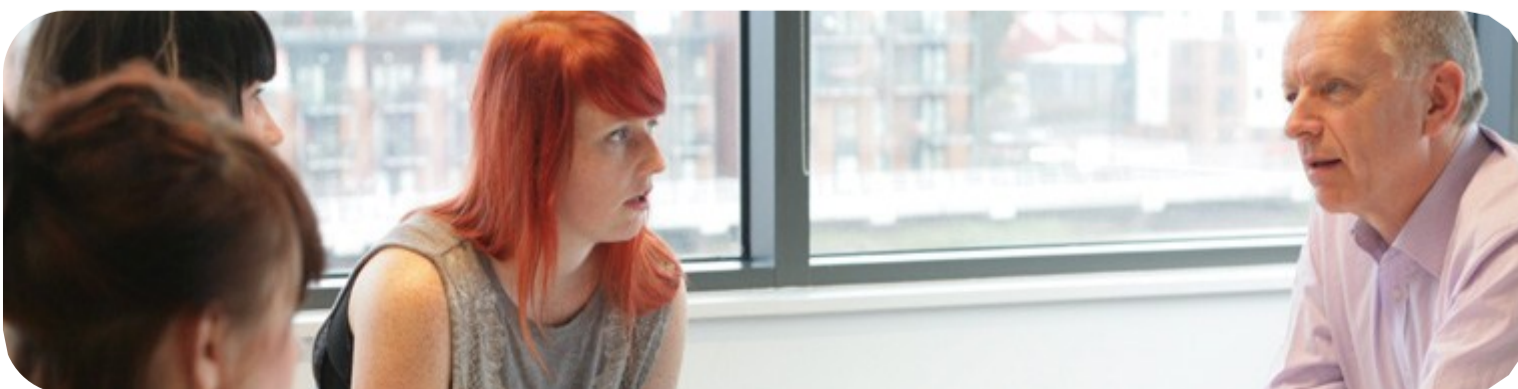
The Enterprise Support Programme is an exciting pan-Wales initiative led by David Willis. The three-year programme was launched in May 2012, and provides training in entrepreneurial skills to both undergraduates and graduates. One of the programme's distinctive features is that the support continues for up to five years post-graduation. This unique and highly successful scheme specifically focuses on those who wish to become freelancers or start their own business.

*650 students have attended workshops over the first 10 months of the programme*

*"I often find that students and graduates can have innovative and exciting ideas, but they don't know where to turn for practical advice and support as to how to get started. Problems can arise down the line that could so easily have been avoided with early intervention and advice. I spend a good deal of my time providing potential entrepreneurs with information on the nitty-gritty of running a business, which they simply haven't found anywhere else",*  
**Dave Willis, Enterprise Support Programme Manager**

The training takes two forms: firstly one-to-one sessions with highly experienced business mentors based within universities across Wales. Many people start up in business without having any sense of where they are heading. Often they see only the product or service that they are keen to develop and underestimate the need for planning. These one-to-one sessions help with all the important stuff that is sometimes forgotten, such as finding the right business structure and registering with the appropriate bodies. Students will also explore ideas and identify the skills needed to run an efficient and effective business. Secondly, there are workshops and seminars focusing on specific and very practical advice relating to being self-employed. Some of these workshops are run as part of professional development modules delivered within the curriculum, and others are available as extra-curricular sessions throughout the academic year.

The pan-Wales nature of this programme is very significant, in that it provides the opportunity for all of the Welsh universities to develop good practice in entrepreneurial skills training. This collaboration has been warmly welcomed by the Higher Education Funding Council for Wales (HEFCW) and Welsh Government as a significant contributor to the delivery of both the *Youth Entrepreneurship* and *For our Future* strategies for Wales. By working closely together, all the higher and many of the further education institutions in Wales are developing an exceptional resource for the country's future business leaders, and contributing significantly to its economic regeneration.



*Over 200 students have attended one-to-one business advice sessions!*

## E-venture

E-venture is a unique in-curricular programme which enables students to tackle exciting real-life projects across all disciplines. Designed to complement existing modules, the programme equips students with highly desired enterprise and employability skills. After successful bidding for funding from the Welsh Government, the online E-venture platform was piloted in 2012 with MBA, Masters and Fashion students and proved to be a big success. E-venture continues to develop in 2013 working with a wide range of students from a range of subject areas including Photography for Fashion and Advertising to Creative Sound and Music. The projects run for up to 12 weeks, during which the students create working teams. Projects are set by external organisations that recognise the essential skills and experience gained by students through curriculum based projects.



### A live project brief with leading automotive company Continental Teves

Business students gained excellent work experience and valuable employability skills, whilst helping Continental Teves UK Ltd save approximately £200,000 a year. The successful collaboration saw MBA and MSc students work alongside Continental Teves UK Ltd, a car parts manufacturer based in Ebbw Vale, to conduct market research to secure a contract for producing painted brake callipers in the UK. The group of

students studying the Managing Professional Practice module visited the site with five University staff members, where they were shown around the company's workshops and briefed on their live business projects. Currently, the company dispatch brake calliper components to Europe for them to be painted, but the company were keen to source a supplier closer to home for this process. The students formed two teams and undertook an evaluation of

Requests for Quotations (RFQs), before identifying the most suitable UK supplier and presenting their solutions to the company in the boardroom at the University's City Campus. Considering factors such as quality ratings, environmental standards, investment opportunities and automotive experience, they then provided a comparison of the total acquisition costs between suppliers. After six gruelling weeks of project work, the final presentations were the culmination of a highly challenging and rewarding experience for the postgraduates. The partnership wouldn't have been possible without Bright Ideas, who have introduced students to many private and public sector, social enterprise and voluntary, charitable organisations through e-venture, including Disability Sports Wales, Seren Group, Ally Capellino and Torfaen County Borough Council.

*"Our industry visit gave us first-hand experience of a company that prides itself as a world market leader. E-venture is a great platform for individual improvement but also for enhancing team work skills", Sheraz Ahmed, MBA student.*

*"Working with the e-venture students allowed us to move very quickly with the project. Their work highlighted considerable cost savings by relocating. It's refreshing and stimulating for the industry to work with higher education students, it gets our teams out of the rut that they normally work in and exposes them to different ways of thinking too",*

**Mark Langshaw, Managing Director of Continental Teves UK**



# Equipping

## Supporting people to create and grow businesses

*"We love being based alongside Bright Ideas - there's lots of scope for the young entrepreneurs to pick the brains of those Indycube associates who have been there, done that, and unsurprisingly, advice goes the other way too. The energy from the Bright Ideas team is great, and we do share the coffee, so everyone is a winner!!"*

**Mark Hooper, Founder,  
Indycube CIC.**

### Incubation space at Royal Chambers

The Incubation Space at Royal Chambers, above Newport Market, is where students' bright ideas can be developed into fully operational businesses, and graduate businesses can access on-going support. Centre Manager Chrissie Webber, who has over 30 years' experience in business management and development, is working to offer the next phase of business development support to students and graduates. They will have access to newly refurbished office space and hot-desks, business planning drop in sessions, one-to-one business mentoring, access to business funding and business networking. Chrissie is also currently developing a range of business development workshops run by local entrepreneurs.

### The Bright Ideas Den

The Bright Ideas Den is designed to give students and graduates the opportunity to develop a business idea, receive valuable feedback and secure investment. It is open to all undergraduates of the University, and uniquely, to those who graduated within the last 5 years. No prior business experience is needed to enter the Den; the only requirements are open mindedness, creativity and enthusiasm. Held five times throughout the year, it is a chance to try out business ideas and pitch them to a panel of friendly judges. The idea could be for a new freelance service or product, a social enterprise, or just a better way of creating or delivering existing products or services.



What's in it for students and graduates?

- A chance to explore ideas and gain confidence in them
- Provide hands-on experience of learning about business
- CV enhancement
- Develop more confident presentation skills
- Up to £1,000 to try out the idea

*"The Den is the ideal platform for any student or graduate wanting to start or develop a business. It gives them the opportunity to develop a business plan, pitch their idea to a panel, gain funding and get loads of practical support and on-going help"*

**Geraint John, Group Leader at Torfaen  
Economy and Enterprise**

If investment is secured, enterprises which fall into the science and technology sectors may also be able to receive free support and office space from the Springboard Innovation Centre, Cwmbran. Den winners also win an Associate Membership of the Institute of Directors, the UK's most influential and reputable network of senior business leaders. This gives them access to over 50 events each month across the UK, providing invaluable networking opportunities. They will also have invites to attend the Young Directors Form (YDF), which has been created to reflect the changing ways in which successful young people network.



## The Fairwood Trust Scholarship

The Fairwood Trust Scholarship began as a pilot project at the beginning of 2012 to support the development of our entrepreneurial graduates. It is fully funded by the Fairwood Trust, a South Wales based charity founded in 2008 to support individuals with talent, potential and ambition.

The scholarship we run funds up to five individuals a year, to a maximum of £5000 each.

*In the last two years we have secured £45,000 from the Fairwood Trust to fund scholarships for graduate start-ups.*

*The scholarship is paid as a bursary of £200 a week over 25 weeks*

The scholarship assists in the development of aspiring entrepreneurs, transforming them into confident business people. It gives those involved the opportunity to accept the challenge of launching their new ventures, safe in the knowledge that they have the support of an experienced business mentor who will guide and support the early stages of their development.

The scholarship supports individuals to develop their skills through a process of experiential learning in pursuit of the development of their own ideas. This structured support, provided by David Willis, Enterprise Support Manager, facilitates the cycle of conceptualisation, planning, experience, observation and reflection. This is supplemented with peer group activity to stimulate and enhance the process of building confidence. The scholarship is open to current students, recent graduates and alumni of the University.

*Each Scholar must submit a monthly report recording progress against agreed targets, and a reflective journal*



*"I was incredibly grateful to be awarded the funding as I was at the point where I was unsure if I could continue. The advice and support has been invaluable with regular meetings, master classes and workshops. The University really helped me get back on track as well as making me realise just how far I had already come".*

**Michelle Victoria McGrath, BA Fashion Graduate and Fairwood Trust Scholar**

*Simon is quite literally 'living the dream' having always wanted to be a film maker. The mentoring, training and £5,000 Scholarship has helped him buy better equipment for his business Odyssey Films, and thus opened up more opportunities for him to work on bigger projects. "Since I've purchased better kit my pay has tripled, the financial boost was a catalyst to me doing my first feature film". He has worked on feature films such as The Machine and many popular television series' like Merlin, Doctor Who and Sherlock",*

**Simon Davies, BA Film and Video Graduate and Fairwood Trust Scholar**



# Success Stories



**PHP Genie** was established in 2010 by Andrew Cargill and Daniel Lewis. They set up the web development and e-commerce business to provide online software, applications and tools for a wide range of clients. They received funding from Bright Ideas Den, and support and advice from the University, which has since become one of their customers! “We designed and developed the website for the Students’ Union, which we really enjoyed seeing as that’s where it all started for us”, said Andrew. The pair have since won the University of Wales’ Travelling Scholarship, an incredible achievement in just a few years.

**Angry Mango** was set up by Kate Killick and four other graduates in 2010 whilst studying a BA in Computer Games Design. The team’s innovative debut creation ‘Mush’ won a BAFTA Cymru in 2011, scooped top prize in international games development competition Dare to be Digital in 2010 which subsequently sealed them a deal with software giant Microsoft in July 2012! Microsoft released the game which is now available on Windows Phone 7. Kate states the support of the University played a huge part in the company’s success and is looking at how Angry Mango can continue forward as a sustainable business with support from the Bright Ideas Team.



**Zipline Creative** was set up by Rhys Waters and Nathan Macintosh in 2008, a year after graduation. The production company makes high end corporate adverts and programmes for television and radio, with past clients including Aston Martin, the Welsh Government and the BBC—with popular series Rhod Gilbert’s Work Experience among its varied portfolio. Their work has been shown in countries as far and wide as New Zealand and India. “We really benefited from the advice and financial support offered by the University”, said Rhys, “the icing on the cake after years of hard work was converting an old garage into a modern film studio, which really helped get the business off the ground”.

**Ryan Welch Photography** was established back in 2009, just as Ryan was starting his Photography for Fashion and Advertising degree. “It was absolutely fantastic to win funding in my final year, which came at exactly the right time, I was able to have the signage and marketing that I wanted, giving the right impression to potential clients straight away. Ryan has built an impressive array of clients who recommend him highly, and specialises in artistic Wedding and Portrait Photography. He made sure of making the most of the free support at the University, attending useful workshops and networking events to gain advice on the financial and legal aspects of running a business.



# Some of our Student Start-ups



BEK COCHRANE

ANASTASIA TAYLOR-LIND

PHP Genie



WE ARE HAIRY PEOPLE



RUSSELL BRITTON  
BRANDING & IDENTITY CREATION



CLAIRE  
ANDREW



JonesMillbank



FRIEZE  
ELLIOTT JAMES FRIEZE



RYAN WELCH



MICHELLE VICTORIA  
McGRATH



IVOR  
PRICKETT  
photographer

Our Start-ups

## **With thanks to our partners and supporters:**

Able Radio

Alacrity Foundation

Ally Capellino

Bearings West

The Centre for Business

Continental Teves UK Ltd

Disability Sports Wales

The Fairwood Trust

Higher Education Funding Council for Wales (HEFCW)

Indycube

National Council for Entrepreneurship in Education (NCEE)

Newport Council

Newport Gwent Dragons

Newport Unlimited

Seren Group

Springboard Innovation Centre

Torfaen County Borough Council

*“Bright Ideas provides a great platform for those with the energy, enthusiasm and creative business ideas to get support and confidence to develop their business concepts. It is a highly useful and rewarding service for those seeking to start or grow their businesses”*,

**Jason Smith, Bright Ideas Den Judge and Director of Bearings West**

### **Bright Ideas**

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