CONTENTS

WELCOME FROM SIR TIMOTHY O’SHEA, CHAIRMAN 04
WELCOME FROM FIONA GODSMAN, CEO 05
HIGHLIGHTS OF THE YEAR 06
CASE STUDY 07
YOUNG INNOVATORS CHALLENGE 2015 8/9
CASE STUDY 10
BUSINESS AND INNOVATION SUPPORT 11
INNOVATION AND ENTERPRISE PROGRAMME 12/13
STUDENT ENTERPRISE SUMMIT 14/15
STUDENT INTERN PROGRAMME 16/17
SIE IN 14-15 18/19
MEET THE SIE TEAM 20/21
THE BOARD 22
I am delighted to introduce our Annual Review for 2014-15 and to report that the Scottish Institute for Enterprise has had a very successful year, reaching more students than ever before.

The services and support that SIE offers provide Scotland’s students and graduates the opportunity to develop skills that will help them compete in an increasingly competitive environment.

SIE’s competitions attract high quality entrants from across the country. We are seeing significant evidence that, for some, these are just the first important steps in a successful career as an entrepreneur that could make a considerable contribution to Scotland’s economy. This year’s winners include a device to monitor patient health and allow earlier intervention if there are problems, and an innovative design for a mountain rescue stretcher.

We look forward to following their success, and the success of all our winners, in the years ahead.

We are very proud of SIE’s role in the development of Scotland’s entrepreneurial ecosystem over the last 15 years, and that we continue to be seen as the go-to support organisation for both students and educators nationally. We are grateful to have the support of the Scottish Funding Council and Scottish Enterprise and their confidence in our ability to achieve our vision.
Our vision at SIE is for all of Scotland’s students to develop into innovative, entrepreneurial graduates, driving Scotland’s prosperity.

In 2014-15, we worked hard to ensure that we reached more students than ever before, to enable them to face the challenges of life as an entrepreneur or to enter the workplace in the 21st century.

We continued to build on our core activities such as our annual business competitions and the annual Student Enterprise Summit. These activities are supported by our Business and Innovation Advisors who are with students every step of the way through planning, launching and growing their businesses.

Our Innovation and Enterprise programme has also grown to deliver a record number of new workshops in universities and colleges all over Scotland to both students and educators. We’re proud to see such a high number engaging in a practical way with enterprise and innovation through our workshops.

This year, we were asked to run the Young Innovators Challenge on behalf of the Scottish Government for the third time. The competition once again focused on social innovation and both the SIE team and external judges were impressed by the high standard of entries. Many of the winners are planning to continue to develop their ideas intending successful business ventures, but also to make a difference to communities in Scotland.

Our team of talented interns continue to promote the work of SIE on campus and encourage fellow students to take part in our activities. They reached over 3,500 students in the last academic year and have forged excellent relationships with educators at their institutions.

Our involvement in the Scotland CAN DO approach ensures that SIE continues to be a vital part of the entrepreneurial ecosystem in Scotland. We continue to build and develop good relationships with universities, colleges and with other organisations to deliver collaborative support for all of Scotland’s students.

Next year, we have even more plans to support Scotland students to help them become the next generation of entrepreneurs. We’re grateful for the support from the Scottish Government, Scottish Funding Council, Scottish Enterprise, our friends in the entrepreneurial community and educators across the country.

Thank you!
HIGHLIGHTS OF THE YEAR

SIE is the national organisation for promoting and supporting enterprise and entrepreneurship in Scotland’s universities and colleges.

We work with local institutions to champion enterprise education and help their students start innovative new businesses. SIE provides free one-to-one advice, enterprise workshops and national business competitions. We want to emphasise to every student in Scotland that no matter what their degree is or current involvement with business, they can make enterprise an active part of their life and that they have the potential to be a successful entrepreneur.

We are firmly placed in the Scottish enterprise ecosystem and are part of the Scotland CAN DO framework to help create opportunities for everyone in Scotland. We’re really proud of the role we have played over the last 15 years in creating Scotland’s vital and exciting entrepreneurial ecosystem. Since its inception, SIE has introduced a number of important firsts for Scotland and continues to play a significant role; testing new initiatives and providing a core hub of enterprise activity & support in Scotland for students and educators.

We have featured some of the highlights from our work during the 2014-2015 academic year on the following pages.
Louis Schena & Chitresh Sharma graduated from The University of Strathclyde with Master degrees in International Marketing. They are now the Founders and CEO's of Swipii, an innovative digital loyalty program that customers can use at multiple local businesses. They launched in May 2014 and are working on their business full time.

Louis and Chitresh met during their one year course and started to develop an idea together for a website and app that would help students who were new to a city, discover which nightclubs to go to. The idea changed as they spoke to people in the industry but they always wanted to support local businesses.

“We realised that this idea could actually work for any kind of business.”

Louis and Chitresh secured investment from a local technology entrepreneur and set up their first office with help from Digital Enterprise Glasgow (DEG). In 2014, they won SIE's New Ventures Competition and were awarded £10,000.

“Winning the SIE New Ventures competition was a big help, it gave us great exposure, valuable new contacts and of course helped our cash flow, all of which helped get us ready for our beta launch.”

Swipii officially launched late May 2014 and was successful from the start. Within the first few months, thousands of users signed up and 45 local merchants bought into the program.

“After a lot of delays in launching our product, we learned that the product does not have to be perfect. There are a million things which we wanted to include to make it ‘perfect’ but continued to delay us so we focused on the core features in order to actually get the product into customers’ hands.”

Louis and Chitresh are continuing to expand Swipii with 70,000 users in 400 locations all over the UK. They are still based in their Glasgow headquarters but have added offices in London and Copenhagen. They have future plans to expand internationally.

“I really like the fact that you create your own working environment. We decide on what we want the office to be like, what we want our employees to be like. I really enjoy our waking up in the morning and knowing that I’m going to go and do something I like”.

swipiicard.com
The Young Innovators Challenge returned for the third year with a continued focus on social innovation.

On behalf of the Scottish Government, and as part of the Scotland Can Do approach, SIE invited Scotland’s students to submit ideas which address problems or opportunities related to one of three areas:

- Healthcare and wellbeing
- Green and sustainable energy resources
- Smarter communities and infrastructure

There were 267 complete online entries with 446 participants, which is a 25% increase from 2014. Entries were submitted from every university in Scotland, and a number of colleges.

152 students were selected in the first stage of the competition to win £100 and received an exclusive invitation to Innovation Weekend. David Duke, of Street Soccer, delivered an inspiring key note speech at the residential weekend and with the help of SIE, students were given tools to help explore their personal strengths and develop their innovative ideas.

For the second stage of the competition, the finalists were required to submit a two minute video pitch which was judged by a panel of experienced social innovators, Josh Littlejohn, co-founder of Social Bite, Susan Aktemel, director of Homes for Good and Graham Bell, chief executive of Kibble Foundation. The entries were judged on their social impact and viability as a sustainable business.

Graham Bell, Chief Executive of Kibble, speaking for the judges, said:

“The standard of entries was inspirational. There was both variety and depth. As a group of judges we felt it truly uplifting to see Scotland’s young people not only identify real business and social issues, but also to bring potential solutions to those problems.”

38 winners were chosen to receive up to £2000 each to work on their innovations throughout summer 2015 to reach a potential solution. Along with their prize money, each of the winners were invited to a three day Winners Bootcamp in Dundee. They attended practical workshops on key issues such as finance, pitching and IP. They also had the opportunity to hear from previous winner, Christopher McCann who has since gone on to secure £160,000 of funding.
The winning students will continue to be supported by our Regional Business & Innovation Advisors through a series of workshops over the summer which will wrap up with a special awards dinner in late August. They’ll also have the opportunity to pitch to a panel of judges for additional funding of up to £5000.

Examples from this year’s competition include:

- A team from the University of Strathclyde whose GPS app allows mobility impaired users to navigate more efficiently by recording disabled access routes which can be shared online for other people to use.

- A student from Queen Margaret University whose idea is to set up Scotland’s first ‘BorrowShop’ to encourage us to become more economical with our resources.

- A student from the University of Edinburgh who has developed software to improve the efficiency of Wind Turbines by acting on their control system.

### 2014 Winners: Where are they now?

**Christopher McCann – University of Dundee**  
Category: Healthcare and Wellbeing  
Snap40 is a wearable device that monitors vital signs and interprets data to prevent avoidable patient deterioration.

“Being a Young Innovators Challenge winner in 2014 has been instrumental in helping me take forward the snap40 concept to the point where we’re now looking to trial the wristbands in NHS hospitals in the next 12 months”.

“The competition provided fantastic support and guidance to the business. As well as it being a good opportunity to discuss ideas and problems, I developed a number of extremely useful contacts that have proven invaluable to my company.”

- Awarded £40,000 by Scottish EDGE  
- Awarded a SMART:Scotland grant of £100,000  
- Winner of SIE New Ventures Competition 2015

**Revive: Fergus Moore, Rebecca Richardson & Scott Kennedy - University of Strathclyde**  
Category – Green and Sustainable Energy Resources  
“Winning YIC 2014 gave our idea credibility”

- Top 30 in Converge Challenge 2015  
- Named Strathclyde Rising Stars 2015  
- Top 10 in the Santander Universities 60 Second Pitch Award

**Fern Sinclair - University of Edinburgh**  
Category – Green and Sustainable Energy Resources  
Fern is creating a biodegradable polymer that can have applications from manufacturing tents to helping stroke victims.

“The workshops that they put on just provided that thought process that was new to me coming from a scientific background. It allowed you to interact with, and network with others students, and just beginning to think like an entrepreneur, which I had never really done before.”

- Edinburgh University Bioquarter 2014 Runner-Up
Rachel Hanretty graduated from the University of St Andrews with a degree in English and French. She is now the Director of Mademoiselle Macaron; a Parisian cafe in Edinburgh which brings French macarons to Scotland. Rachel works on her business full time.

Rachel wanted to start her business when she returned to Scotland after a year of living in Paris. She felt like there wasn’t a good selection of macarons on offer in Edinburgh so started baking in her kitchen. She heard about SIE through the careers service at the University of St Andrews and got involved in the business competitions where she pitched her idea for Mademoiselle Macaron.

“There is no way I could have got as far as I have without the Scottish Institute for Enterprise and an advisor from my careers centre at my university”.

Although Rachel had always been entrepreneurial – she set up a jewellery company at the age of 13 – once Rachel graduated, she moved into a professional job within a political organisation and expected to be in an office environment for the rest of her working life.

After a short while, Rachel started to make macarons again in her kitchen. The business grew quickly from there until Rachel realised she could no longer juggle a part time job and her business. She then decided to commit to developing Mademoiselle Macaron full time

“The business has already come really far from something I started in my kitchen in my flat”.

Rachel started attended local food markets in 2013 and went on to launch her first café and patisserie in May 2014. Her online shop is proving successful especially with the new addition of specialised packaging which allows her to send macarons all over the UK. Rachel also holds regular macaron classes and is often producing macaron towers for weddings and other special occasions.

Moving forward, Rachel plans to build on her existing branding to add new products and offerings to Mademoiselle Macaron. She also plans to hold pop up stores to test new locations which she’d like to expand into.

“The best thing about being an entrepreneur is if you have a lot of ambition and a desire to make progress, no one is actually limiting the speed at which you do this”.

mademoisellemacaron.co.uk
Our team of three regional Business and Innovation Advisors have continued to support students and graduates to kickstart their ideas through another year of training, events, networking and mentoring.

The Scottish Entrepreneurial Academy (SEA) continued until the end of 2014 with two events and monthly e-newsletters. September’s workshop looked at how to build reputation via social and mainstream media. Adam Gordon of Social Media Search gave a live LinkedIn session. Our own SEA member, Blair Bowman, shared his story of how he built the global phenomenon World Whisky Day, armed only with a domain name, a Twitter account and a Facebook page. Graeme Cleland of The Big Partnership spoke on what it takes to get your company in the press. ‘Building your Business Profile Effectively’ took place in November. Kevin Parker from KKI Associates spoke about technology commercialisation and how to make an application for funding stand out. Norma Corlette from Communities Online spoke on how to effectively and efficiently network, both face to face and online.

In January 2015, SIE re-evaluated the SEA programme and is now moving towards an alternative programme called ‘SIE Entrepreneurs’. This new format will allow the advisors to target the right businesses at the right time and provide a tailored support package. The first of these events took place in June 2015. The SIE Annual Start Up Dinner. 30 entrepreneurs joined us in Glasgow for an evening of networking and discussion. They also heard from our CEO, Fiona Godsman, and had the opportunity to share what support they needed and what skills they wanted to share with other entrepreneurs.

Outside of events, our advisors have supported entrepreneurs through regular one-to-one meetings covering business plans, funding advice, guidance on intellectual property and more. Eight companies have been supported by SIE patent fund including two trademarks. A further 45 new companies have been created with the help of our Advisors. Winners from the Young Innovators Challenge 2014 were guided through the last stages of the competition and launch preparation with many of them enjoying great success with their social innovations. The advisors are once again supporting the finalists and winners of the Young Innovators Challenge 2015.

SIE supported entrepreneurs have gone on to raise an additional £936,000 from external competitions, grants and awards. There have been a total of 30 awards from Converge Challenge, Scottish EDGE, SMART:Scotland, Santander Universities Entrepreneurship Awards and more. We’re delighted to work with other entrepreneurial organisations and see evidence of young entrepreneurs using all of the support available to them to get their ideas up and running.

We are always delighted to hear of our alumni’s successes too; FanDuel (formally HubDub) worked with SIE back in 2008. This year they were awarded Unicorn status; recognition of market worth $1 billion and only the second in Scotland.

Blair Bowman, founder of World Whisky Day and winner of the Young Innovators Challenge 2013, successfully sold the company to Hot Rum Cow. He plans to stay on as a consultant while he pursues a new challenge.

Jack Hoy-Gig Ng, founder of Sansible, has been accepted into the RSE Enterprise Fellowship programme.

Michael Corrigan & David Kellock founders of Trtl signed a distribution deal with Dixons Travel. Their product has received attention from The Huffington Post and chosen as one of the top 10 best flight essentials by The Independent.
The workshops delivered are varied and the team work closely with educators to provide tailored content for both curriculum-based workshops and extra-curricular activities. Topics delivered this year include:

- Business Model Canvas
- Creative Leadership
- Disruptive Thinking
- Ideas Lab
- Innovation and Law
- Personality Poker
- Prototyping
- Team Building & Innovation

All of the workshops give students practical experience of innovation and how it applies to their area of study or interest. They can continue to use the skills whether they plan to start their own business venture or go on to secure a job after graduation.

As well as delivering one-off workshops, the team work closely with educators and other organisations on larger scale innovation events. The team worked in partnership with the Sports Innovation Challenge at the end of 2014 to create a new Ideas Lab focused on sport which we was delivered in a series of events arranged by Sporting Chance. We trialled the lab at Queen Margaret University with students producing high quality ideas. Subsequent workshops in Aberdeen, Dundee, Glasgow, Inverness and Stirling also had very encouraging outcomes.

At the beginning of 2015, we ran a workshop in University of Dundee’s Duncan of Jordanstone College of Art & Design (DJCAD) as part of a pilot initiative with Digital Health Institute (DHI). The goal was to bring together service design students and staff and consultants from the Ear, Nose & Throat outpatient department at Ninewells Hospital.

Attendees worked together on ideas for improving the outpatient experience and were then asked to submit a proposal as to why they should attend an exclusive two-day event in Edinburgh with NHS Scotland. Five students were selected to participate in sessions to explore ideas and attend the formal conference dinner.

“It was fantastic for everyone to have their input and for some healthy debate of conflicting ideas and opinions…I feel very honoured to have been selected to represent DJCAD and the University of Dundee but to have also represented SIE on some level too.”

In February, we ran a pilot workshop at the University of Edinburgh for Teaching and Learning staff from a variety of academic disciplines. We guided them through our trademark Ideas Lab, providing important teaching points within the materials. We are planning to make some of these materials available to educators in the near future for their own use under a Creative Commons licence.
Bootcamp

We hosted our annual student Bootcamp during June in the Enterprise Zone at the University of Stirling.

‘Bootcamp: Innovate 15’ brought together 25 students from across Scotland to participate in a four day residential event which developed innovative thinking and other enterprise skills through interactive workshops, practical challenges and inspiring seminars.

Five local social enterprises/charities challenged groups of the students to solve real business problems with innovative solutions. Enterprises included:

• Home Start  
• Start Up Stirling  
• The Cardboard Box Play Café  
• Stirling and District Women’s Aid  
• Good Green Fun

Students presented their ideas on the final day and the social enterprises took many of the ideas back to their organisations. Lucie Bull, Director of Good Green Fun commented;

“The standard of work and enthusiasm demonstrated by the students was exceptional and I really valued their ideas and input. I have taken a note of their email addresses, so that I can keep them updated on how we implement their recommendations in the future. I thought the whole event was brilliantly organised and I thoroughly enjoyed being involved.”
Since 2004, SIE’s annual summit has brought students and entrepreneurs from across the country under one roof to learn from established entrepreneurs, celebrate the success of new business ideas and inspire the next generation of entrepreneurs.

This year’s attendees heard from inspirational Scottish business leaders including Cally Russell (Mallzee), Alex Feechan (Findra) and Gary Millar (Parr Street Studios). We also welcomed previous New Ventures competition winners, Swipii, to speak to attendees about their journey since winning the top prize of £10,000 at the 2014 Summit. Each speaker finished their session with a Q&A session which attendees were very keen to participate in.

Attendees also had the opportunity to ask our employability panel what businesses are looking for in their staff and how enterprise skills are valued by employers. Expert panellists included Zarah Prior (BrewDog) Paul Atkinson (Par Equity) and Belinda Roberts (WeDo Scotland). The panel of three, hosted by CEO of SIE, Fiona Godsman, were able to provide practical advice in both employability and entrepreneurship.

Ten entrepreneurs who were shortlisted from hundreds of entries in SIE’s Fresh Ideas and New Ventures competitions were awarded prizes on stage ranging from £500 up to £10,000. The winners of New Ventures Competition were presented their awards by Sammy-Jo Gardner from the Bank of Scotland, who sponsored the competition. We also presented a new awarded for 2014-15, the Steve Broadfoot Award, to commemorate Steve who worked closely with the SIE on his business idea and passed away in 2014. The award recognised the competition entry with the most potential impact in the creative sector.

The final prize winners were the four SIE Interns of the year: Gillian Chivinge (University of Aberdeen), Laura Kadakovska (West College Scotland), Martin Nemecek (University of Stirling) and Michaela Hruskova (University of Glasgow).

We invited our partners from the enterprise community and SIE alumni to take part in this year’s exhibition which was focused on employability. We also facilitated areas for attendees to share their entrepreneurial needs and wants and exchange ideas.

Once the formal programme had ended, SIE hosted an evening reception for the competition finalists, SIE Interns and invited guests from the enterprise community at Le Monde Hotel. The competition finalists were given an opportunity to pitch their business in 60 seconds before networking alongside fellow entrepreneurs.
Competition Winners 2015

**Fresh Ideas Competition**
- Overall winner (£1000): Andrew Robertson (University of Glasgow/Glasgow School of Art: New Mountain Rescue Stretcher).
- Runner up (£500): Jordan Smith (Glasgow School of Art: New packing product).
- Runner up (£500): Michael Harkins (Heriot Watt University: Turtle Pack).

**New Ventures Competition** (Sponsored by Bank of Scotland)
- 1st Prize (£10,000): Christopher McCann (University of Dundee: snap40).
- 2nd Prize (£5,000): Victoria Hamilton (University of Strathclyde: VH Innovation Ltd - Recoil Kneepads).
- 3rd Prize (Joint winners, each receiving £1,000): David Hunter (University of Edinburgh: Shot Scope Technologies), Amanda Day (University of Strathclyde: All Day Designs).

**Enterprise Campus Award for Best Idea from Postgraduate Research** (Sponsored by Enterprise Campus)
- £2,500 and a package of support from Enterprise Campus:
  - Dr. Mallika Purukollu (University of Glasgow: SafeSpot).
  - Dr. Fiona Mitchell (University of Aberdeen: SafeSpot).

**Steve Broadfoot Award (£500)**
- Paul Morton (University of the West of Scotland: Band Together).
The SIE interns represent SIE in institutions all over Scotland. During 2014-15, there were 26 SIE interns working at their affiliated institution from September until April. They introduced over 3,500 students to SIE by organising social events, enterprise meetings, interactive workshops and local competitions. They also built a 7,000 strong following on social media to promote SIE’s activities and competitions. Through these activities, they encouraged students that entrepreneurship is for everyone, whether they planned to secure a job after graduation or start a business of their own.

In addition to our 19 partner universities, this year we introduced student interns to six colleges in Scotland. We worked closely with Bridge 2 Business to provide support to enterprising students and to lecturers who want to raise awareness of entrepreneurship in the classroom. We plan to develop this programme further in the coming year and bring additional colleges on board.

Our interns also build important relationships with educators from all departments. In the past, this has led to joint events, access to additional resources and provided fantastic opportunities to network. This year, SIE Interns took part in additional activities with Global Entrepreneurship Week, local TEDx events and Entrepreneurial Scotland Summit 2015.

Our interns are trained and managed by the Intern Coordinator, Kieran Smyth. The internship is designed to not only promote SIE but to allow the interns to develop new skills and gain valuable experience that will allow them to become successful graduates. Our interns have gone on to secure jobs all over the world and some now have successful businesses of their own.
193 Stalls held
69 Social Events
164 Lecture Shouts
62 Society Meetings

WHY BE AN ENTREPRENEUR?

Only way to set yourself free!
“Extremely valuable. Very applicable to my business and at the right time”

“Thanks for a great day. SIE is inspirational!”

“This week has clarified my next steps with my career/education. Life changing!”

“Amazing opportunity, great insight, really involving”
**SUPPORT**

£936,000
secured by entrepreneurs
who started with SIE

45
Companies started

8
Companies supported
by SIE patent fund

**COMPETITIONS**

Total prizes awarded
£115,000+

**EVENTS**

62
Enterprise Society
Meetings

180
Enterprise workshops

6000+
Student attendees

**COMMUNITY ENGAGEMENT**

- **Facebook** 2123 likes
  +28.5% since 2013-14

- **Twitter** 4120 followers
  +23% since 2013-14

- **LinkedIn** 788 contacts
  +40% since 2013-14

- **YouTube** 94 subscribers
  +13% since 2013-14

- **Wordpress** 2351 views
  +28% since 2013-14

- **Website** 39,079 views
  +13% since 2013-14

- **YIC Facebook** 1062 likes
  +60% since 2013-14

- **YIC Twitter** 1024 followers
  +22% since 2013-14
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.

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 January 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.

EVELYN McNAB
Office and Events Manager
Evelyn 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. She is heavily involved with the coordination of our key activities and events as well as being a friendly face for any visitor to the office.

MATTHEW GARDINER
Enterprise Programme Assistant
Matthew joined SIE in July 2013 as a Regional Intern Coordinator but moved roles in June 2014 join the Enterprise programme. He holds a degree in Sustainable Development from the University of St Andrews and brings with him his knowledge and experience of business development through his work with third sector organisations.

MARILYN ROBERTSON
Strategic Funding Manager
Marilyn joined SIE in May 2014 and is responsible for securing funding opportunities and developing strategic partnerships. She has small business management background along with 20 years’ experience in academic and commercial research in the Life Sciences field. Previously she worked as Director of Operations at the Scottish Stem Cell Network and accessed European and UK Government funding. Marilyn has also been a Trustee of UK Charity, British Society for Immunology.

DANIEL QUINN
Enterprise Programme Assistant
Daniel joined SIE in June 2014 to support the delivery of the Innovation Programme throughout Scotland’s Universities and Colleges. Previously Daniel worked within ENABLE Scotland’s employment department, co-ordinating a successful programme from within North Lanarkshires Additional Support Need Schools to support a diverse range of young people into employment.
SCOTT McKELLAR
Marketing Communications Manager
Scott joined SIE in November 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.

KIERAN SMYTH
Intern Coordinator and Trainer
Kieran co-ordinates all of the SIE Interns and ensures 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.

KIRSTIN HUTCHINSON
Marketing and Events Executive
Kirstin joined SIE in August 2013 and is based at the SIE head office. She is responsible for assisting with the marketing and events activities that promote the work of SIE. She has a degree in Fashion Marketing and has previous marketing experience within the UK IT industry and non-profit organisations in the USA.

ZSARA McEWAN
Marketing Assistant
Zsara joined the SIE team in January 2015. She assists with all of the marketing activities that promotes the Young Innovators Challenge. Zsara is a Design graduate from Glasgow Caledonian University with previous experience of researching enterprise and social innovation in a university environment. Her areas of interest include design thinking and data visualization.

TOM McGUIRE
Senior Business Innovation Advisor
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.

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DAWN SHAND
Senior Business Innovation Advisor
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.

JONATHAN TAIT
Senior Business Innovation Advisor
Jonathan joined SIE in June 2014 as a Senior Business Innovation in the Glasgow region. He is a qualified lawyer with an MBA and has experience with companies of all sizes in the private sector as well as academia and local and national government. Jonathan successfully run his own businesses and lectured in business management at University and College. He has particular knowledge and experience of the food and drink industry.
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.

CHRIS VAN DER KUYL

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, which is one of the world’s largest online family history companies, and brightsolid online technology, which provides the secure delivery of critical IT infrastructures. 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, during which his initiatives have increased the number of successful spin-out companies tenfold and continue to encourage new business generation. 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. Dominic retired from the SIE Board in October 2014.

GILLIAN MACAULAY

Gillian is the Managing Director of Strathclyde University Incubator Limited (SUI). She has helped nurture over 150 young businesses since 1990 and implemented a strong office and client support system. She recently launched a new Angel Syndicate, Gabriel Investments, to address the gap in the market of first stage funding for businesses, pushing them through an accelerator programme, to create disciplined, high value, growth companies.

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. Before working for the Funding Council he worked in local government and publishing. He has also taught and served on governing bodies in both the college and university sectors.

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. Mandy stepped down from the SIE board in December 2014.

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.

SIOBHÁN JORDAN

Siobhán is Director of Interface, The knowledge connection for business a pan Scotland programme to provide a central point of access for industry and commercial organisations to the world leading research in Scottish Universities and Research Institutions. Siobhán has a wealth of experience in supporting commercialisation, innovation and leadership in business and academia and is a member of the Scottish Funding Council’s Research and Knowledge Exchange Committee.

PROFESSOR STEPHEN MARSHALL

Steve leads a research team in Hyperspectral imaging at the University of Strathclyde as well as teaching at Masters and Undergraduate level. He also manages projects funded by a range of Government, Industrial and European organisation. He is the academic lead for the University of Strathclyde’s highly innovative Vertically Integrated Project (VIP) Program, bringing undergraduates from different years together with postgraduates and academic staff to address problems aligned with key research themes.