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I am delighted to introduce our Annual Review for 2015-16, which has been one of the most successful years in the history of the Scottish Institute for Enterprise.

This year has seen increased student engagement, more entries to our enterprise competitions, more take-up of our education programme in universities and colleges and, crucially, more successes for SIE alumni. Indeed, this year student entrepreneurs who have had support from SIE have gone on to secure over £2.2million in other competition prizes and investment, an incredible achievement.

Our vision is for all Scotland’s students to develop into innovative, entrepreneurial graduates best equipped to drive the country’s prosperity, and that figure is a powerful endorsement of our activities. What is also a continuing trend is that we are seeing many more young entrepreneurs using enterprise to improve local communities and tackle social issues.

But let us not rest on our laurels. There remains a lot of work to be done in Scotland to unlock the entrepreneurial potential of our students, and SIE is well positioned to drive this forward.
Since 2000, SIE has been helping to shape the entrepreneurial ecosystem in Scotland, putting in place the foundations of what has become a thriving and exciting environment for young entrepreneurs.

We’re very proud of the role we have played and continue to play in the development of this space.

Over the last year we have worked to develop our strong relationships with institutions and others in the Scotland CAN DO support network.

This culminated in June with our ‘Educational Journey of an Entrepreneur’ event, which we ran with Young Enterprise Scotland and Converge. The event was hosted by Mark Easton from the BBC and featured John Swinney MSP as our keynote speaker. It set out how we plan to work together to provide a seamless support service, and we will continue to seek ways in which we can streamline and improve the entrepreneurial experience for students.

Overall this has been another very successful year for SIE.

Our competitions continue to attract fantastic ideas from students all over Scotland with a record 1122 entries received in 2015-16. We also received more entries from college students than ever before. All of our competition entrants can receive help and support from our dedicated business advisors to develop their idea and take it further.

Tying in with the 2016 Year of Innovation, Architecture and Design, our ‘I’m an Innovator’ competition specifically sought ideas that would have social impact. The competition was judged by SIE alumni who were themselves social entrepreneurs.

On campus, our national team of student interns reached an impressive 20,000 students with their activities and continue to support enterprise engagement at their institutions.

Our Innovation and Enterprise team also ran a record number of workshops within colleges and universities, supporting educators, encouraging enterprising mindsets and teaching valuable enterprise and innovation skills to over 6000 students.

Positioned clearly at the start of a student’s entrepreneurial journey, we continue to help transform students into innovative, entrepreneurial graduates. Every year, SIE Alumni make waves in the business world, making headlines with their own ventures or turning heads as exceptional talented graduates.

We’re grateful for the continued support from educators, the CANDO community in Scotland and especially the Scottish Funding Council and Scottish Enterprise for their support in achieving our vision.

Thank you!

FIONA GODSMAN
Chief Executive

‘SIE provides support right from the start of a student’s entrepreneurial journey, helping to transform students into innovative, entrepreneurial graduates.’
Throughout the year, SIE has provided students with many and varied opportunities to become more innovative and to recognise how they can use their skills and knowledge to make a positive contribution to Scotland’s economy.

We are very proud of what we have achieved, in partnership with Scotland’s universities, colleges and our country’s entrepreneurial ecosystem.

This review is a chance to go beyond the impressive metrics and put our pan-Scotland activities more fully into context, with contributions from each area of SIE. It features some of the highlights from our activities in the 2015-16 academic year, as well as some specific examples of the amazing young people SIE works with every day.
MindMate are a team of four graduates from The University of Glasgow and The University of Strathclyde. The MindMate platform consists of three different apps: one for individuals living with dementia, one for family members and one specifically designed for residential care. MindMate is already making a big difference in the life of thousands of people worldwide and is now the fastest growing assistance platform for people affected by dementia. Gabriela, Patrick, Rogelio and Susanne work on their business full time and met SIE in 2015.

Patrick Renner, Gabriela Matic and Susanne Mitschke studied together at University in Vienna and then at Masters Level at the University of Glasgow. Patrick met Rogelio Arellano during the 2015 Enterprise Pathway Challenge at the University of Strathclyde. Strathclyde student, Rogelio was a source of inspiration to the team, having spent many years caring for his grandfather who suffered from Alzheimer’s disease. During this time, Rogelio and his family used various methods to assist in the caring process; however none offered an effective solution to patient self-management or carer support.

“The top benefit of being an entrepreneur is that you do so much more than what you would do in a corporate field. Here, we do everything, you wouldn’t get this in a more corporate environment.”

The team initially sought advice from The University of Glasgow’s Enterprise Manager, Marion Anderson who introduced the team to SIE’s Business Innovation Advisor, Jonathan Tait. He encouraged the team to enter the Young Innovator’s Challenge in 2015, which they went on to win. The £5,000 prize money allowed the team to kick off MindMate. To date, MindMate has been supported by SIE, Converge Challenge, Entrepreneurial Scotland and Ignite, one of the UK’s top accelerator programmes.

Currently, MindMate is the fastest growing assistance platform for those affected by dementia, with over 25,000 users, and working in partnership with healthcare providers, including the NHS. The next step for Susanne, Patrick, Gabriela and Rogelio is to conquer the US market. The MindMate story is a great example of young entrepreneurs using e-health technology to tackle a growing challenge facing the UK’s increasing ageing population with help from SIE.
Each of SIE’s competitions is targeted at ideas at a different stage of development. The first, Get Enterprising, encourages students to consider any idea that tackles a challenge that they might be facing in day to day life. It is judged by the local interns selecting a winner on their own campus and is a great way of getting students thinking about enterprise early in the academic year.

Fresh Ideas is for students with more developed ideas still at an early stage and with a very established and supportive competition process is widely recognised as THE national student competition for students at this stage.

Our most advanced competition, New Ventures, is designed for students and graduates with significantly developed ideas or businesses that have already launched within the last two years.

The monthly winners and highly commended entries from Fresh Ideas joined the shortlisted entrants from New Ventures at Exploration Weekend in Edinburgh University’s John McIntyre Conference Centre. This was an opportunity to work intensively on their ideas, challenge assumptions and prepare for the next stage of the competitions with the help of SIE advisors and Mel Sherwood from Grow Your Potential.

Following Exploration Day a final shortlist of entrants for each competition pitched to a panel of judges at the Melting Pot in Edinburgh with the final winners announced at the SIE Student Enterprise Summit in March. We would like to thank all of our competition judges for taking part in what was a very difficult selection process! Winning an SIE competition is, for many, just the beginning and we continue to work with them as they develop their ideas.

Thanks to our 2015-16 Competition judges

FRESH IDEAS COMPETITION

Geoff Leask (Young Enterprise Scotland)
Mike McPherson (Merks & Clerk)
Richard Davison (JCCA)
Graeme Cleland (Big Partnership)

NEW VENTURES COMPETITION

Carolyn Bird (Bank of Scotland)
Alan Feighery (Enterprise Campus)
Ailsa McDermid (Scottish Enterprise)
Jo Nisbet (Harper MacLeod LLP)

Recording breaking number of entries for 2015-16:

<table>
<thead>
<tr>
<th>Competition</th>
<th>Number of Entries</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Ideas</td>
<td>1122</td>
<td>+14%</td>
</tr>
<tr>
<td>New Ventures</td>
<td>1122</td>
<td>+27%</td>
</tr>
</tbody>
</table>

From 2014-15

<table>
<thead>
<tr>
<th>Competition</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Enterprising</td>
<td>+59%</td>
</tr>
<tr>
<td>Fresh Ideas</td>
<td>+14%</td>
</tr>
</tbody>
</table>
COMPETITION WINNERS

FRESH IDEAS COMPETITION

Overall winner (£1000)
Anna Renouf
UHI Inverness
An innovative new saddle design to improve the comfort and safety of horses.

Runner up (£500)
Ada Konkolska
Glasgow Caledonian University
“Meet the Locals” online streetwear platform.

Runner up (£500)
Andras Pal Danyi
University of Strathclyde
A new app to support social media creators.

NEW VENTURES COMPETITION

1st Prize (£10,000)
Sponsored by Bank of Scotland
Paul McGinley
University of Strathclyde
Pyramid WiFi

2nd Prize (£5,000)
James McIlroy
University of Aberdeen
Eurobiotix CIC

3rd Prize (£1,000)
Suzanne Mitschke, Patrick Renner, Rogelio Arellano, Gabriela Matic
University of Glasgow and University of Strathclyde
Mindmate

PG VENTURES AWARD

Sponsored by Enterprise Campus
£1,500
Corien Staels
University of Glasgow
Staels Design, with WheelAIR

INNOVATION FORUM ‘WHAT IF’ ACCELERATOR AWARD

Sponsored by Innovation Forum
£1,000
Alexander Enoch
University of Edinburgh
Robotical
The ‘I’m an Innovator’ competition was launched in February 2016 as a one-off competition to celebrate Scotland’s Year of Innovation, Architecture and Design.

With Scotland’s wonderful history of innovation and invention, SIE encouraged students to recognise that their own ideas can address problems and challenges facing people living in Scotland today. With particular focus on early stage ideas with a social impact, the competition process allowed students to develop their ideas more fully and give them the support they need to take it further. 114 entries were received in total between February and April, with 50 of the best winning £100 and moving forward in the competition.

During the competition process, they were encouraged to develop their ideas with assistance from SIE; attending Innovation Day where they worked intensively on their ideas, and preparing video pitches to make it through to the final stage.

23 finalists attended a special residential Bootcamp at Loch Lomond in June to prepare for the final pitching and the chance to win £1000. They worked on their ideas over the weekend, before making their final pitches to a panel of young social entrepreneurs; Fergus Moore & Scott Kennedy (Revive ECO), and Stephen Spiers (Studio2080, Power a Life).

The final winners of the ‘I’m an Innovator’ competition were:

1st prize: £1000
Alex Rollings & Alison Cunningham, University of Strathclyde
Winning entry: Innobox, which uses storytelling and problem solving to encourage a child’s interest in STEM subjects.

2nd Prize: £750
Glen McMurchy, University of Strathclyde
Winning entry: A new modular design for wind towers.

Third Prize: £500
Liam McMorrow, University of Aberdeen
Winning entry: A new device to help diabetics manage insulin dosages.

Highly Commended: £250
Simon Griffiths, Edinburgh College
Idea: A support package to help young people cope with renal dialysis.

Highly Commended: £250
Heather Guyan, University of Strathclyde
Idea: An innovative “ear defender” to support learning in special needs environments.

Highly Commended: £250
David White, University of Strathclyde
Idea: A new bodyweight fitness training product.
Liita Iyaloo Cairney is the Director of Kalitasha; a business developing a wide range of solutions to poverty-related health issues.

The company’s first product, Koree, will provide effective menstrual hygiene management. Liita completed a PhD in Global Public Health Policy at the University of Edinburgh. During her PhD, Liita visited her place of birth, Namibia, to collect research data in 2012. She had a chance meeting with the Prime Minister who directed her away from seeking a government job. Instead, he inspired her to develop a simple solution which would address an issue of poverty still present in Namibia such as menstruation.

When she returned to Edinburgh, Liita joined a three day training programme for PhD students, run by the university’s entrepreneurship programme, Launch.ed. The attendees were encouraged to look beyond research and explore the potential of entrepreneurship. Liita also attended an SIE CreAction Lab in Edinburgh; a supportive setting where students can work with a group of like-minded peers to move their business ideas forward and understand what they need to do next.

Liita began to combine her research in Namibia along with her knowledge and encouragement from support organisations to create Kalitasha in 2013. “Even though the idea was very early stage, they helped me develop from ‘what could I possibly do?’ to ‘ok, how do we develop this into a business plan that can get funding’.”

With help from Launch.ed, Liita developed her initial idea further and looked at how to fund the new business. Liita was a Royal Society of Edinburgh Enterprise RSE Fellow from April 2014 through March 2015. The fellowship included monthly training on how to run a business. “I began to realise that I could work on this full time because I learned so much. I realised that actually I could run a business and it was possible.”

Liita got back in touch with SIE Business Advisor, Tom McGuire in 2015 for support and was awarded a grant from the SIE Patent Fund. Her application for the international component of the UK patent for Koree has now been submitted. Liita continues to work with Tom and is undertaking an 18 month grant from Scottish Enterprise to develop the concept of her product further.

“I know it’s said often about believing in yourself but more than that, believe in your perception and your ability to analyse the world so you can make a difference.”
INNOVATION AND ENTERPRISE PROGRAMME

Our Innovation and Enterprise Programme is designed to inspire, empower and motivate students to develop an enterprising mindset and to ignite their confidence and capacity to be innovative thinkers.

Over the last academic year the programme has delivered over 200 workshops and provided over 6300 students with the opportunity be innovative. It’s not only about working towards setting up a new venture of their own, but also, importantly, working with real business challenges to understand how innovation can be found in existing business models, and why today’s graduate employers value innovative thinkers.

Our aim has been to inspire and develop the next generation of change makers to bring their strong sense of social and cultural awareness, civic responsibility and commercial and business acumen to these roles. A key design element of the programme is its flexibility, which has allowed students to experiment with both roles and enhance their knowledge of their options on graduation. It has encouraged them to consider new venture creation for the first time or to be clear and confident about their transferrable skills and their application to a range of industry sectors including SMEs and the public and third sectors.

FORMAT AND DELIVERY
The education team has worked in close partnership with academic staff to ensure that its workshops have provided effective and integrated learning interventions within the curriculum.

A number of cross disciplinary extra curriculum workshops and events have been delivered too. For example, ‘Designs on Justice’, an SIE partnership with Duncan of Jordanstone College of Art & Design and the University of Dundee.

A number of cross-disciplinary extra curriculum workshops and events have been delivered too (see page opposite).

In developing and delivering these workshops, the team worked with a framework it adapted and tailored according to institution, course discipline and level. This framework consisted of the following three stages, designed to ignite, build on and enhance the student’s skills and mindset.

At each stage, the team worked with core concepts, themes and processes enabling a flexible and tailored approach to its workshop design. It also allowed for integration and leverage of other SIE activities into the programme including encouragement to enter SIE competitions, attend boot camps or partnership events, or arrange a meeting with one of SIE’s Innovation and Business Advisers.

Events are designed to provide a wide range of triggers to ignite and support student interest in the role of entrepreneurship.

More information on our approach can be found in SIE’s Innovation and Enterprise Programme for 16-17 on the SIE website.
DEVELOPING KEY PARTNERSHIPS

It is important to give students exposure to real life challenges to help them develop their social and cultural awareness, business acumen and their ability to spot opportunities for new ideas. SIE has built partnerships with organisations looking for students to bring new insights to their challenges and to consider working within their industry sectors, even going so far as to want to change them.

The output from these and future partnership events is being distilled and curated for our new Inspiring Impact Hub, designed to stimulate ideas for educators and students looking for inspiration for ideas, class projects and research.

The three examples below were very successful and SIE is exploring further partnerships across Scotland.

**Digital Health & Care Institute (DHI)**
Students contributed to industry innovation events in key areas including the future of smart care in the home and health & social care integration. Students have been able to link their experience of these events to their projects, dissertations or research interests and to share their experiences across their institutions.

**RNIB Techshare Europe 2015**
Over 30 students from across Scotland took part in a 2 day live innovation lab to create new ideas to empower blind and visually-impaired people to play an active and fulfilling role in society. The students met with focus groups on site, developed and tested early prototypes with some of the delegates before pitching their ideas to the conference delegates in the main auditorium.

Over 40 students are taking part in Techshare Europe 2016.

**Designs on Justice**
This partnership brought together students from the University of Dundee Law School and Duncan of Jordanstone College of Art & Design, community representatives and policy makers to explore new ways for the criminal justice system could work to better the needs of communities in the city. Its outcomes were showcased at the City’s Design Festival in May 2016 and was promoted in the press as one of the top five events to attend.

By bringing together these different perspectives, SIE generated fresh insights and solutions.

“Seeing all those young talents sharing their ideas and products and the support that they receive to develop them further had a very strong impact on me. There are people out there who will help me!”

“I was genuinely surprised when my team was approached after our pitch by someone who absolutely loved our idea and wanted to buy the product as soon as possible. It showed me that a small innovation can impact someone else’s life tremendously.”

“It’s easy to be closed-minded…. at my table is an interior designer, a man from the council and a man who has his own a design business. It’s taking me away from my legal and analytical mind.”

“Administrator, law school, University of Dundee
Our team of three regional Business and Innovation Advisors have continued to support students and graduates and kickstart their ideas through another year of training, events, networking and mentoring.

The SIE Entrepreneurs programme provided a tailored package which allowed the advisors to target the right businesses at the right time, with three Masterclasses and two Meet the Entrepreneur networking dinners.

The first Masterclass, ‘Getting noticed... for all the right reasons’, took place in November and focused on how social media and PR can be used to build businesses. Three industry experts, Graham Cleland (The BIG Partnership), Adam Gordon (Social Media Search) and Gordon White (Fatbuzz), shared their expertise with attendees.

‘Bringing your New Product to Market’ took place in March. SIE Alumni Rebecca Pick (Pick Protection), Liita Cairney (Kalitasha), and David Kellock (TRTL) each spoke about their entrepreneurial journeys and took questions from the members. All three are doing exceptionally well and the students benefitted enormously from hearing about their experiences. They were supported by three speakers who gave a range of talks and practical advice for students with product-focused ventures; Richard Gibbs (Marks & Clerk), Stephen Moore (Scottish Enterprise), and Kevin Parker (KKI Associates).

The final Masterclass of the academic year took place in May. ‘Building Value in your Business & Financing Growth’ concentrated on the funding available in Scotland, how to run a successful crowdfunding campaign and how to make a business investment ready. Three SIE Alumni took part in a special panel to talk about their crowdfunding experiences; Dekko Comics, Growler Beers and Retromixer. They were supported by three guest speakers, Steven Hamill (Scottish EDGE), Gavin Larder (Scottish Enterprise) and Jock Millican (Equity Gap), who provided additional information about what funding opportunities are available.

Networking is also an important part of growing and developing as an entrepreneur. To facilitate this, we ran two Meet the Entrepreneur dinners over the year.

The format allowed for a guest speaker with plenty of discussion and networking. The first took place in September and Blair Bowman talked about his journey with World Whisky Day, from starting it with the help of SIE’s Young Innovators Challenge competition, to eventually selling it for a six figure sum. The second dinner took place in February, Alison Grieve of G-Hold talked about the success she’s had with the famous non-toppling Safetray. Her first patented invention, it is now used in 20 countries around the world. Alison spoke about bringing products to market, manufacturing in Scotland and funding.

In addition to the events, our advisors have continued to support entrepreneurs through regular one-to-one meetings and coaching, funding advice and guidance on Intellectual Property. Eight companies have been supported by SIE’s patent fund including two trademarks. The advisors have also helped create 44 new companies over the last year.

An important role of the advisors is to support SIE’s competitions. Once again, the winners of SIE’s core competitions and the new I’m an Innovator competition were guided through the competition stages by the advisors and given lots of help and advice with their entries.

SIE’s supported entrepreneurs have enjoyed tremendous success in the last year. They have raised an additional £2.2million+ from external competitions grants and awards, from Converge Challenge, Scottish EDGE, Santander Universities Entrepreneurship Awards and many more. Positioned at the beginning of the pipeline, SIE is delighted to watch our alumni progress and develop within Scotland’s ecosystem.

There were some notable alumni wins in the last year:

Christopher McCann (Snap40) won SIE’s Young Innovators Challenge in 2014 and New Ventures competition in 2015. He has successfully secured a six-figure contract with NHS England SBRI initiative. They are one of only two Scottish companies ever to be awarded such a contract.

Abesh Thakur and Varun Nair (Two Big Ears) secured a deal to be bought over by Facebook for an undisclosed sum. The pair will continue to work with Facebook to deliver the best VR audio available.

David Hunter (Shotscope) has received £415k investment for his golfing aid which is continuing to get lots of positive attention in the media. David was a New Ventures competition winner in 2015.
The intern programme serves two very important functions for SIE. Firstly it is our way of entering the student world. Our interns are our face on campus. They help us to show students that entrepreneurship is not only relevant to them but that any student can become involved. Through peer to peer interaction and engagement, our intern programme helps us to find the most talented, the most ambitious, and the future innovators and game changers in Scotland’s Higher and Further Education Institutions.

In addition to helping SIE, our interns have also helped other support organisations to reach Scotland’s students by providing information on bodies such as Converge challenge, Bridge to business, Enterprise Campus and many more. This year saw the introduction of Senior Interns; previous interns who work with the programme manager to help the Interns achieve as much as possible. In 2015-16, the intern team organised 348 social activities (including movie nights, field trips and guest speakers), delivered 331 lecture shouts and held 303 stalls in universities and colleges across Scotland. In total the intern programme reached 21,475 students through these activities.

The second function of the Programme is to act as a leadership development programme for up and coming talent within each university. Our interns receive training on skills such as marketing, events, presentation, engagement, leadership and many others. Through team work and on the job learning they learn many more core skills which make them highly employable upon graduation. All this is complemented by a carefully designed individual assessment and professional development portfolio resulting in a three pronged approach to creating entrepreneurial leaders of tomorrow.

Our interns work across all 19 Higher Education Institutions in Scotland and many Further Education institutions. Throughout the year they collaborate within their institutions with enterprise hubs, careers services, academic staff, clubs and societies and many other university related organisations to deliver the enterprise and employability agenda to Scotland’s students. Through collaboration and teamwork our interns help SIE and the organisations that we support, create enterprising mind-sets and students with can do attitudes.
SIE’s Student Enterprise Summit took place on Wednesday 23rd of March and welcomed over 300 students and members of the enterprise community to the Assembly Rooms in Edinburgh.

A fixture in the entrepreneurial landscape since 2004, SIE’s annual Student Enterprise Summit has brought together students and entrepreneurs from across the country to share success stories and encourage the next generation to consider taking the plunge.

This year showcased a variety of Scottish entrepreneurs and their journeys to success. Becky Woodhouse (PURE Spa & Beauty) and popular broadcaster turned entrepreneur, Carol Smillie (Diary Doll) made sure that encouraging and supporting the next generation of female entrepreneurs was top of the agenda.

Andrew Dobbie (MadeBrave) told the story of how he started what is now a highly successful design studio, with very little money in the bank but a good idea and a drive to succeed.

An Interactive panel session included Justene Ewing from the Digital Health & Care Institute (DHI) and SIE competition winner Christopher McCann (Snap40), talking about the value of enterprise skills and the support that is available for students and graduates in Scotland.

We also announced the SIE Interns of the Year and the winners of our 2015-16 business competitions.

Attendees included students, educators, and representatives from business and enterprise support from all over Scotland. There was even a group of enterprise educators from Thailand attending while visiting West Lothian College and hoping to learn more.

After the summit ended, we invited the competition winners and guests from the entrepreneurial ecosystem to join us at an evening reception at the George Hotel.

The continued success of this initiative shows just how important it is that students are exposed to enterprise role models and have the opportunity to learn directly from them. Bringing students together into an inspiring safe space helps them recognise the value of developing enterprise skills, whether it’s to start their own venture or to become successful graduates. Videos of each of the speaker sessions are available online, promoting knowledge sharing and providing sustained impact.
SIE ENTREPRENEURS

CASE STUDY

Toni Roddie
Founder | Saunt & Sinner
www.sauntandsinner.co.uk

Toni Roddie is the Founder of Saunt & Sinner, a Scottish womanswear clothing & accessories label. She is a Fashion Design graduate from the Gray's School of Art and has just launched her forth collection ‘Duality’. Toni first met SIE in 2011.

Whilst studying Fashion Design, Toni carried out industry internships with Christopher Kane and Georgia Hardinge. This inspired her to consider starting her own label after graduation and it felt like a natural progression.

In 2012, Toni applied for SIE’s New Ideas competition (now called Fresh Ideas). During the competition, she took part in Start-Up Day which provides an opportunity for competition finalists to learn from experts on how to improve ideas and develop valuable skills including how to successfully pitch. Toni went on to win third place in the competition. Toni was also introduced to SIE’s Business Innovation Advisor, Dawn Shand. Dawn helped Toni to write a business plan and provided mentorship.

“Scotland is a great place to start a business. There is so much opportunity, support and mentoring”.

Following her New Ideas win, Toni was given additional support from John Park and Robert Gordon University’s business incubator programme to carry out a feasibility study and secure private investment.

“It was validation that we were only something that could be a success”.

Toni secured a place on the pilot year of Fashion Foundry, a programme of events, workshops, advice and bespoke mentoring for Scottish fashion designers run by Cultural Enterprise Office. She also took part in Entrepreneurial Sparks business accelerator which includes free office space.

Toni launched her first capsule collection “The Broken Doll” in March 2013. Since then, Saunt & Sinner has been worn by celebrities such as Emeli Sandé, Paloma Faith and Sophie Kennedy.

Toni successfully ran a successful crowdfunding campaign in spring 2013, securing £2,500. Shortly after she was nominated for a Scottish Fashion Award in 2013 in the Young Scottish Designer of the Year category, Toni is currently working on a new collection which will be released in September 2016.

“The best thing about having your own business is the freedom… and also the opportunities to collaborate. I find it really interesting and it keeps things new; it’s not just your perspective which keeps things original”.

www.sauntandsinner.co.uk
“SIE have helped my business massively through guidance, mentorship, networking and IP protection.”

“So much fun... Really good opportunity to develop ideas as well as network.”

“Really informative weekend allowing us to develop our idea in aspects we had never considered before.”
In the past three years, SIE’s cumulative figures from our pan-Scotland activities demonstrate an impressive impact and potential contribution to the economy.

**SUPPORT**

- **£2.2+ million** secured by entrepreneurs who started with SIE
- **44** Companies started
- **7** Companies supported by SIE patent fund
- **387** Students met with advisors

**COMPETITIONS**

- **209** Enterprise workshops +22% since 2014-15
- **6300+** Student attendees
- **348** Local enterprise events
- **21,000+** Student reached through intern activities

- **£2.2+ million** secured by entrepreneurs who started with SIE
- **44** Companies started
- **7** Companies supported by SIE patent fund
- **387** Students met with advisors

**COMMUNITY ENGAGEMENT**

- **Facebook** 3033 likes +43% since 2014-15
- **2742** local group members +23% since 2013-14
- **YouTube** 116 subscribers +23% since 2014-15
- **Twitter** 5044 followers +22% since 2014-15
- **LinkedIn** 1024 contacts +30% since 2014-15
- **Website** 36,269 views 3030 visits per month
- **Wordpress** 2366 views

**EVENTS**

- **154** businesses formed
- **1000+** students received 1-to-1 sessions with an advisor
- **510** enterprise workshops with 16,800 workshop attendees
- **2672** competition entries with £256,000 awarded in competition prizes
- **SIE supported businesses have leveraged over £3 million** in additional support/investment
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.

SCOTT MCKELLAR
Marketing and 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.

TOM MCGUIRE
Senior Business and 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.

DAWN SHAND
Senior Business and 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 run 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 and 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.
EVELYN MCNAB  
Office and Events Manager  
Evelyn has over 20 years’ experience in office, events and facilities management. She was the longest serving member of the SIE team before moving on in December 2015.

GALE WARD  
Office and Events Coordinator  
Gale joined SIE in January 2016 and is based at SIE’s office in Glasgow. She provides invaluable support to the whole team and organises SIE’s key events. She has a varied background including arboriculture, local government and the care sector and has an interest in social enterprise.

KIERAN SMYTH  
Intern Programme Manager  
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.

MARILYN ROBERTSON  
Strategic Funding Manager  
Marilyn joined SIE in May 2014 and was responsible for securing funding opportunities and developing strategic partnerships. Marilyn left SIE to pursue a new role in March 2016.

KIRSTIN LEDGER  
Marketing Executive  
Kirstin joined SIE in August 2013. She was responsible for assisting with the marketing activities that promote the work of SIE until leaving the organisation in June 2016.

STEPHANIE ALLAN  
Marketing Officer  
Stephanie joined the SIE team in August 2015. She assists with all of the marketing activities and led the organisation of SIE’s I’m an Innovator competition. Stephanie is a Textile Design graduate from Glasgow School of Art with varied past experience working as an exhibition designer for an international design firm, and in the Scottish Government communications team. Her areas of interest include sustainable design and manufacture.

HANNAH GRANT  
Enterprise Programme Manager  
Hannah joined SIE in August 2016 and is responsible with further scaling up the programme and ensuring SIE reaches even more students with its world-class innovation education. Hannah’s expertise is in innovation and marketing capability. She previously consulted with consumer brands such as O2, Heineken, Aviva and BT and third sector organisations such as Tate. Prior to this, she was Head of Marketing Capability at Aviva, responsible for establishing best practice across the world.

MATTHEW GARDINER  
Enterprise Programme Executive  
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.

DANIEL QUINN  
Enterprise Programme Executive  
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 Lanarkshire’s Additional Support Needs Schools to support a diverse range of young people into employment.
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-Convener 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,
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, 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.

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.

MIKE MCGREGOR
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.