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In an academic year where the COVID-19 pandemic has brought unprecedented change in all aspects of our lives, SIE has been uniquely placed to respond quickly to these challenges and provide critical support to educators and students. I’m pleased to say that thanks to the efforts of our team, all SIE services were able to continue uninterrupted.

More than that, our summer Festival of Innovation met the challenges head on, celebrating best practice across the community in their response to the pandemic and encouraging students to consider the future of education. Our online conference, Shaping the Future, brought speakers from around the world and provided a national platform to discuss how we can empower our young people and help them thrive.

Our demonstrated ability to react quickly to change emphasises the critical role SIE plays in Scotland. We will continue to build on this and help Scotland’s educators and students thrive.

Professor Richard A. Williams OBE | Chair
SIE inspires and supports students, helping them to prepare for a life after graduation, whether that’s starting their own business, or succeeding in an existing company. Developing resilience and an ability to cope with change has been of particular importance in the last year, with students facing enormous changes both in course delivery and the graduate environment.

SIE was able to respond quickly to the challenges of the COVID-19 pandemic and ensure that there was no disruption to our services and support for students and educators.

SIE’s summer Festival of Innovation directly addressed the challenges of the pandemic, showcasing best practice across the community, providing inspiration and encouraging fresh thinking.

Over the last year, our competitions have seen some excellent new ideas with our SIE entrepreneurs keen to make global impact. Our Scottish Innovative Student Award (SISA) programme has continued to thrive and record numbers of educators in universities and colleges now have their course SISA accredited.

We’re grateful for the continued support of the Scottish Funding Council and our partners in the community in helping us achieve our vision.

Thank you!

Fiona Godsman | CEO
SIE’S 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 still in an academic setting, SIE helps them prepare to make an impact on graduation.

Our unique national perspective helps level the playing field across institutions and allows access to opportunities for all students and educators with an interest in enterprise and innovation.

Now more than ever our students must be resilient and have the skills and confidence to adapt and thrive. By enabling and empowering our students, we strengthen Scotland’s ability to meet the challenges of today and the potential of tomorrow.
2020 has been challenging for us all, not least for the young people at university or college, planning for a future that faces considerable uncertainty.

Our mission is to help students to develop the innovation and entrepreneurial mindsets they need to become the change-makers, innovators and global leaders of the future. Now, more than ever, we need to inspire and encourage students and recent graduates to create a better future for themselves.

Accordingly SIE ran a Festival of Innovation over the summer, which included awards, talks, innovation challenges, a business idea competition, and a showcase online event “Shaping the Future”!

The Imaginative Educator Awards encouraged institutions to nominate staff members and teams for their innovative responses to the teaching challenges caused by the pandemic. SIE received over 30 high-quality submissions from universities and colleges showing the tenacity and determination of Scotland’s educators in meeting this unprecedented situation.
In 2019-20, 330 students and new graduates entered SIE’s national enterprise competitions, participating in a proven pipeline for early-stage entrepreneurial talent in Scotland. In that time, over £42,000 was awarded to support the development, launch and commercial growth of promising new concepts.

For the first time, SIE’s flagship Fresh Ideas competition was open for entries all year round, attracting early stage ideas from the length and breadth of Scotland. The most promising concepts were rewarded with monthly prizes between April-January, and earned the chance to hone and develop their ideas at Exploration Day in February before pitching in the grand finals in March.

The Catalyst Award grew to a national level competition in 2019-20, after a successful pilot in the West of Scotland in 2018-19. This new award represents an important support platform for student and graduate enterprises in a post-launch phase which are ready to scale up and take on greater funding.

SIE’s dedicated Business and Innovation Advisors held first meetings with more than 570 students in 2019-20, offering one to one support and personal coaching based on the capacity and needs of each individual. For those seeking legal assistance or protection for their intellectual property, financial support is available through the Innovation Fund. Nine students benefited from Innovation Fund grants in 2019-20, with £17,000 of funding awarded in total.

Entrepreneurs who show particular dedication and drive are invited to join the SIE Entrepreneurs community – a closed group providing a supportive peer environment, as well as focused masterclasses, seminars, networking socials and additional opportunities. Special events hosted throughout 2019-20 gave SIE Entrepreneurs the chance to learn from one another’s experiences, hear from established SIE alumni, and clearly ideate their personal and business goals.

SIE support gives budding entrepreneurs the skills and direction they need to take full advantage of the resources available to them within the Scottish startup ecosystem, and empowers them to act on new ideas and create meaningful change in the world wherever their journey post-graduation takes them.
SUPPORTING EDUCATORS

OUR INNOVATION AND ENTERPRISE PROGRAMME IS DESIGNED TO MOTIVATE AND EMPOWER STUDENTS TO DEVELOP THE ENTREPRENEURIAL MINDSET AND INNOVATIVE CAPABILITY THEY NEED TO BUILD A BETTER FUTURE WORLD. WE DO SO BY HELPING STUDENTS AND EDUCATORS IMAGINE POSSIBLE FUTURES AND EXPERIENCE THEM, WITH THE AIM OF HELPING THEM MAKE BETTER DECISIONS AND BUILD BRIDGES TO THAT PREFERRED FUTURE FOR THEMSELVES AND THE OTHERS.

EMBEDDING INNOVATION AND ENTERPRISE IN THE CURRICULUM

The Education Team works with academics across all disciplines and student levels to look at embedding innovation and enterprise within the curriculum. The team uses their future ready resources to help students engage with the pace of change and identify and experience their place in the future job market or to identify opportunities for new ideas that are future-facing. These resources also help students understand their sense of purpose and the impact they want to have on society. During the sessions they enhance and develop their core innovation competencies. As well as gaining insight into what these competencies are, they understand why they are important in a future world and for their future profession, and why employers value them. Through the action-based and experiential learning used in the workshops, they also gain insight into how they will perform for a graduate employer using their innovation competencies thereby allowing them to build a compelling narrative around these competencies for their CV and for interview and self-branding purposes. This approach is aligned with QAA’s Assessing Enterprise and Entrepreneurship Gateway Triangle and The European Commission’s EntreComp Framework. All resources are subsequently made available to academics.

SCOTTISH INNOVATIVE STUDENT AWARD PROGRAMME

In its third year of delivery, the SISA programme continued to increase significantly the level of engagement from staff and students. Sixty-nine (+137%) SISA level 1 accredited courses delivered SISA Level 1: Future Thinker in 16 HE and FE institutions across Scotland, validating existing innovation teaching already embedded in the curriculum by academics. Course accreditation gave students the opportunity to reflect on their learning experience and innovation competencies developed in class to boost their CV with a micro-credential and help them stand out in the job market.

The students from Robert Gordon University, University of Aberdeen and University of the West of Scotland had the opportunity to get involved in Scotland’s innovation agenda, including its commitment to the implementation of the United Nation’s Sustainability Goals. The future forecasts and insights of the students in the Level 2 days were illustrated as ‘artefacts of the future’ in SIE’s Museum of the Future.

The SISA Level 2 national days gave the opportunity to students to further build upon their innovation competencies from Level 1, as they worked in multidisciplinary teams, addressing a challenge of a socio-economic national priority. With SIE partnering with the Innovation Centres (DHI, CENSIS, The Data Lab and CS-IC) to deliver SISA, students had the chance to get involved in Scotland’s innovation agenda, including its commitment to the implementation of the United Nation’s Sustainability Goals. The future forecasts and insights of the students in the Level 2 days were illustrated as ‘artefacts of the future’ in SIE’s Museum of the Future.

Students followed up on these workshops through SIE’s Fit for the Future initiative, which guides learners to reflect on how they exercised their skills in different innovative performance zones and to design a personal plan for further development.

As students advanced in the SISA Levels, they developed a robust toolkit to champion innovation and motivate themselves and others to act. At the Level 3 award ceremony, students also received further guidance on developing their sense of purpose and insight into the impact they could have by utilising their new transferable skills after graduation.

“SISA has empowered me to think and feel like an entrepreneur.”

“I developed my ability to devise viable projects based on innovative ideas during my SISA experience. I used this skill to devise a summer research project and to gain a scholarship for carrying the project out.”

SCOTTISH INNOVATIVE STUDENT AWARD PROGRAMME

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<th>LEVEL</th>
<th>2018-19</th>
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“Products and services need to be sold, customers need to be taken care of, and teams need to be managed. To stay relevant, you need to be open to constantly learn and grow. If you do that, there will be a bright future for you.”

“There are no rules apart from the ones you set yourself to get it done. It’s only at scale that you need to worry about ‘official’ processes. By then, you’ve done half the battle. It’s as easy or as hard as you decide to make it. No excuses!”

Susanne Mitschke
University of Glasgow (2014-2015)
MSC International Management, Leadership & Business Growth

Louis Schena
University of Strathclyde (2011-2012) MSC International Marketing
University of Stirling (2007-2011) BA Business Studies
COMMUNITY ENGAGEMENT

7,257 FOLLOWERS IN 19 | 20
1,728 FOLLOWERS IN 19 | 20
183 SUBSCRIBERS IN 19 | 20
506.4K IMPRESSIONS IN 19 | 20

IN 19 | 20 OUR POSTS REACHED AN AVERAGE OF 2,014 FOLLOWERS/STUDENTS

WWW.SIE.AC.UK

2,253 VISITS PER MONTH ON AVERAGE IN 19 | 20

506.4K VISITS PER MONTH ON AVERAGE IN 19 | 20

SIE ENTREPRENEURIAL IMPACT

SIE ENTREPRENEURS ARE FRESH, DYNAMIC THINKERS TAKING ON MODERN OPPORTUNITIES AND TACKLING MAJOR CONTEMPORARY CHALLENGES. STARTING THEIR BUSINESS JOURNEY WITH SIE AND LOCAL SUPPORT, THEY GO ON TO BENEFIT FROM THE WIDER SCOTTISH ENTREPRENEURIAL ECOSYSTEM. AMONG OUR TOP ALUMNI ARE YOUNG COMPANIES INNOVATING ACROSS DIVERSE FIELDS

SIE ENTREPRENEURS

13% DATA SECURITY & BUSINESS SOLUTIONS
6% EDUCATION
13% GREEN/ZERO-WASTE ACTION
25% TECH & SMART DATA (AI, VR & AR)
9% INTERNATIONAL DEVELOPMENT
9% REGIONAL TOURISM
25% HEALTH & WELLBEING

DATA SECURITY & BUSINESS SOLUTIONS
EDUCATION
GREEN/ZERO-WASTE ACTION
TECH & SMART DATA (AI, VR & AR)
INTERNATIONAL DEVELOPMENT
REGIONAL TOURISM
HEALTH & WELLBEING
“LOOKING TO THE FUTURE AND THE REQUIREMENTS OF BUSINESSES GOING FORWARD I THINK HAVING AN ENTREPRENEURIAL MINDSET WILL BE A REQUIREMENT FOR ALMOST EVERY JOB ROLE. THE PACE OF CHANGE IN THE WORLD IS GETTING FASTER AND FASTER AND EVERY DEPARTMENT IN EVERY ORGANISATION NEEDS TO BE ABLE TO IDENTIFY HOW TO TAKE ADVANTAGE OF THESE CHANGES RATHER THAN BE THREATENED BY THEM.”

“THERE IS NO RIGHT OR WRONG WAY TO DO – IT’S JUST ABOUT FACING THE UPS AND THE DOWNS AND PERSEVERING. OF COURSE, I’VE HAD MOMENTS WHERE I’VE WORRIED ABOUT WHETHER PLAYERDATA WILL SUCCEED, AND THOSE MOMENTS CAN BE REALLY TOUGH, BUT WHEN YOU PUSH THROUGH AND START TO SEE ALL YOUR HARD WORK PAYING OFF IT MAKES EVERY LATE NIGHT AND EVERY SET BACK WORTHWHILE.”

Rebecca Pick
University of Strathclyde (2011-2015)
BA (Hons) Marketing & Enterprise

Roy Hotrabhwanon
University of Edinburgh (2012-2016)
BA Electronics & Computer Science
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.

Ann Davidson | Enterprise Programme Director
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. From a legal background, Ann brings expertise in delivering engaging and nuanced communication to SIE’s training and student support activities.

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.

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.

Ralitsa Arnaudova | Events & Marketing Officer
Rali is a Marketing and Management graduate from the University of Strathclyde, Associate of the Chartered Institute of Marketing, Association for Project Management and the Association of British Professional Conference Organisers. Passionate about education and inspiring young people to make positive impact, Rali supports SIE’s marketing department, project manages the Scottish Innovative Student Awards and oversees the organisation of all SIE events - from training seminars to award ceremonies, always ensuring that they’re fun, productive, and go off without a hitch.

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.

Helen Pearson | Office Manager
Helen has over 20 years of organisational experience with roles within politics, social enterprise and fashion. Her role of Office Manager at SIE is to ensure the smooth running of all operational and administrative functions. She has a BA (hons) in Historical Studies and a masters in Information Studies. Helen’s interests outside of work include literature, art, cinema and food. She is the proud owner of two rescue cats.
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 represents 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.

**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 | CBE, 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 | Barclay’s 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.

**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.

**Michael Corrigan | Trtl**
Trtl (pronounced turtle) was established in 2010 and their first product was the Trtl Pillow, the travel pillow reinvented. They have now sold over 1,000,000 units into over 100 countries, doing so with a focus on e-commerce and have recently launched the brand in airports.

Trtl’s focus is to help you rest when you travel so you can arrive rested and ready for the adventure ahead. Michael leads an innovative team of 27 staff at their HQ in Glasgow.
"Finding a balance is the most important thing in your life. Burning out by overworking helps no-one. Being the best version of yourself possible inspires and motivates the people around you to be better, creating a positive ripple of change."

David Townsend
University of St. Andrews (2009-2013)
BSc (Hons) Geology, Geothermal Energy