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I'm delighted to introduce our 12-13 Annual Review, highlighting another very successful year for the Scottish Institute for Enterprise. In an increasingly competitive environment, it is essential that Scotland’s students are given every opportunity to allow them to develop a wide range of attributes and truly compete in a global context. The services SIE provides continue to promote a vital appreciation of entrepreneurship and the importance of developing enterprise skills for a well-rounded CV.

Our competitions continue to produce high quality entrants from across Scotland, destined to make a valuable contribution to Scotland’s entrepreneurial future. This year’s winners included an innovative approach to plaster cast removal, and a new gesture-based platform to enable surgeons to “warm up” before surgery.

SIE is widely recognised within Scotland’s supportive entrepreneurial community to be uniquely positioned to support Scotland’s Higher Education Institutions and unlock Scotland’s student potential.

We continue to be grateful to the Scottish Funding Council and Scottish Enterprise for their confidence in our ability to achieve our vision.
SIE inspires Scotland’s students and helps them create rewarding futures.

Ending our 2012-13 session is both a time for reflection and an opportunity to celebrate our success over the last three year funding cycle.

SIE works closely with educators to provide students with inspiration and a chance to develop skills which they can use to start a new business, or take to an employer following graduation. Our highly motivated and passionate team is a major part of the success of SIE. We all want to help students unlock their potential and develop confidence and enterprise skills.

Supporting this are our enterprise competitions which are designed to take students from the very early stage of an idea to a viable business idea that they can continue with after university.

In 2012-13, SIE was asked to run the very first Young Innovators Challenge for the Scottish Government.

With a fantastic prize of £50,000 for five winning students, it garnered a lot of attention in Scottish media. During the course of the competition, the whole SIE team came together to provide a unique pathway of inspiration and development to support the entrants.

Our business advisors provide free one-to-one support to students who have business ideas which show potential, and our close links with other support organisations in Scotland means we can make sure that the students get access to all the help and support available to them.

We’re grateful to our funders for their continued confidence in us. There’s so much more we can do, and we have exciting plans for the future. Scotland’s students need us.
HIGHLIGHTS OF THE YEAR

SIE is the national organisation for promoting and supporting enterprise and entrepreneurship in Scotland’s universities. We run events, competitions and activities for enterprising students and graduates throughout the year. We have featured some of the highlights from 2012-2013 on the following pages.
SIE’s flagship competitions are designed to inspire and encourage students to try out their ideas and to become more entrepreneurial. The competitions also help to identify early stage businesses that are in need of support.

ENTERPRISE COMPETITIONS

WILD IDEAS

Wild Ideas was a new entry level competition that we introduced to encourage students to begin thinking innovatively. Students entered their idea for a new product, service or social enterprise for the chance to win £250 however they only had space on a postcard to describe their idea. The competition was run by the interns in each institution and 640 students submitted an entry.

NEW IDEAS

The New Ideas competition is aimed at students and recent graduates (up to two years) from Scottish universities who have a business idea and would like to explore the steps to turn it into a successful business venture. Participates do not need to submit a business plan or strategy to accompany their idea. The first stage of the competition is run locally in partnership with each institution and prizes of £100. Once the regional winners are announced, their ideas are submitted into the national competition which is organised by SIE.

There are six industry categories, with prizes of £500 per category and the overall winner also receiving £1000 of in-kind business support. Category winners are also automatically accepted into SIE’s annual Bootcamp, allowing them to further explore their idea. In 2012-13, 190 students entered New Ideas.

NEW VENTURES

New Ventures is aimed at students and recent graduates who have a well-developed business concept and are ready to take the next steps or who are already running a business or social enterprise that is no more than two years old. New Ventures helps participants to accelerate their plan for a business or social enterprise and help reach its full potential.

There are six industry categories, with prizes of £1000 per category and the overall winner also receiving £5000 of in-kind business support. All six winners are automatically accepted into the SIE’s Company Acceleration Programme to receive specialised and dedicated business support. In 2012-13, 39 participants entered New Ventures. Winners were announced at the SIE Student Enterprise Summit in March.
This year saw the launch of a brand new initiative which SIE was asked to deliver on behalf of the Scottish Government.

The Young Innovators Challenge sought to find the most promising new ideas from final year students with an ultimate prize of £50,000 available to up to six winners to develop their ideas further. This culminated in an awards dinner in July 2013 with 20 finalists and winners chosen in the following categories:

- Oil and Gas
- Renewable Energy
- Built Environment
- Textiles
- Food and Drink

The five winning solutions received up to £50,000 to develop their idea throughout their first year after graduation along with one year of business support to take their idea forward.

SIE are following the five winners throughout the year as they take the next steps with their idea with series of video updates. The videos are available on the SIE YouTube channel: SIEmedia.

Laura-Jayne Nevin | Edinburgh College of Art
A contemporary yarn boutique promoting wool and knitting to younger generations. The Wool & Co. brand has been specifically created to encourage, educate and support young designers. Student designers face a number of challenges sourcing luxury coned yarns, the materials favoured by designers and the industry. Wool & Co will directly address that issue and provide a means of obtaining the materials effectively and easily.

Michael Yin Shih Jie | University of Edinburgh
A new solution for combating microbial corrosion in oil pipelines. Oil eating microorganisms can damage oil drilling equipment by producing corrosive biofilms. Building on research undertaken during his studies, Michael’s research & development business will provide consultancy and microbial testing services to oil and gas companies. His company will produce formulations (a combination of bacteriophages, biofilm disrupting chemicals and polyphenols) that can disrupt the biofilm safely without impacting the environment or damaging the equipment.

Victoria Hamilton | University of Strathclyde
Victoria plans to create VH.Design, a university spin-out specialising in the design of user-centred personal protective equipment (PPE) using a new force reduction technology which she developed herself. Her first product is an innovative kneepad, the “raptor kneepad”, which she developed at university. It offers increased comfort, protection and greater flexibility than conventional equipment.
BOOTCAMP: 13

SIE hosted another successful Bootcamp for budding entrepreneurs in July 2013. The interactive, residential experience is purposely designed to help students and recent graduates develop their ideas and create a solid plan of action for their business. 24 attendees from across Scotland gathered at the University of Stirling for three days to participate in a programme packed full of exciting workshops and practical activities.

The core programme was assisted with presentations from SIE, members of the enterprise community and successful entrepreneurs who discussed current topics such as finance, networking and social media.

This year’s speakers included:
- Jane Ambrose | ISCO Inspiring Futures
- Norma Corlette | Communities Online
- Iain Edwards | Entrepreneurial-Spark
- Alan Mackie | Sandler Training
- Mairi Rudkin | Marks & Clerk

Participants received support and guidance throughout from SIE business advisors to help them build a firm foundation and prepare to continue growing their idea beyond Bootcamp. Many participants continue to benefit from follow-on support from SIE business advisors.

START-UP DAY

Start-up day is an exclusive workshop for entrants of the New Ideas (national phase) and New Ventures competitions. Entrants focus on improving and developing their idea as they work towards final submission and pitching to judges.

Industry experts are invited alongside SIE’s advisors to show participants how to develop and improve their ideas and ventures. Students learn how to communicate effectively about their business and pitch to a panel of judges. There are lots of opportunities for networking, where students can develop contacts and source potential advice or support for their idea.

Over 100 students attended the workshop during the summer in Dundee and left with strengthened ideas for their business idea or venture.
SIE’s annual Student Enterprise Summit took place on 13th March 2013 at The Assembly Rooms, Edinburgh. Over 200 students and educators joined SIE to celebrate entrepreneurship in Scotland, share success stories and come together as an enterprise community.

Students had the opportunity to hear from entrepreneurs who told their own real-life inspirational stories.

Nigel Eccles (FanDuel), Shaf Rasul (Dragons Den/ E-Net Computers), and Joe Gibbs (Belladrum Tartan Heart Festival/Rockness) were on hand to captivate the audience on the day. Tessa Hartmann (Scottish Fashion Awards, Hartmann Media) prepared an exciting, insightful cyber speech for the Summit attendees. Each speaker talked in depth about their own route into entrepreneurship, what challenges they faced, and what had initially inspired them.

The speakers were followed by SIE Young Entrepreneurs Panel who led a Q&A session. The panel of four were very relatable and provided an excellent interactive element to the day.

The competition winners from New Ventures and New Ideas were presented with their prizes on stage, as did the SIE Interns of the year: Tadas Labudis (University of Glasgow), Alice Rawthorn (University of Edinburgh) and Rachael Bews (UHI Inverness). Glasgow Business Club was recognised with a new award for 2013; SIE Student Society of the year.

Student entrepreneurs joined exhibitors from Young Scot and Marks & Clerks to promote their own products and services to fellow students and potential supporters. SIE actively used the Twitter Hashtag #SIEsummit2013 during the event to support students and members of the enterprise community who were not able to attend the summit in person.

Videos from the Summit can be found on the SIE YouTube channel: SIEmedia.
The competition finalists joined the SIE Interns, Regional Business Advisors and guests for an evening reception. The finalists were given an opportunity to pitch their business, network and build valuable links with fellow budding entrepreneurs. The evening was a relaxing and enjoyable experience and a great excuse to raise a glass and celebrate the collective efforts of student entrepreneurs, SIE and supporters from the enterprise community in 2012-2013.

All the winners on stage with their prizes

Fiona presents Think Fresh with their prize
The programme was delivered through a series of workshops with a strong focus on action, learning by doing and having fun. The programme was made up of three core workshops which replicated the steps that are required to start a new business;

**MODULE 1**  
Creativity & Innovation (Ideas Lab)

**MODULE 2**  
Creating value and crafting your opportunity

**MODULE 3**  
Planning your new venture.

Additional workshops covered topics such as effective leadership and business modelling.

Over 70 workshops were delivered as part of the Innovation Programme in 12 Universities across Scotland. Over 2,000 students attended and received valuable, practical experience to go alongside the knowledge gained through their studies. Students also learned how innovation can help them to develop an idea, start a business or be used in a graduate career.

Individual modules from the Innovation and Enterprise Programme were also individually tailored for specific degree courses within a University allowing educators to incorporate this into their existing assessment methods.
The 2012 – 2013 Innovation and Enterprise programme was designed to help students to develop their enterprise skills in a formal education setting.

Building on the 2012-2013 pilot, the programme is moving forward by increasing its focus on innovative thinking and the skills and mind-set that this involves. Students can use these skills to set up their own business venture or to demonstrate to a future employer that they are innovative and enterprising graduates.

These developments ensure that the programme can continue to address its twin aims of helping to develop graduate attributes and employability skills, and developing and skilling the future generation of entrepreneurs.

SIE owes a great deal to the educators who have helped to pilot and run the programme either within their curriculum or as part of their HEI's co-curriculum activities. Their feedback has been invaluable and SIE continues to develop the programme with their help and expertise.
The business advisory team heavily supported the Young Innovators Challenge with workshops held to launch the initiative, one to one support offered throughout the project and a 4 day residential Young Innovators Bootcamp help in Dundee for the finalists.

External trainers in the fields of accountancy, marketing and IP amongst other were brought into support the advisory team and finalists were also given time with relevant specialists from the Government’s Industry Liaison Groups and Scottish Enterprise to help evaluate and progress their ideas.

The final pitches were held in Glasgow in early July and judged by a panel of VCs and representatives from Scottish Enterprise.

The business advisory team will now commence mentoring the winners over the next 12 months ensuring not only that they maximise on the grant award but that they benefit from the extensive network of support contacts which SIE can call upon on their behalf.

In the same period we saw the culmination of a 4 year programme supported by Scottish Enterprise and the European Regional Development Fund which part funded the business advisory service offered by SIE to all students in HEIs and up to two years following their graduation.

In the course of this programme, targets were exceeded by more than 100% with regards to the number of students with ideas receiving consultations, the number of students starting a business and the number of patents supported through the Patent Fund. Over 770 students met with the Regional Business Advisers, 272 start-ups created, 29 patents were filed and a further 7 businesses given support with trademark applications.

A large number of students were also helped in the area of intellectual property through our self-patent workshop and advisory clinics which are supported by one of our sponsors, Marks & Clerk.
Our philosophy at SIE is to connect students with as many opportunities as possible which will help to propel their business idea forward. This may be through training, funding, networking, entering competitions and so many other endeavours. Amongst others, SIE-supported students have enjoyed successes with the Converge Challenge, Edge Fund, Edinburgh University Innovation Cup, Shell Livewire, The Pitch, NACUE Varsity Pitch, Royal Society of Edinburgh and Community Entrepreneur of the Year. Additionally we coordinated a team from Edinburgh University and Heriot Watt University to attend the prestigious MIT Global Founders Skills Acceleration Programme.

Support for a further three year programme to part-fund the business advisory service provided by SIE has now been offered by Scottish Enterprise and further funding is sought to augment this.
STUDENT INTERN PROGRAMME

In 2012-13, SIE placed an Intern in every Higher Education Institution in Scotland as well as two informatics Interns for the East and West regions.

The SIE Student Intern programme encourages peer-to-peer communication for student interaction and engagement as well as building key relationships with enterprise educators. The Interns are trained, mentored and managed by three Regional Intern Coordinators. At the beginning of the academic year, our Interns attended Training Weekend in Ardoch. The weekend allowed them to interact with each other and receive training in key areas such as pitching, social media, networking and event planning.

During the year the Student Interns have raised awareness of SIE across Universities in Scotland through stalls, local enterprise events, social events and joint ventures in Glasgow, Edinburgh and Aberdeen. The interns have also worked closely with enterprise societies or programmes where these are available in their institution. The SIE Student Interns were involved in over 480 local activities during the past academic year.

SIE encourage and assist Student Interns to develop their own skills to help increase their chance of employability. SIE Student Interns often start their own companies while they are interning or go on to create their own business after graduating. Previous interns have also gone on to secure places in prominent graduate schemes.
MEET THE TEAM

FIONA GODSMAN
Chief Executive

Fiona has nearly 20 years’ experience in senior global sales, marketing and business development roles in a number of pharmaceutical biotechnology organisations, including Q-One Biotech and Invitrogen. Prior to leading SIE, Fiona founded a specialist marketing consultancy, utilising her experience in the pharmaceutical and biotechnology industries. She serves on a number of advisory groups related to enterprise and entrepreneurship education, sits on the board of Enterprise Educators UK and is a member of the Entrepreneurial Exchange, ensuring that SIE plays a vital connecting role between academia and business within Scotland’s entrepreneurial ecosystem. Her role at SIE is strategic and operational, ensuring that SIE’s activities remain relevant, effective and supportive to both student entrepreneurs and academic staff.

EVELYN HYNAN
Office and Events Manager

Evelyn is heavily involved with the co-ordination of our key activities and events and has over 20 years’ experience in office, events and facilities management. She is the longest serving member of the SIE team, very knowledgeable about our competitions and support, and a resource the whole team relies on.

SCOTT MCKELLAR
Marketing Communications Manager

Scott joined SIE in 2010 and is responsible for SIE Marketing, including raising awareness of the work of SIE and sharing success stories. He is a Chartered Marketer and has held marketing positions in Global and UK-based organisations. His experience includes the bioscience sector, UK forestry industry and Scottish business community.

LAURA SALMOND
Marketing and Events Assistant

Laura assisted with the marketing activities during 2012-13. Since leaving University as a Law Graduate, Laura has worked in marketing and account management for an office solutions provider and owned her own business in the retail sector. Laura has also worked in management and PR for a company responsible for providing front and back office support to companies in the legal and financial sector. Laura left SIE in July 2013 to pursue another role in the enterprise sector.

ANN DAVIDSON
Enterprise Programme Director

Ann is responsible for SIE’s training activities and delivering a coordinated programme of activities to support students interested in entrepreneurship. Before joining SIE in 2011, Ann successfully developed training initiatives with the Institute of Chartered Accountants in Scotland and the WS Society, where she was Course Director for three years.
TOM MCGUIRE
Regional Business Advisor
Edinburgh & East

Tom has 15 years’ experience at board level as a director, general manager and executive coach. As a business coach with the leading global firm Shirlaws, and as an associate of the Scottish Institute for Business Leaders, he has worked with business owners and executives across a wide spectrum of industry sectors. He has a depth of commercial, supply chain and operations experience gained in the automotive and surface coatings industries.

LIZ MACKENZIE
Regional Business Advisor
Glasgow & West

Liz has a wide range of experience in Retail, Management Consultancy, E-commerce, Event Management and Property Development. Liz oversaw the successful and rapid turnaround of a family DIY store into an award winning business before launching e-commerce business wildfoods. She then went on to set up her own consultancy company delivering Strategy, Marketing, PR and Cash Raising to SMEs. Liz has a wide business network throughout the west having established and run two business clubs offering practical support and solutions to growing businesses.

DAWN SHAND
Regional Business Advisor
Aberdeen & North

Dawn is based in Aberdeen and looks after students in the North of Scotland, Aberdeen, Dundee and St Andrews. Dawn has over 20 years’ experience in business and has ran her own Marketing, PR and Business Development consultancy as well as working as an Account Director in a design and advertising agency and a Marketing Manager for a large commercial law firm. Most recently she worked with the Centre for Design and Innovation at Robert Gordon University on a project to encourage more innovative thinking in businesses in Scotland.

KIERAN SMYTH
Regional Intern Coordinator
Edinburgh & East

Kieran co-ordinates the SIE Interns in the Edinburgh & East regions. During 2013, Kieran’s role extended to work with head office to ensure that all of the interns are fully trained on what is expected of them. His time as a SIE intern and his experience in small business and enterprise youth networks makes him well placed to understand and guide our interns through the unique challenges and opportunities they will encounter whilst delivering the SIE message.

HELEN BOYD
Regional Intern Coordinator
Aberdeen & North

Helen worked with and coordinated the interns in Aberdeen & North during 2012-13. She is a founder and director of Working Language Ltd, a company which provides corporate language and cultural awareness training. Helen left SIE in July 2013 to pursue another opportunity.

DUNCAN ROSS
Regional Intern Coordinator
Glasgow & West

During the 2012-13 session, Duncan worked closely with the SIE Interns in the Glasgow & West regions ensuring they reached as many students as possible. In 2013, Duncan’s role changed and he began to provide support to Ann and SIE’s Innovation Programme. He left SIE in September 2013 to pursue a different opportunity in business training.
THE BOARD

PROFESSOR SIR TIMOTHY O’SHEA
Professor Sir Timothy O’Shea became Principal of the University of Edinburgh in 2002. A computer scientist, he is a graduate of the Universities of Sussex and Leeds. Professor O’Shea is a member of the Board of Scottish Enterprise, Vice-Convenor of Universities Scotland and Chair of the Joint Information Systems Committee (JISC). He holds a number of fellowships, including one from Birkbeck and the Royal Society of Edinburgh and an honorary degree from Heriot Watt University.

ANGELA MATHIS
Angela Mathis is a co-founder and Chief Executive of ThinkTank Maths Limited. Angela has 25 years’ international management and commercial experience in global, technology-based companies; PSINet, Lucent Technologies, Iomega and Imperial Chemical Industries. She sits on the ADS Scotland Council, where she represents Scottish SMEs and Innovation. She is a member of Scottish Science Advisory Council and The Entrepreneurial Exchange.

MICHAEL SCOTT MORTON
Michael Scott Morton is Jay W Forrester Professor of Management (Emeritus) at the MIT Sloan School of Management, and is a lay member of Court at Glasgow University. At the MIT Sloan School, Scott Morton teaches corporate strategy, is active in Sloan’s entrepreneurship offerings and is a non-executive member of several corporate Boards.

MIKE MCGRégor
Mike is an Associate Partner with Deloitte in Edinburgh and has been with the firm since 1994. During his career with Deloitte, Mike has held senior roles in key audit relationships of the firm including plc’s, multi nationals and private equity backed businesses and has undertaken a number of corporate finance advisory projects. Mike has spent time working in each of Deloitte’s Scottish offices which have enabled him to establish a strong network of business contacts and relationships.

MANDY EXLEY
Mandy Exley has worked in Education in England and Scotland for over twenty years. She is currently Principal of Edinburgh College, having been Principal and Chief Executive at Jewel & Esk College for over two years and Principal at UHI Perth College for five years. Mandy has served on a number of task groups in the Government and in Scotland’s Colleges’. She is currently serving in the current Government Change Team.

CHRIS VAN DER KUYL,
BSc(Hons), Hon DBA, FRSE, FRSA
Chris Van Duyl is Chief Executive Officer of brightsolid online innovation, one of the UK’s leading online innovators. It comprises of two divisions, brightsolid online publishing and brightsolid online technology. Chris is also Chairman of the Entrepreneurial Exchange, Tayforth group and 4J Studios, the developer responsible for Minecraft XBLA, the fastest selling and most successful Xbox Live Game in history.

PROFESSOR DOMINIC HOULIHAN OBE
Professor Houlihan has been the Vice Principal responsible for the University of Aberdeen’s Research and Commercialisation for the last 11 years. As well as serving on a number of UK and International Research Council Committees, he has been a champion for public engagement with science. In 2011 he received an OBE for services to public engagement.

JOHN KEMP
John Kemp is a Director at the Scottish Funding Council, responsible for outcome agreements with half of the university sector and all of the college sector as well as supporting mergers and collaborations. He has been with the Council in a variety of roles since 2000. Previously, John worked in local government and publishing. He has also taught and served on governing bodies in both the college and university sectors.
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Visit www.sie.ac.uk for a full list of enterprise events. Students and graduates can register their details to access additional resources and support.

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