INSPIRING STUDENTS. EMPowering EDUCATORS. CREATING IMPACT.
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www.sie.ac.uk
2019 is a milestone year for SIE, marking twenty years of providing enterprise support to educators and students in Scotland.

In taking stewardship of SIE two years ago, I promised that we would not rest on our laurels and that we would push even higher and build on our areas of strength. I’m delighted that we can show significant progress thanks to the efforts of our team and our supporters in the community.

The terrific response to our Scottish Innovative Student Awards programme validates our commitment to an enhanced role supporting and empowering enterprise educators and helping them expand their impact with their students.

In the last two years, we have seen many outstanding outcomes from students and graduates through our competitions and mentoring activities. The SIE Entrepreneurs programme brings these promising innovators together, building a community of long-term learning through additional opportunities and masterclasses. By delivering ongoing support and empowering entrepreneurs to learn and grow alongside their peers, we will create lasting impact in Scotland’s enterprise ecosystem.

Professor Richard A. Williams OBE | Chair
Success starts with inspiration and support. That’s where SIE comes in. We’re very proud to be able to continue what is now a 20 year legacy of impact.

SIE inspires and supports students and helps them prepare for graduation, whether that’s creating their own business or developing the skills to help them succeed in an existing company.

Through our enterprise competitions, hundreds of students have been encouraged to get a taste of entrepreneurship. Thousands more have now participated in the SISA programme which we were able to showcase at the Scottish Parliament and TEDxGlasgow.

This is just the beginning. We’re grateful for the continued support of the Scottish Funding Council and our partners in the community in achieving our vision for Scotland.

Thank you!

Fiona Godsman | CEO
OUR MISSION IS TO DEVELOP INNOVATIVE, ENTREPRENEURIAL GRADUATES WHO CONTRIBUTE TO SCOTLAND’S FUTURE PROSPERITY.

Through exposing students to best practice innovation and commercial concepts while they are still in an academic setting SIE gives them the skills and confidence they need to make an impact. SIE’s national perspective helps level the playing field and allows access to opportunities for all students and educators with an interest in enterprise and innovation.

2019 marks 20 years of SIE; a twenty year legacy of inspiring and supporting enterprising students who want to change the world, and helping enterprise educators in Scotland’s colleges and universities maximise their impact.

In this time, SIE has not stayed still. We have evolved to best support the needs of our clients and provide the best value for our stakeholders. What has been a constant is our impact on young entrepreneurs at what for many is only the beginning of a successful and enduring journey.

SCOTLAND HAS A LOT TO BE PROUD OF. BY ENABLING AND EMPOWERING OUR STUDENTS, WE CREATE THE NEXT GENERATION OF CHANGE-MAKERS AND DREAMERS. WHAT WILL THEY ACHIEVE?
FUTURE IMPACT
CHANGE-MAKERS AND DREAMERS.
WHAT WILL THEY ACHIEVE?

Left to right from top
Stephenie Pagulayan | ALICE Theatre Project
Matthew Carter | Colour Academy Publishing Ltd
Arthur Serini and Madi Myers | Crafty Pickle Co.
Bettina Hernberg | Best of Bettina
Alison Wood | Lilypads
SUPPORTING YOUNG ENTREPRENEURS

SIE’s holistic student-centred enterprise support meets the students where they are through a mixture of opportunities for evaluating and trying out new ideas and more focused one to one coaching. Working with SIE, students can develop both hard and soft skills, as well as resilience for navigating their careers after graduation.

SIE national competitions are designed to inspire and support students and recent graduates who have ideas that are at an early stage and set them up for future success.

Our flagship competition is Fresh Ideas, which is well established in the community and is Scotland’s longest running enterprise competition for students and graduates with early stage ideas. In 2018-19 there were four monthly stage 1 rounds from October to January, with the best ideas moving forward to an intensive Exploration Day workshop in February and the final in March. Starting September 2019, Fresh Ideas will now accept entries to stage 1 every month.

Specialist competitions in 2018-19 included the Catalyst Award to support students who want to set up their businesses in the West of Scotland.

One to one support and coaching is provided by our team of Business and Innovation Advisors. Support is based on the individual’s requirements and proceeds at a pace that’s comfortable for them. Student clients can also access SIE’s Innovation Fund to help protect their ideas and secure any necessary legal assistance.

Over the last year, advisors had over 200 first meetings with student clients, and 11 students benefited from the Innovation Fund which awarded £17,000.

The most promising entrepreneurs are invited to join the SIE Entrepreneurs group, a supportive cohort which provides masterclasses, talks from established entrepreneurs, networking and additional opportunities. In 2019, members took part in a unique Entrepreneur Decelerator retreat at Loch Lomond, which had them focusing on personal development and reflection ultimately to help them become better entrepreneurs.

Through our assistance, students can make the most of all the resources available to them and leave university with the drive and capability to make a real impact, whether that’s launching their own business in Scotland, starting a charity, or joining an existing venture.

LONG TERM IMPACT

Jodie Faitakis | COO | Cypher

“I studied business studies at University because I thought it’s what I needed to do to be an Entrepreneur! I realised pretty quickly it was going to need more than that. Working with SIE was absolutely instrumental! I met entrepreneurially minded people, I learnt the do’s and don’ts to start a business, I formed our Enterprise Society and I also met an incredible network that helped me to take the leap and start my own business. I still use the network I created at SIE today and recently spoke at a conference where Mick Jackson (Wildhearts) was speaking. About 10 years earlier I’d watched him speaking at an SIE conference and he’d really inspired me, so it’s come full circle!”
SIE’S EDUCATION PROGRAMME EXISTS TO COMPLEMENT AND ENHANCE EXISTING STRUCTURES WITHIN COLLEGES AND UNIVERSITIES TO HELP ENTERPRISE EDUCATORS MAXIMISE THEIR IMPACT WITH STUDENTS. SIE’S NATIONAL SCOPE ALLOWS US TO PILOT EDUCATION PROJECTS WITH A WIDER COHORT THAN MIGHT TRADITIONALLY BE ACHIEVED WITHIN A SINGLE INSTITUTION AND BRING THAT KNOWLEDGE TO OUR LOCAL SUPPORT.

259 ENTERPRISE WORKSHOPS RUN OVER 2017 | 18 AND 2018 | 19

10,000 STUDENT PARTICIPANTS IN THIS TIMEFRAME

Building on the SMART project which ran in 2016–17 and our proven Future Ready methodology the Scottish Innovative Student Award programme has been extremely successful over the last two years. SISA provides an opportunity for educators to have the skills and metaskills being developed within the curriculum recognised. Students are guided to identify these skills in their studies and build on them to tackle real life challenges important to the wellbeing of citizens and the Scottish economy.

SISA is a means of recognising and embedding innovation and enterprise within the curriculum and widening participation for academics in Scotland’s innovation and enterprise education agenda.

SISA DEVELOPS AND EMBEDS INNOVATION SKILLS

LEVEL 1 - FUTURE THINKER
Self-awareness & self-efficacy
Adaptability, foreseeing
Creative problem solving
Opportunity recognition
Collaboration
Communication

LEVEL 2 - INNOVATION CATALYSTS
Managing ambiguity and uncertainty
Co-design
Pitching
Influencing, communication and negotiation
Innovation and intuitive decision making
Civic responsibility

LEVEL 3 - INNOVATION CHAMPIONS
Demonstrates intent to take action
Able to critically reflect and evaluate
Able to research and plan in order to develop an innovative idea

Educators can apply to have their modules SISA accredited by demonstrating they deliver level 1 competencies. By July 2019, 39 modules have been accredited with over 1000 students participating in the programme. Students from Robert Gordon University, Aberdeen University and the University of the West of Scotland had their SISA participation formally recognised on their academic transcripts.

To showcase the value of SISA, SIE used the concept of the Museum of the Future. Contemporary trends identified by students in the programme were applied to tangible, familiar objects, evolving them into “artefacts of the future”. This demonstration of the students’ insights was displayed at TEDxGlasgow, as poster illustrations of a future that could be achieved through actions in the present day.

The SISA process and outcomes were featured in a special Parliamentary Reception in 2018, hosted by Gillian Martin MSP and Minister for Trade, Investment and Innovation Ivan McKee MSP. The Museum of the Future, covering six areas ranging from the Future of Farming, to Health and Tourism, was also displayed during TEDxGlasgow in June 2019.

The number of students receiving SISA awards has expanded considerably over the past two years as participating institutions have increased.

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<tr>
<td>Level 1</td>
<td>235</td>
<td>818 (+248%)</td>
</tr>
<tr>
<td>Level 2</td>
<td>57</td>
<td>143 (+251%)</td>
</tr>
<tr>
<td>Level 3</td>
<td>5</td>
<td>40 (+800%)</td>
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HAVING SISA RECOGNISED ON A STUDENT’S DEGREE TRANSCRIPT ENABLES FORMAL RECOGNITION OF THEIR WIDER ENTERPRISE LEARNING AND SKILLS DEVELOPMENT TO SHOWCASE TO GRADUATE RECRUITERS.

Lynsey McMahon
Student Enterprise and Employability Officer
University of the West of Scotland
COMMUNITY ENGAGEMENT

6,989 FOLLOWERS IN 18 | 18

1,338 FOLLOWERS IN 18 | 19

161 SUBSCRIBERS IN 18 | 19

+785 IN 18 | 19

+19% SINCE 16 | 17

+13 IN 18 | 19

497.2 IMPRESSIONS IN 18 | 17

3,800 LIKES IN 18 | 19

+135 IN 18 | 19

2,545 AVERAGE REACH IN 18 | 19

WEBSITE

65,635 TOTAL VISITS IN 18 | 19

1,885 VISITS ON AVERAGE IN 18 | 19

686 FOLLOWERS IN 18 | 19

564 TOTAL SUBSCRIBERS IN 18 | 19

OPEN RATE 7.5% ABOVE INDUSTRY AVERAGE

EARLY STAGE SUPPORT LEADS TO LONG TERM SUCCESS

Paul McGinley | University of Strathclyde | Pyramid Wifi SIE Winner 2016 > Scottish EDGE Round 13 winner 2018 | £60,000

Lauren Leisk | Queen Margaret University | FODilicious SIE Winner 2018 > Scottish EDGE Round 14 winner 2019 | £70,000

IN 2017 | 19

40 ENTREPRENEURS WHO HAD RECEIVED EARLY STAGE SUPPORT FROM SIE ENTERED THE SCOTTISH EDGE COMPETITION WITH 12 BECOMING SCOTTISH EDGE WINNERS.

INDIVIDUAL ENTRANTS SCOTTISH EDGE WINNERS

SIE ENTREPRENEURS ARE FRESH, DYNAMIC THINKERS TAKING ON MODERN OPPORTUNITIES AND TACKLING MAJOR CONTEMPORARY CHALLENGES. AMONG OUR MEMBERS ARE YOUNG COMPANIES INNOVATING ACROSS DIVERSE FIELDS.
TODAY’S STUDENTS ARE TOMORROW’S LEADERS.
THE SIE TEAM

Fiona Godsman | Chief Executive
Fiona has nearly 20 years’ experience in sales, marketing and business development across the pharmaceutical and biotechnology industries. Prior to leading SIE, she founded a life sciences marketing consultancy, and she has held senior global positions in both small and large organisations.

Fiona is a board member of Glasgow Clyde College, and serves on a number of advisory groups related to enterprise and entrepreneurship education. She is also a member of the Entrepreneurial Exchange, ensuring that SIE plays a vital connecting role between academia and business within Scotland’s entrepreneurial ecosystem.

As Chief Executive at SIE, Fiona’s wealth of experience in operational strategy ensures that SIE’s activities remain relevant, effective and supportive to both student entrepreneurs and academic staff.

Dawn Shand | Senior Business & Innovation Advisor | Aberdeen & North
Dawn has over 25 years’ experience in business and ran her own Marketing, PR and Business Development consultancy for 10 years. In 2010-11, Dawn worked with the Centre for Design and Innovation at Robert Gordon University on a project to encourage more innovative thinking in businesses in Scotland. Her particular focus allows her to lend SIE entrepreneurs insight into innovative and design as well as guidance on business ownership and development.

Jonathan Tait | Senior Business & Innovation Advisor | Glasgow & Central
Jonathan is an MBA qualified lawyer and has occupied varied roles across the private sector as well as academia and local and national government. He has worked with companies of all sizes, provided management consultancy to a select group of corporate clients, has extensive Venture Capital experience and has lectured in law and business management at University and College. He has particular knowledge and experience of the food and drink industry, through both his previous position as Director of Food and Drink for Scottish Enterprise and his own successful business start-ups.

Matthew Gardiner | Enterprise Programme Executive
Matthew 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. He supports the design and delivery of the Scottish Innovative Student Award across Scotland’s Universities and Colleges, informed by his forward-looking interest in social enterprise and green start-ups.

Scott McKellar | Marketing & Communications Manager
Scott is a Chartered Marketer and Fellow of the Chartered Institute of Marketing with over 15 years of experience in Marketing & Events, principally supporting public sector bodies and working in close partnership with Scottish businesses and educational institutions. He believes passionately in using entrepreneurship for positive change, and manages all SIE Marketing activities with a view to raising awareness of local and national opportunities for students, highlighting their success stories, and driving and encouraging the next generation of Scottish entrepreneurs.

Lee Monroe | Marketing Assistant
Lee is a Social Anthropology graduate from the University of Edinburgh, with a background as a graphic artist and sole trader. He is also the founder of a small independent art studio, and a successful fundraising non-profit. He is passionate about promoting entrepreneurship and independent skill development, and employs both his background in visual art and his experience of digital marketing in managing SIE’s social media presence and supporting all marketing activities.

Laura-Jane Clements | Office Manager
Laura-Jane has an Honours degree in Business and Management and a Postgraduate qualification in Cultural Conference and Events, and has over 15 years’ experience in organisational roles within theatre, media and design. She is currently the Awards Administrator for Business Women Scotland, and brings the same passion for supporting and celebrating Scottish business to her role overseeing the smooth running of all operational and administrative functions within SIE.

Ralitsa Arnaudova | Events & Marketing Officer
Rali is a Marketing and Management graduate from Strathclyde Business School. She has a background in events operations and brand management, and is especially interested in social media, content creation, and the growth of contemporary digital marketing channels. Rali oversees the organisation of all SIE events, always ensuring that they’re fun, productive, and go off without a hitch.

www.sie.ac.uk
THE BOARD

- Tech | Research
- Academia
- Business
- Finance
- Social Development

The SIE board is the backbone of our organisation, defining our core values, steering our growth, and setting the standard for all of our activities. The board’s membership represent a diverse cross-section of Scotland’s entrepreneurial economy, bringing together experts from five key fields to ensure SIE’s work is always vital, relevant and effective.

Professor Richard A. Williams | OBE
Professor Richard A. Williams is the Principal and Vice Chancellor of Heriot-Watt University. His background is an academic and entrepreneur working in mineral, energy storage systems and environmental technologies, and he has founded several businesses including two PLCs. He has held posts at University of Manchester, Exeter, and as Pro Vice Chancellor at the University of Leeds and University of Birmingham.

In addition to his role at SIE, he is a trustee of the Carnegie Trust for the Universities of Scotland, an Advisory Board member of the Lloyds Register Foundation, Lloyds Register 100A1 Ambassador, and a member of the Converge Challenge Strategic Advisory Board.

Angela Mathis | ThinkTank Maths
Angela Mathis is a co-founder and Chief Executive of ThinkTank Maths Limited, with 25 years’ international management and commercial experience in global, technology-based companies. She sits on the ADS Scotland Council, where she represents Scottish SMEs and Innovation, and is a member of Scottish Science Advisory Council and The Entrepreneurial Exchange.

Professor Stephen Marshall | Strathclyde University
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, and he is the academic lead for the University of Strathclyde’s highly innovative Vertically Integrated Project (VIP) Program.

Stuart Fancey | SFC
Stuart Fancey is a Director at the Scottish Funding Council responsible for Research and Innovation policy and funding across both University and College sectors. A graduate of the University of St Andrews and of Heriot-Watt University, Stuart began his career in Physics research in Scotland and Germany. Before joining SFC in 2005 he was a member of the founding management team of Helia Photonics in Livingston.

Professor Pamela Gillies | OBE, FRSE | Glasgow Caledonian University
Professor Pamela Gillies has been Principal and Vice-Chancellor of Glasgow Caledonian University since 2006. She has performed extensive prestigious work in global Healthcare and Human Rights, and is the founding patron of a school for children of sex workers in Domjur, Kolkata. She has also researched and written widely on HIV/AIDS, health development, and the potential of social action for health.

Andy Hall | Barclays Bank
Andy Hall is Head of Corporate Banking in Central Scotland for Barclays Corporate, and is a qualified MBA and Chartered Banker. He has been involved in several high profile deals in Scotland and is known for building strong long-term relationships with many of Scotland’s best known corporate businesses. Andy also co-chairs Barclays Citizenship activities and is a member of the Barclays Scotland Steering Committee.

Michael Corrigan | Trtl
Michael Corrigan is the CEO and co-founder of Trtl, developing innovative travel products for the global market. He is a graduate of the University of Strathclyde, and has won numerous small enterprise and product design awards, including the Scottish EDGE and Scottish Young EDGE awards, Small Exporter of the Year, and Best Digital Startup.

Audrey Cumberford | MBE, FRSE | Principal and Chief Executive, Edinburgh College
In 2012 Audrey led a merger of 3 colleges to establish West College Scotland, and she has since become Principal and Chief Executive of Edinburgh College. Audrey served two terms on the Scottish Funding Council Board and was appointed a Member of the Government’s Enterprise & Skills Strategic Board. She is Vice Chair of Scotland’s Colleges Principals Group and was recently made a Fellow of the Royal Society of Edinburgh.

Professor Andrew Atherton was appointed as Principal and Vice-Chancellor of Dundee University in 2019. He was formerly Deputy Vice-Chancellor and Professor of Enterprise at Lancaster University, having served as Pro Vice Chancellor at the University of Manchester, Exeter, and as Pro Vice Chancellor at the University of Leeds and University of Birmingham.

In addition to his role at SIE, he is a trustee of the Carnegie Trust for the Universities of Scotland, an Advisory Board member of the Lloyds Register Foundation, Lloyds Register 100A1 Ambassador, and a member of the Converge Challenge Strategic Advisory Board.

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CASE STUDIES

FUTURE IMPACT

Stephenie Pagulayan | ALICE Theatre Project | University of the Highlands and Islands
Idea: A value-driven community theatre project, developing creativity and confidence through performance for adults, children and families in Shetland.
Current stage: Delivering regular classes and workshops, and working with Shetland Comedy in the planning stages of a new project centreing young people in Shetland.

Martina Zupan | Alterwaste | Edinburgh Napier University
Idea: A new material made from waste eggshells, presenting a fully compostable alternative to unsustainable products in cosmetics, packing, construction and other industries.
Current stage: Licensing patented material to manufacturers.

Lorenzo Conti | Crover | University of Edinburgh
Idea: An innovative remote probing device, capable of moving autonomously within bulk grain stores to map conditions, detect potential grain spoilage and reduce waste.
Current stage: Prototype testing to prepare an MVP for market.