

SCOTTISH
INSTITUTE FOR
ENTERPRISE

**ANNUAL
REVIEW 07/08**



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WELCOME TO THE ANNUAL REVIEW 07/08

SIR MUIR RUSSELL

Chairman

It is my very great pleasure once again to introduce the SIE Annual Review for 2007-08 and to commend its contents to you. As the features reveal, this has been a busy year as James and his team seek to drive forward the work of SIE in this most challenging of times. We need hardly be reminded of how quickly the economic landscape can change, and change for the worse, and yet it is times like these that we need more than ever to support, encourage and develop enterprise within our students.

As the recent report "What Was/What Next?" sponsored by Universities Scotland and based on the knowledge and expertise of 11 of Scotland's leading economists illustrated, the Scottish economy needs highly skilled people if it is to flourish and expand, and these will be provided from our graduate and postgraduate ranks. SIE has a key role to play in this important agenda in that it has the opportunity to add tremendous value to our graduates through not only raising awareness of enterprise generally, but directly,

through offering practical help in nurturing real ideas into real business possibilities. Added to this, we need to retain enterprising individuals. The opportunities to do so are increasingly going to come from the SME community and from the students themselves – those who decide that the best way to influence their careers is to build it for themselves by translating ideas into viable businesses.

This review, therefore, quite rightly highlights the Bootcamp initiative as it sets its stall to do exactly that, and it is encouraging to learn that even in these early days, interest in the model and what it can achieve, extends beyond Scotland. Challenges remain in taking the Bootcamp idea further, but if the necessary support can be secured then SIE intends to embed it in the range of activities it currently supports.

This annual review highlights other initiatives that SIE has been developing over the year and again none of these would be possible without core funding from the Scottish Funding

Council (SFC). We're also incredibly grateful to Scottish Enterprise for its continued support of the Regional Business Advisers (RBA) programme and the Patent Fund. You will be able to read of the very real way in which the RBA programme, which is just over two years old, has been able to make a significant impact in the formation of companies and has proved itself to be more than a sound investment. I would therefore want to thank and acknowledge the invaluable support of the SFC and Scottish Enterprise and commend them for their continuing vision for, and faith in, what SIE can achieve.

In concluding I would also like to express on behalf of the SIE Board and the SIE team our warm appreciation of all that Fred Hallsworth has done. As a Board member since 1999, Fred has brought expertise, a wide hinterland of contacts and experience, and above all a passion for the mission of SIE. His support has been invaluable. He stood down from the Board in October 2008 and he will be much missed.

JAMES BARLOW

Chief Executive

The ultimate aim of all of SIE's efforts is to provide a platform to students studying in Scotland from which they can show the world how enterprising they are, and what they are capable of achieving. In pursuit of this, the last 12 months have been particularly exciting at SIE with the evolution of many of our activities and the introduction of some inspiring new initiatives.

The Business Plan Competition saw 603 entries from our partner Higher Education Institutions, representing a 10% increase from last year. It was noticeable that the increased number of entries was matched by an increase in quality. 60 finalist teams represented by 84 students were put through their paces at the two-day residential Enterprise Academy in Dundee, providing them the opportunity to learn from experienced entrepreneurs and to work intensively with SIE's Regional Business Advisers.

The Regional Business Advisers (RBAs), funded by Scottish Enterprise, greatly extended their impact during the 2007 academic year, having run workshops for over 1,700 students and worked with 64 businesses with high-growth potential. As part of their remit, the RBAs also considered 36 patent applications and supported the filing of nine of them through SIE's Patent Fund.

Whilst the development of student ventures is a vital part of SIE's remit, it is only one aspect of our activities. Funding from the Scottish Funding Council enables SIE to inspire students to be enterprising in their approach to life, whatever their outlet might be.

Our 37 Student Interns are a fundamental part of enabling this to happen and over the course of the year ran over 70 highly successful events. The engagement of students through our interns remains an integral component in the way we communicate with our student audience.

This year we introduced an online social network functionality – mySIE – to our website, so that those students seeking to engage with SIE can do so as easy as possible. mySIE also enables us to upload video content to the network and for students to upload interesting content and material for others to view, creating a further dynamic to the students' online experience of SIE.

Our annual Summit saw a great host of speakers assemble to address just under 1,000 students at the Caird Hall in Dundee, on Wednesday 12th March. Ken Hames from BBC's Beyond Boundaries, celebrity hair stylist and businesswoman Charlie Taylor, renowned athletics coach and motivational speaker Frank Dick, world record-breaking cyclist Mark Beaumont, social entrepreneur Ian Taylor and Dragon's Den star James Caan proved to be a huge inspiration to all who were present.

The year finished with the launch of Bootcamp 08, a week-long residential programme designed to generate viable student led ventures. Over 400 students applied for 45 places on the programme that saw facilitators from all over the world converge at the Royal Scottish Academy of Music and Drama in Glasgow. We were extremely privileged to be joined by international thought-leaders in entrepreneurship, including Tina Seelig, Executive Director at the Stanford Technology Venture Programme at Stanford University, who helped run a dynamic week that saw students develop a range of interesting and exciting ideas to take forwards.

The fact that of the 12 companies formed during Bootcamp:08, five are still trading at the current time is testament to the innovative drive and entrepreneurial spirit of Scotland's students, which I am confident SIE will continue to support, encourage and develop in the coming year.

HIGHLIGHTS OF THE YEAR

SIE INTRODUCED A NUMBER OF MAJOR **NEW ACTIVITIES** THIS YEAR, FURTHER INCREASING OUR WORK WITH SCOTLAND'S ENTERPRISING STUDENTS.

BOOTCAMP:08

In July 2008, SIE launched its largest educational enterprise activity to date: Bootcamp:08. International thought-leaders in entrepreneurship joined 45 students at the Royal Scottish Academy of Music and Drama (RSAMD) for the initial five day training week. They supported and inspired the students to develop their own innovative ideas and, ultimately, enterprising ventures.

The purpose of Bootcamp is to bring together a group of enthusiastic and innovative students who may not yet have an enterprising idea, and in the course of five days, equip them with the essential skills and knowledge needed to succeed with one of the business ideas developed throughout the week. The training and development was facilitated by entrepreneurial thought-leaders from around the world:

Tina Seelig, Executive Director at the Stanford Technology Ventures Program; Ed Rubesch of Thammasat University, Bangkok; Tim Meldrum of Imperial College London; Paul Sturrock of Slingshot Ventures, and Matthew Newnum and Nick Haynes of the XL Foundation.

In teams, the students then had eight weeks to develop their idea into a viable business model, with the help of the SIE Regional Business Advisers and mentors from the Entrepreneurial Exchange.

Their work culminated at the Investor Showcase in September where they pitched their businesses to a panel of business leaders and investors, many of whom were from the Entrepreneurial Exchange.

The 45 students attending Bootcamp:08 went on to found 12 Companies, seven of which were invited to pitch at the Investor Showcase. During the eight week development period, one team – Ecommo – succeeded in raising £50,000 investment.

At the present date, five teams are still either developing or trading, and continuing to work closely with their SIE Regional Business Adviser: Ecommo, Rainbow Creations, Beep Cult, ph7 Scotland, and Media Rhumba.

Since its launch, there has been a great amount of interest in the programme, with institutions looking to take the programme onboard internationally.

RAINBOW CREATIONS LTD

Angela McLaughlin, CEO

SIE's Bootcamp:08 was one of the most memorable experiences of my life and propelled me into the business world as an up-and-coming social entrepreneur. During Bootcamp, I not only learned about business (and what the jargon meant), but was encouraged to believe in my dream and my ability to realise it.

Each evening I left the venue feeling as if I could conquer the world. James and his team really promoted a "can do" attitude and were exceptional motivators.

I think the most significant point for me, and Rainbow Creations, was pitching my vision at the Investors Showcase on 8th September 2008. It was at this point that my business, and what I had learned, was tested. I feel the positive response by the panel to my pitch was so encouraging that I have not looked back since.

Six months on, and Rainbow Creations now has a social entrepreneur as a non-executive Director whilst attracting attention and support from many entrepreneurs and other companies and organisations, including Learning and Teaching Scotland and the Scottish Arts Council. Rainbow Creations have worked with almost 300 children to date, creating digital children's eBooks, with all profits being donated into our child counselling Rainbow Fund. The Magnus Magnusson Fund are considering funding our creative project in India in the Autumn of 2009, whilst the Scottish Arts Council are negotiating funding our national creative project across Scotland this summer.

I would never have thought a year ago, when I applied for Bootcamp, that one year later I would be "changing the lives of children around the world through creativity".

ECOMMO

Alex Barton, Founder

I have been involved with SIE for a few years as both a competition entrant, and an SIE intern. I have been to many SIE events including several Summits and a week-long course in Australia, but Bootcamp:08 is the one I always talk about.

Bootcamp was as close to the simulation of running a business as possible. Everyday we were avalanched with information, we worked long hours on self motivation, we worked within different teams balancing continually changing tasks and the pace was relentless. Most importantly, we had fun.

For me, the best aspect of Bootcamp was meeting Thomas Drapier, an Edinburgh student studying Computer Science and Entrepreneurship. This was the start of ecommo. At the time, the question was “how do we provide young entrepreneurs with a state-of-the-art website at a price they can afford?”

Six months later, we have built and tested a proof on concept, hired external developers and designers, recruited a sales director, built an international version and have a new question: “How do we provide small businesses with web 2.0 pricing and have an expert in the room?” Wherever ecommo leads us, it all started at Bootcamp:08.

BOOTCAMP:08 TEAM ‘SATINES’

LEFT TO RIGHT
HOLLY MCKAY
JOANNA BALLANTYNE
STEPHANIE TAYLOR



WEBSITE & MYSIE

SIE's online presence has been strengthened significantly in the past year. As well as a redesign of the website in September 2007, SIE's online community site – mySIE – was launched in April 2008. mySIE provides a common meeting ground for students from all 19 of Scotland's Higher Education Institutions. This gives students an excellent networking opportunity, with both

like-minded students and the Scottish Business Community, whilst giving SIE a further avenue of communication with them.

mySIE, as an online community site, provides members with many facilities, including a personal profile page, forum discussion areas, blogging, an SIE events diary, groups, and podcasts. It is also used as a platform for other SIE

activities, such as introducing the 40 Bootcamp students before the week began.

After a soft-launch over the summer, mySIE was officially launched for its first academic year in September 2008. Before this, it had already accumulated 327 members, with an average of 30 unique visits a day. It now sees 1000 active members and is growing daily.



HIGHLIGHTS OF THE YEAR



60secondshorts
competition

All entries can be seen at
www.sie.ac.uk/60seconds



SIE STUDENT INTERNS
HAVING FUN ON THE
ONE WATER WATER
PUMP AT THE STUDENT
ENTERPRISE SUMMIT

PODCASTS & NEW MEDIA

In January 2008, SIE began the second stage of its new media strategy: introducing a range of podcasts. All speaker content from the SIE National Student Enterprise Summit, in March 2008, was captured. This content was available to view and download from mySIE, beginning a whole range of SIE podcast series on enterprise and innovation for students. Mark Beaumont's speaker set from the Summit was featured on the SIE homepage, and in two weeks had accumulated over 700 views.

Alongside the Summit speaker series, there are also Companies Created podcasts, featuring interviews with students companies SIE has worked with, Enterprise Educator podcasts, with content for educators, and a range from all SIE events including Bootcamp and the Investor Showcase.

SIE plans to roll out a whole catalogue of podcasts, which will become an integral and invaluable part of SIE's online presence, reaching a wider student audience. The podcast content will range from educational and inspirational to communicative as part of SIE's ongoing New Media Strategy.

60 SECOND SHORTS

In Spring 2008, SIE launched its new video competition: 60 Second Shorts. Students were invited to film a 60 second short video clip of what they thought it meant to be enterprising. They were encouraged to film their clip in a wide variety of formats, and the final entries included acting, CGI, and animation.

The winning Short - "Lemonade" by Graham Hughes - received £500 prize and was showcased, alongside the 4 runner-ups, at the National Student Enterprise Summit on March 12th 2008.

The Shorts were judged by representatives from BBC, 4Talent, Scottish Screen, and the Entrepreneurial Exchange.

When answering the question "what does enterprise mean to you?", the entries demonstrated a range of ideas, including invention, social and environmental issues, and turning a simple idea into a winning business.

The competition invited students to engage with the concept of "enterprise" and how it could be applied to their own situations. It also extended SIE's involvement with students in the creative sector.

COMPANY CREATION

REGIONAL BUSINESS ADVISERS

The Regional Business Adviser (RBA) Programme, which is funded by Scottish Enterprise, was introduced in October 2006, and since then has contributed to and expanded SIE's range of activities. These include educational business coaching, an improved Student Patent Fund, the provision of industrial and financial networks, and customised business mentorship for potential, high growth student and graduate businesses.

The programme has now been running with great success for just over two years. During this period, compared to the pre-RBA 2006 figures, the programme has delivered the following:

- Increased the number of companies formed five-fold in 2007, and 10-fold in 2008.
- Estimated Return on Investment to Scottish Enterprise was circa 420%, exceeding Business Gateway's support agency return of 212%.
- Supported the development of 141 new student start-up companies.

Exceeded the target figures for the following:

- Referrals to Business Gateway
- First point-of-contact
- Business Planning workshops
- Number of potential high growth firms

For all of SIE's figures, please refer to page 25

FLEXPANSION

Tim Willis, BPC Finalist 2008

"The support of my local RBA has been invaluable and has included introducing me to several useful contacts and professional advisors, as well as guiding me and helping me prioritise correctly. Although his assistance has been free to me, I am well aware of its high value and can't quite believe I do not have to pay handsomely for it. If the business proves to be a success, the support I have received from SIE will have played a very important role in helping my business survive through its vulnerable early stage and growth period."

During the past academic year, the RBAs and CEO of SIE have continually improved and refined the original programme. The addition of the RBAs, their knowledge and skillset, has aided toward the development of new SIE activities that help student businesses; namely Bootcamp:08 and the follow-on Investor Showcase.

They have also worked on the redesign of the annual Business Plan Competition to form two focussed "streams": new ideas and new ventures. This ensures that each type of competition entrant will get the level of support relevant to their stage in the business creation process. This new style of competition will begin in 2008.

WITH THE CONTINUATION OF THE REGIONAL BUSINESS ADVISER PROGRAMME AND THE ANNUAL BUSINESS PLAN COMPETITION, SIE HAS SUCCESSFULLY PROVIDED GUIDANCE AND MENTORSHIP FOR STUDENT START-UP COMPANIES.

PATENT FUND

The SIE Student Patent Fund was established to contribute towards the initial patent filing costs for Scottish students or recent graduates with innovative ideas. Patents are an excellent asset that an individual or business can either out-license for significant revenues or use as a foundation from which to build novel products or services and raise Private Equity. Scottish Enterprise continues to support the Patent Fund as it ensures that the students' intellectual assets are protected and ultimately benefit the Scottish economy.

The Fund was established in 2001, and this year was reviewed and restructured by the SIE Regional Business Advisers. It now incorporates a commercial, investment style approach to funding decisions, including a clearer process, and has developed easier

guidelines for applicants. During this period, there was also a reduction of the funding from Scottish Enterprise, which necessitated a change from 100% funding of the cost of filing a patent application to partial funding. This change has not negatively impacted on the number of applications received for patent fund support. The combined effect of these changes has been that expenditure from the Patent Fund is now more focussed on potential high growth businesses.

Since its inception, the Fund has helped inventors file 51 Patents. A significant proportion of these companies have then gone on to file other related international patents. The Fund proves to be popular and receives many applications, and the RBAs approve roughly 25% of submissions, which

the Committee decide are patentable and have an excellent chance of commercialisation.

The majority of the patents approved to date have been in the following high value, market sectors; Consumer Products, Defence, Electronics, Engineering, Energy, Financial Services, Healthcare and Life Sciences.

Patents approved for funding and filed in the last year include: a horse handling device for solo equestrians, a compact garment carrier for sportsmen and executives, an anti-terrorism device and novel biopolymers for the medical market. Examples of companies from the 2007/08 year that have benefitted from patent fund support can be seen at www.lat56.com and www.burdica.com.



SIE STUDENT COMPANY AND PREVIOUS BUSINESS PLAN COMPETITION WINNERS PHILIP ROSS AND MARTIN IZOD OF SAFEHINGE

COMPANY CREATION



MASTERCLASSES

SIE Masterclasses took place throughout the year across Scotland; in Edinburgh, Glasgow, Aberdeen, Stirling and Dundee. They were led by our Regional Business Advisers and gave students with ideas or start-up companies the perfect opportunity to focus and develop particular areas of knowledge and skills.

BUSINESS START-UP CREATION

by James Barlow

This workshop covered the creation of a business from concept through to creation. Topics covered included incorporation, planning, intellectual property filing, market research and promotion.

BRANDING

by Simon Fraser

Your brand conveys a message about your business to customers and differentiates you from your competition. This class highlighted what brands are, how important they are, and demonstrated to students how to transform their business through careful consideration of their brand.

STRATEGY

by Neeraj Agarwal

In order to fulfil your business goals and objectives you need a well-defined strategy to cut through all the barriers and take your business from idea to reality. The strategy masterclass helped students define courses of action necessary to carry out their business objectives by providing them with some key frameworks and skills.

FINANCING A BUSINESS

by Frank Craig

Cash is undoubtedly the most important aspect of a business. This class highlighted available various funding sources, described financial management terms and helped students value their own businesses.

BUSINESS PLAN COMPETITION

The seventh annual SIE Business Plan Competition saw 588 entries, submitted by all 19 Scottish HEI's, which marks a 10% increase from the 2007 Competition. 26 teams succeeded to the National Round, representing all 19 of Scotland's HEIs.

The annual competition is designed to encourage an entrepreneurial spirit in students, who produce a range of cutting-edge innovations and inventions, and then develop these into workable business plans. The competition is split into two categories: undergraduate and postgraduate. The 2008 competition was sponsored by Enterprise Rent-a-Car and the Entrepreneurial Exchange.

Lawrence Broadley and Kevin Fox of Strathclyde University secured the first prize in the undergraduate category. Their company, Lat56, is a design consultancy that designs and commercialises innovative products for the adventure sports market.

Since winning the competition, Lat 56 has gone on to win an accolade of awards, and are currently considering potential investment.

In second place, Sandra Patterson, of the Open University, has created a web-based service called Boxby, bringing together customers looking for couriers and couriers looking for work.

Alexa Ispas, of the University of Edinburgh, placed first in the postgraduate category, with Research is Cool. Her company is a global advertising site that helps academic institutions find competitive junior candidates for their research jobs and courses.

The second prize postgraduate winner was Gemma Kearney, from Robert Gordon's University, with Business Enterprise Experience. This is a programme designed to teach school students about enterprise.

"One of the major benefits of studying for my postgraduate degree in Scotland has been SIE and its activities. SIE is an example of best practice in enterprise education and promotion. Participating in SIE's business plan competition has been extremely beneficial and I have received invaluable advice, support and encouragement from my local regional business adviser." *Gemma Kearney, Enterprising Education BPC Postgrad Winner 2008*

"The support received from the Scottish Institute for Enterprise has been absolutely essential in developing Research is Cool into a profitable business. Through winning first Prize in the SIE business plan competition, Research is Cool has also benefited from seed funding at a time when it was needed most, as well as in-kind support for a range of services." *Alexa Ispas, Research is Cool, BPC Postgrad Winner 2008*

ENTERPRISE ACADEMY

The Enterprise Academy is designed to equip the Business Plan Competition finalists with the skills needed to develop their business plans and prepare for the final pitch to the judging panel. Over 100 students were invited to attend the exclusive training weekend on Saturday 9th and Sunday 10th February, in the Apex Hotel Dundee.

Workshops and training sessions ran through two full days covering market research, the basics of finance, strategy mapping and perfecting a sales pitch. A formal dinner on the Saturday evening gave the finalists a chance to develop their networks with the SIE community, entrepreneurs, lawyers and IP specialists.



LEFT-RIGHT WINNERS ALEXA ISPAS, GEMMA KEARNEY, SANDRA PATERSON, KEVIN FOX AND LAWRENCE BROADLEY.

ENCOURAGE AN ENTERPRISING SPIRIT

NATIONAL STUDENT ENTERPRISE SUMMIT

Over 1,300 students from across Scotland came together for SIE's fifth annual National Student Enterprise Summit, on Wednesday 12th March 2008. All 19 of Scotland's Higher Education Institutions had students attending, with members of the business community including Business Gateway, Scottish Enterprise, and Entrepreneurial Exchange members joining them.

Students were again presented with an exceptional line-up of guest speakers, continuing the high quality of previous years, including: James Caan, of Hamilton Bradshaw and BBC2's *Dragon's Den*; Mark Beaumont, Guinness World Record Holder for Fastest Cycle Around the World; Frank Dick, OBE internationally renowned performance coach; Ian Taylor of One Water; Major Ken Hames of BBC's *Beyond Boundries*; and Charlie Taylor, of Charlie Taylor's Hair, Health & Beauty.

Steve Pryor of Enterprise Rent-a-Car presented the winners of the Business Plan Competition 2008 with their prizes; and the student film competition, 60 Second Shorts, also showcased the top five short films and revealed the winning Short film.

Student feedback was enthusiastic and positive, demonstrating SIE's continual success in encouraging students to explore a world of entrepreneurial opportunity and discover their own enterprising talent and potential:

"I feel today has really influenced my University course decision...after today I realised it is best to learn through experience as well as to read out of a book. Thanks for a very insightful day."
Sports Engineer Student University of Strathclyde.

"A range of very motivational talks put me into the right state of mind; it is comforting to know that no matter what stage I'm at with my ideas and ambitions, I will be able to achieve my own personal success!"
RGU Management Student.



SPEAKERS LEFT-RIGHT:
FRANK DICK
KEN HAMES
JAMES CAAN
CHARLIE TAYLOR
IAN TAYLOR
MARK BEAUMONT



SPARK STUDENTS'
CREATIVITY AND
IGNITE THEIR **PASSION**
FOR ENTERPRISE



ENCOURAGE AN ENTERPRISING SPIRIT

National Enterprise Week is held annually across the UK to inspire the public to be more enterprising and encourage them to make-real their own innovative ideas. This year saw SIE's busiest Enterprise Week to date, with over 30 events being held across all 19 HEI's during the five days. A whole host of events were run by the SIE Student Interns at every institution, as well as one national SIE event: the Social Enterprise Conference.

MONDAY
12TH NOVEMBER

Make Your Mark Challenge, University of Glasgow.

Teams from Glasgow University took part in the national Make Your Mark competition and were challenged to design a product, service, event or attraction in response to a specific brief.

One Glasgow University team succeeded into the top 10, with their "Ecycle" idea, and took part in the final round in London. Team Ecycle was made up of Marc Poggia, Graham Scott, Sarah Barrows, Llewellyn Pryce and James Vale.

Strategy Masterclass and Networking Evening, University of Stirling.

Stirling University students were given the chance to learn more about starting their own business, meet like-minded people, and take part in the £10 profit competition.

SPARK STUDENTS'
CREATIVITY AND
IGNITE THEIR **PASSION**
FOR ENTERPRISE

ENTERPRISE WEEK
MON12th - FRI16th
NOVEMBER 2007

TUESDAY
13TH NOVEMBER

SIE Social Enterprise Conference, Glasgow Caledonian University. Nationwide Event.

SIE held their annual Social Enterprise Conference to raise awareness of business and entrepreneurship as powerful tools for social change. With keynote speakers Paul Harrod, founder of Aspire, Courtney Peyton of Third Wave and Dr John Connell, PG Diploma in Entrepreneurship.

BYOBiz, Napier University.

Students took part in this fun workshop that helped them get to grips with what's really involved in setting-up their business.

WEDNESDAY
14TH NOVEMBER

Women's Enterprise Day Supercoach, University of Dundee.

Successful entrepreneur, Charlie Taylor of Charlie Taylor Hair, Health and Beauty, spoke to Dundee students on her success as a female entrepreneur, and the challenges she faced.

Inverness Business Plan Winner Awards, UHI: Inverness College.

Inverness revealed their winners of their local Business Ideas Competition at an invitation-only event of 60 guests and a guest-speaker entrepreneur.

Sir Alan's Apprentice Task, Queen Margaret College.

Adopting Sir Alan's favourite Apprentice task, QMU set the task for its students to shop for a specific item on a list, with a discount on every item, by using their business knowledge and bargaining skills.

THURSDAY
15TH NOVEMBER

Brainstorming Workshop, Abertay University.

Abertay students got a chance to brainstorm what makes a good business idea, including incorporation, planning, and marketing.

FRIDAY
16TH NOVEMBER

Lunch with LAUNCH and SIE, University of Edinburgh.

The components of a successful Business Plan Competition entry were discussed at this Edinburgh event. The guest speaker, an expert on commercialisation, gave a short presentation on the essential information to include in a business plan, as well as answer any questions students had.

Glasgow Caledonian Business Plan Competition Launch, Glasgow Caledonian University.

In conjunction with the Glasgow Caledonian University Strategic Investment Fund launch, Glasgow Caledonian Interns launched their local Business Plan Competition.

ENCOURAGE AN ENTERPRISING SPIRIT

PADDY HASTIE
Student Intern at Glasgow Caledonian University

To say that SIE opens doors is an underestimation of immense proportions. I first became involved at Glasgow Caledonian University when I was encouraged to go to the SIE Summit by the previous interns. What an eye opener! The Summit had some great speakers like BJ Cunningham and Alastair Campbell, and I was pleasantly surprised to see hundreds of students just like me.

The following year I was recruited as an intern at GCU. I put my head down and worked tirelessly to let students know

why SIE and enterprise was for them. We managed to get nearly three times as many entrants to the Business Plan Competition than the previous year, and formed the 'Start from Scratch' Enterprise Society, which is still going strong.

I chaperoned Mark Beaumont at the Summit and met James Caan from Dragon's Den. I was also selected to go to London and attend SIE's first Alumni Dinner as a reward for all my hard work throughout the year. What I have gained from the job cannot be quantified but I know that as a result of

the internship, I had the confidence and the ability to run a successful election campaign to succeed and become the Student President at Glasgow Caledonian University. The networks I developed during my time with SIE, and the professional attitude I gained has helped me no-end in my current position. The most satisfying part of being an SIE Intern was knowing that I was helping to put Scotland on the map in the international world of enterprise.



STUDENT INTERN PROGRAMME

All 19 Scottish HEI's continued to participate in the unique SIE Student Intern Programme. With 37 student interns employed, they continue to be a vital asset in promoting SIE and enterprising activities on the ground at each University. They play a key role in raising SIE's profile and promoting our activities in their own Institution.

The success of the SIE Student Intern Programme saw the Dundalk Institute of Technology in Ireland continue to participate as associates for their second year.

The Interns are trained at the Intern Briefing Weekend, held at the beginning of the academic year, and meet nationally at least once a semester. They also organise regional events, as the Aberdeen based institutions did for the successful launch of the Business Plan Competition.

At the end of each year, a Debrief weekend with a formal dinner and awards ceremony is held to celebrate the interns' impressive achievements during the academic year.

LEFT: SIE STUDENT INTERNS AT THE BRIEFING WEEKEND

BELOW: ABERDEEN UNIVERSITY STUDENT INTERNS AT BUSINESS PLAN COMPETITION LAUNCH



SOCIAL ENTERPRISE CONFERENCE

On Tuesday 13th November 2007, SIE held their annual Social Enterprise Conference at Glasgow Caledonian University. With an aim of inspiring students to consider business and enterprise as a method of social change, it welcomed over 50 students from across Scotland.

Keynote speaker Paul Harrod, founder of Aspire, spoke to attendees of his journey in founding Aspire and the challenges he faced in helping homeless people make the life-changing move of getting off the streets and into a job. Courtney Peyton, of Third Wave, then inspired students on a different issue: climate change. Courtney has been campaigning for awareness of climate change since the early 1980's, before it became a hot topic, and since has led the way in creating real, sustainable solutions.

Students then had the chance to discuss their own ideas by taking part in several brainstorming break-out groups, covering social welfare (The Coach House Trust), the environment (Courtney Peyton), and Student Enterprise Africa. Dr. John Connell rounded the day off with an introduction to the Social Enterprise Diploma.

ALUMNI NETWORK

SIE launched its official Alumni Network, building on its strong foundation of past student interns, winners of the Business Plan competition, and other companies created. The first annual dinner was held in London on Saturday 21st June 2008 at the Crowne Plaza Hotel and saw over 20 alumni attend. A Scottish dinner was held on Saturday 19th July in the Raeburn Room, Old College at Edinburgh University, with members of the SIE board, academic staff, ex-Interns and competition winners attending.

SPARK STUDENTS'
CREATIVITY AND
IGNITE THEIR PASSION
FOR ENTERPRISE



SUPPORT ENTERPRISING ACTIVITY

RSAMD's **ZANNA DON'T!** PRODUCTION

SIE continued its support of the RSAMD and their Fringe project productions by sponsoring the formal networking reception on the final night of their 2008 show: Zanna Don't! The event was a great success with the opportunity for students to network with many people

from the cultural sector as well as potential funders. Having had the opportunity to perform in front of them earlier, the reception in the Playfair Library allowed them to follow-up with contacts and meet new people.



SIE CONTINUES
TO SUPPORT A
NUMBER OF ACTIVITIES
RUN BY EXTERNAL
ORGANISATIONS



E-GYM DINNER

SIE continued its support of local enterprising activity at its partner institutions by sponsoring the annual University of Dundee Enterprise Gym Awards dinner, held on 29th March 2007 at West Park Mansion House.

The evening celebrated the continual success of the E-Gym in supporting student enterprise, awarding prizes to a large number of students active in the E-Gym over the year, including the Enterprise Gym Champion and Iron Man Record.

VODAFONE STUDENT LEADERSHIP PROGRAMME

In sponsorship with Vodafone, SIE ran the Vodafone Student Leadership Programme at Vodafone HQ in Newbury, from Friday 25th – Sunday 27th January 2007. 40 students from across the UK were selected from over 400 applications to participate in the exclusive training programme.

The weekend opened with a formal dinner, which saw keynote speaker Major Phil Ashby, author of *Unscathed*, share his story of leading his troops out of war-torn Sierra Leon unharmed. During the weekend, students took part in two intense days of training and activities, including personality profiling, team dynamics, cultural awareness, the ethics of leadership, and a leadership challenge. Students benefited from expert session from Gareth Trainer, Newcastle University, and Dave Jarman of Bristol University.



studentleadership
programme



LEFT-RIGHT:

RSAMD's ZANNA DON'T!
PRODUCTION

STUDENTS AT THE VODAFONE
STUDENT LEADERSHIP
PROGRAMME, HELD AT
VODAFONE HQ, NEWBURY.



JAMES BARLOW
Chief Executive

James was appointed Chief Executive of SIE in July 2007. Having worked with leading FTSE 100 companies as a performance coach and strategic consultant, James also enjoys an international reputation for developing and delivering innovative programmes and initiatives. James has worked with Stanford, MIT, Harvard, the Stockholm School for Entrepreneurship, Helsinki School for Creative Entrepreneurship and the Indian National Entrepreneurship Network amongst others. Prior to joining SIE James was the driving force behind the student enterprise and entrepreneurship education at the University of Bristol.

EVELYN HYNAN
Office and Events
Manager

Evelyn manages all of SIE's national events, including the Summit and Enterprise Academy, and is responsible for managing the SIE office. She has 18 years' experience in office, facilities and events management in a variety of industries, from engineering to local government.

JENNIFER LOVATT
IT and Marketing
Coordinator

Jennifer is responsible for all of SIE's marketing and communications, including brand management, managing national and local marketing campaigns across Scotland, SIE's online presence and podcasts. She joined SIE after graduating from the University of Glasgow with an MA (Hons) in English Literature, and has previous experience in advertising.

AMANDA DOBBRATZ
Intern Coordinator

Amanda coordinates the Intern Programme, and liaises with the Student Interns and their Institutions to assist them in the promotion of SIE and enterprise. Prior to joining SIE, she completed a Masters in Research (Creative Practice) with merit at the Glasgow School of Art and served as SRC President at the GSA for two years.

THE TEAM
ENCOURAGING
AN ENTERPRISING
SPIRIT

PETER VAN BRUCHEM
Regional Business Adviser
for Edinburgh and East

Peter has worked as a lawyer, a senior government innovation policy adviser and as an intellectual property and business development consultant to private and public sector organisations in Australia and in the UK.

FRANK CRAIG
Regional Business Adviser
for Glasgow and West

Frank has nearly 20 years of industry experience gained from several global firms and the creation of four successful start-up firms, including an international consultancy firm. He has a PhD, an MBA, has raised over £15 million in venture capital and created firms with almost £2 billion in market capitalisation value.

SIMON FRASER
Regional Business Adviser
for Aberdeen and North

Simon completed his PhD in 2004 and went on to become an Enterprise Development Officer at the SFEDI accredited Enterprise Centre at the University of Newcastle. This involved coaching, mentoring and advising students and graduates in setting up a variety of businesses.

LEAVING
MEMBERS

Neeraj Agarwal

Neeraj was the RBA for Dundee and East, and since working with SIE for a year has moved down to London to work with the UK India Business Council.

Jenny Murdoch

After working with SIE for one year as the Intern Coordinator, Jenny has moved on to work with Halifax Bank of Scotland in their HR Graduate Recruitment Scheme.

SIR MUIR RUSSELL

Sir Muir Russell became Principal of the University of Glasgow in October 2003. Prior to his appointment he was Permanent Secretary to the Scottish Executive since its establishment in July 1999, following devolution. He was elected as a fellow of the Royal Society of Edinburgh in 2000 and holds honorary degrees from the Universities of Edinburgh, Glasgow and Strathclyde. He is due to retire as Principal of Glasgow at the end of September 2009.

PROFESSOR JAMES CALDERHEAD

Professor James Calderhead is Vice Principal at the University of Dundee with oversight of learning and teaching across the University.

Before coming to Dundee in 2003, he was Dean at the University of Bath where he was responsible for the University's outreach activity, including relationships with business and the development of knowledge transfer partnerships. His academic background lies in Psychology and Education.

KAI MURRAY

At the end of 2007, Kai sold her share in Search Consultancy back to the business and left the recruitment industry to pursue other business interests. Kai recently launched wish4a – an online home interior and gift site. She previously worked with Search Consultancy since 1995 as Director of their Edinburgh operation and within three years was appointed Managing Director for the overall business in Scotland and the North of England.

ANGELA MATHIS

Angela Mathis is a 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 SBAC Scotland Council, where she represents Scottish SMEs and Innovation. She is also a member of 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.

FRED HALLSWORTH

Fred is a non-executive director of Scottish Enterprise, Non Executive Chairman of Forth Dimension Displays, Non Executive Vice Chairman of Micovisk Technologies and sits on a number of other TMC company boards in a non executive capacity.

FIGURES

STATISTICS

SIE has developed criteria for definition of a start-up, using Enterprise Development Indicators. These include the following activities: incorporation of a company; development of a product service; active marketing; progression of intellectual property; formation of commercial partners; and moving into a facility. A company that is performing one of these activities is defined as an active start-up. Using these criteria, performance in the 2007/08 year is as follows, with the total figure since the RBA programme began following.

	2007 / 08	Total since RBA Programme began in October 2006	% in 2007 / 08 of Total
Total number of student start-ups with High EDI	33	66	50%
Total number of VAT registered companies	16	16	100%
Number of patents considered	37	66	56%
Number of patents filed	7	11	64%
Number of students with first point of contact	688	869	79%
Business plan workshops	1,650	2,178	76%
Business gateway / Scottish enterprise / smart talent awards referrals	335	461	73%

PARTNERS

ENCOURAGING AN ENTERPRISING SPIRIT

Edinburgh College of Art
Glasgow Caledonian University
Glasgow School of Art
Heriot Watt University
Napier University
Queen Margaret University
Robert Gordon University
Royal Scottish Academy of Music & Drama
The Open University In Scotland
UHI Millennium Institute
University of Aberdeen
University of Abertay Dundee
University of Dundee
University of Edinburgh
University of Glasgow
University of St Andrews
University of Strathclyde
University of Stirling
University of The West Of Scotland

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