



Are you an
entrepreneur?

Whatever stage you're at, we'll
help you move things forward

www.careers.qmul.ac.uk/enterprise

Create your own work experience

Enterprise

Supporting entrepreneurship
at Queen Mary

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Welcome



Enterprise, I would argue, is one of the most valuable activities a student can engage in.

It helps you develop an array

of transferable skills – creativity, empathy and an understanding of how society and business works. Enterprise can be a force for good.

That's why we support enterprise here at Queen Mary, and why our talented team work so hard creating an exciting environment in which to support your innovative ideas. Our enterprise programme now has an even greater range of opportunities, so there has never been a better time to try your hand at being an entrepreneur.

This brochure explains how enterprise works and introduces our programmes and support activities. It also showcases some of the inspiring students who have started businesses, social enterprises and other types of projects over the past couple of years.

Whatever your background or experience level, why not take up the challenge? All are welcome, and who knows where your adventure will end.

Dr Philippa Lloyd

Vice-Principal (Policy and Strategic Partnerships)



Our remarkably multicultural community shows us every day how different backgrounds inspire original and creative ideas

– an essential ingredient of enterprise as a positive social force.

We warmly encourage you to say hello, whatever your background or skillset, even if you don't (yet) think enterprise is for you.

You never know where it could lead you! In 2016 Queen Mary Law graduate Jamie Crummie won a 'Grow It' Award to launch Too Good To Go, an app to fight food waste. Just three years later, it has grown to 7.5 million users across nine countries in Europe, has reached its 10-millionth meal milestone and raised €16 million in funding.

Our job in Enterprise is to give our students and alumni the best opportunities to grow their ideas and build a sustainable future. We believe our Enterprise provision is the enabler that can support you through advice and guidance, strong networks and programmes, discipline and seed funding. An exciting adventure awaits you.

We hope to hear from you soon!

Francesca Guerrera

Enterprise Manager

Introducing Enterprise

Our job is to support all things entrepreneurial here at Queen Mary

Part of Careers and Enterprise, the Enterprise team are dedicated to supporting entrepreneurial endeavours from our students

We offer funding opportunities, exciting programmes and events, and one-to-one appointments to support you in bringing your business idea to life

In supporting a rich, innovative diversity of ideas, Enterprise have been helping students achieve the previously unthinkable

Enterprise: What's it all about?

We believe enterprise and entrepreneurship is for everyone

We think of enterprise as coming up with ideas and turning them into actual projects. Really simple and really broad. Enterprise can mean starting a business, but it can also mean an art project, event or the creation of a community. This is when the person or team running that project becomes entrepreneurial.

Common types of entrepreneurship

- **Social entrepreneurship** is where the primary motivation for starting a venture is social or cultural good and not financial gain.
- **Green entrepreneurship** is where sustainable processes are developed to solve environmental challenges.
- **Digital entrepreneurship** is the development of digital products or services which are primarily marketed, delivered and supported online.

Signs you should start an enterprise

1. You have an idea you'd like to turn into a real project.
2. You want to learn more about how organisations and society work.
3. You'd like to learn a host of skills to enhance your CV.
4. You want to meet and learn from like-minded and inspiring people.
5. You want to make a difference in society.



So, why be an entrepreneur?

Learning how to build something.

What could be cooler than knowing how to turn an idea or passion into a tangible project? Enterprise enormously expands your sense of possibility.

Skills. Running a project means learning a rich variety of skills, from project management, networking and marketing through unexpected capabilities like mastering Eventbrite, copyright and charming people into helping out. It teaches you to get things done, because the buck stops with you.

Personal development. Coordinating projects means responsibility, leadership and constant problem-solving. This develops maturity, empathy, confidence and other personal attributes that spill into other parts of your life.

Employability. This all makes you extremely employable. Sure, some jobs require specific industry experience. But the wealth of skills and development that comes from running organisations and projects will glisten on your CV.

Helping others. Entrepreneurship can also transform others' lives. Whether by starting a social enterprise, improving an existing service, bringing joy through a project or employing somebody, involving others in enterprise is the source of much positive social change around the world.

Worried about starting a business?

Enterprise isn't easy, but it's not rocket science either, and many common concerns are exaggerated.

"Enterprise isn't for people like me."

To the contrary! Enterprise can be transformational regardless of your experience, background, gender, ethnicity, age or anything else - just look at the examples in this brochure!

"But I have zero skills and no idea where to start."

That's also no problem. Firstly, you probably know more than you realise - most enterprise skills are quite commonsensical. Secondly, that's precisely what we're here for: to help you learn what you need to know.

"I know my career won't be entrepreneurship."

It's great if you know what you want to do, but it doesn't necessarily mean enterprise won't be useful. Enterprise teaches loads of transferable skills which will make you more employable and better at your job. And how do you know you won't want to make a business of your career?

"But I have no time."

Enterprise programmes are designed to fit around your studies. QIncubator runs on Wednesday afternoons outside of timetabled study, and we also run weekend QHacks and lunchtime/breakfast events.

Enterprise programmes

The Enterprise team run dedicated, high-impact developmental programmes aimed at supporting students and alumni to launch businesses or social enterprises

*If you are...
an aspiring entrepreneur*

Check out our QIncubator programme

QIncubator is a high-impact, 8-week, entrepreneurship development programme that provides a testing ground for projects at idea-stage and early-stage.

Visit: careers.qmul.ac.uk/qincubator

*If you are...
a current entrepreneur*

Keep an eye out for the next QAccelerator summer school

QAccelerator is a selective two-week summer school co-designed with industry experts designed to provide exposure and help entrepreneurs get their products to market

Visit: careers.qmul.ac.uk/qaccelerator

*If you are...
looking to explore entrepreneurship*

Come to a QHacks event

QHacks are fun, intensive programmes designed to teach you to build a start-up from scratch in just three days. Form a team, build a business model and launch your start-up over a weekend of workshops, mentoring breakouts and teamwork

Visit: careers.qmul.ac.uk/qhacks

*If you are...
an international student entrepreneur*

Consider applying for a Start-up Visa

The Start-up Visa is for early-stage but high potential entrepreneurs who are starting a business in the UK for the first time

Visit: careers.qmul.ac.uk/startupvisa

Enterprise Programmes: QIncubator



Are you starting or thinking about starting your own business?

QIncubator is the perfect testing ground for a project at idea stage and for early stage businesses. Knowing where to start can be daunting, which is why we help you define your ambitions and set goals

Our entrepreneur-led, 8-week programme combines enterprise training, expert coaching and peer learning to accelerate success

Sample programme structure

- Week 1** Introduction to QIncubator
- Week 2** 30 Second Pitches
- Week 3** Defining and Actualising Your Idea
- Week 4** Know your Customers and Market
- Week 5** Revenue Model and Funding
- Week 6** Legal Advice and Guidance
- Week 7** Pitch Practice
- Week 8** Demo Day

What's in it for you?

- **Validate your business idea and build a viable business model**
- **Build your product or service** with expert mentors from leading industries
- **Make friends and build professional networks**
- **Develop** critical thinking skills
- **Improve** your pitching
- **Apply for up to £10,000 in funding**

How to apply

To find out more about the programme, eligibility and application process, visit careers.qmul.ac.uk/qincubator

Enterprise Programmes: QAccelerator

When you're running a business, time is money and few business owners can afford to stand still

If you run a business which is already generating revenue, you will be seeking to scale and build an effective growth strategy.

QAccelerator is a two-week summer programme designed to support growing businesses in scaling up their ventures. It combines business training, expert support and coaching to help you accelerate your venture's success

Applications open each spring. Keep an eye on our website for updates

What's in it for you?

- 10 professional **full-day business sessions**, including investment readiness, marketing, sales and leadership
- One-to-one **business expert sessions**
- One-to-one **financial coaching**
- **Access to networks** and a community of ambitious founders
- Ongoing **support and guidance**
- **Referrals** to industry and sector experts
- **Opportunity to be featured** through Queen Mary and partner communication channels

How to apply

To find out more about the programme, eligibility and application process, visit careers.qmul.ac.uk/qaccelerator



Enterprise Programmes: QHacks



Form a team, build a business model and launch a start up in 3 days!

QHacks are fun, intensive weekends designed to teach you to build a startup from scratch in just 3 days.

Energetic workshops, mentoring breakouts and rapid teamwork will help you learn a host of skills, validate your idea, build a product or service, develop your professional network and apply for up to £10,000 in funding.

What's in it for you?

- Develop a **business model** using the Lean Canvas
- **Conduct** customer, competitor and market research
- **Test assumptions** and prototype products
- **Refine your mission**, unique selling point and brand identity
- **Market your product** or service to your customers
- Assess your **funding options**
- Understand legal considerations
- **Pitch your business**

How to apply

To find out more about the programme, eligibility and application process, visit careers.qmul.ac.uk/qhacks

Funding

We're on the hunt for the most innovative businesses and social enterprises emerging from Queen Mary

Are you a Queen Mary student or graduated less than two years ago? Do you have a business idea or have already started trading? Is your idea the next big thing?

If you have an idea for a business that you'd like to start or grow we have **Try It** (up to £500), **Grow It** (up to £5,000) and **Build It** (up to £10,000) funding awards available. For more information, eligibility and application process, visit careers.qmul.ac.uk/enterprise/funding

Founded by Queen Mary French and Politics graduate Jess Abis, and her mum Charlotte, **100% Natural Foods** produces delicious, completely natural brownies - completely free of dairy, gluten and refined sugars. All ingredients are ethically and transparently sourced.

Jess was awarded £5000 through 'Grow It' funding programme, which she used to invest in better equipment, new packaging materials, and a launch event in Brighton.

Five years on, 100% Natural Foods were carried by over 200 stockists, including

Sainsburys, Harrods, As Nature Intended and Planet Organic.

Jess and Charlotte decided to refocus their venture, ensuring that they knew where each and every ingredient in their natural brownies were sourced from. Their business took them to Belize in January 2019, where they met cacao growers that they will source from in 2020.

100% Natural Foods continue to produce delicious brownies, and is committed to working with farmers and suppliers who work to protect the lands they work on.

natural
ORGANIC RAW CHOCOLATE
BROWNIE with Goji & Acai Berry

natural
ORGANIC RAW CHOCOLATE
BROWNIE with Coconut & Chia

100%
natural

100%
natural

Start-up Visa

The Start-up Visa allows international graduates with innovative, viable and scalable business ideas to stay in the UK, under the supervision of Queen Mary, to develop their business for up to two years.

After booking an appointment with us to discuss your business idea, the next step is to complete an application form. We are happy to give you feedback on your application.

If you pass the first stage, we will invite you to an interview panel where you will have an opportunity to pitch your business idea. As a result, a decision will be made as to whether to recommend you for endorsement for a Start-up visa

For more information, refer to careers.qmul.ac.uk/startupvisa

Here are just a few of the businesses we have supported through the Start-up Visa:

- **Diamond Media**, a media production and events management company, founded by EJ, a Contemporary Writing graduate



- **Han Violins**, an antique stringed instrument consultancy and dealership, founded by Bairong Han, a Media and Arts Technology graduate

- **Julie May**, a luxury lingerie brand, founded by Yinhei Chi

Look around you: showcasing student success



“**QIncubator** was fantastic and helped me learn the foundations of running a business.

There are also so many useful connections available as part of the programme such as the mentors that come in each week. As someone with little prior business knowledge, it was incredibly useful in helping me start up a business”

Rebecca Rickwood, founder of **Gement**, an eco-friendly geopolymers cement company, and finalist of the 2019 Santander Universities Entrepreneurship Awards



“**QAccelerator** is such a great programme, it goes through all the steps of how to expand, grow and market your business. It’s a really intense programme that would really help a business that’s just starting out”

Yiran Qin, founder of **Nummy**, an app where foodies can socialise at London’s thriving restaurant scene

“QHacks is a great atmosphere of like-minded and energetic students ready to learn”

Matheus De Araújo Freitas and Erwan Adouani, who founded **InfiniTree**, a smart indoor plant-watering device, at a QHack

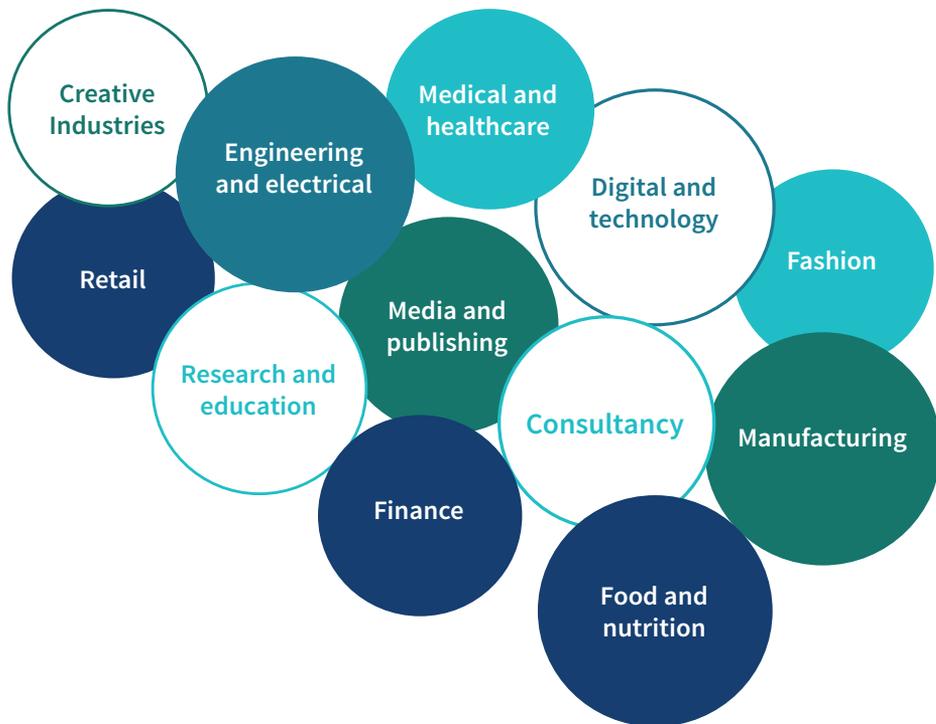


“People like me, who are passionate about an idea and want to create or change something, should consider the **Start-up Visa**”

Yinhei Chiu, founder of **Julie May**, a high-end lingerie business

Look around you

We support 500+ entrepreneurs a year through our programmes and funding, across a huge range of sectors, including:



Student ventures we have supported

- **Infinittree** - a smart indoor plant-watering device
- **The Sierra Foxtrot** – an ethical, vegan clothing brand
- **Diamond Media** – a digital content and events management agency
- **Paradise Cycles** – a bike workshop based in Bethnal Green, East London
- **Gement** – an eco-friendly, geopolymer cement business
- **Nummy** – a social app connecting foodies across London
- **Musemio** – a VR platform that sparks children’s interest in arts and culture by connecting museum collections with the national curriculum
- **Han Violins** – an antique stringed instrument consultancy and dealership
- **The New London Agency** – a digital marketing agency
- **My Big Fat Halal Blog** – a popular blog about London’s halal dining experiences, recipes and travel guides
- **Simply Robotica** – a robotic platform able to navigate over a variety of terrains
- **JulieMay** – a luxury lingerie and shapewear brand
- **Animorph** – a mixed-reality co-operative
- **Perspective Press Global** – a publishing house for young people

Spotlight on...

Too Good to Go



Queen Mary Law graduate Jamie Crummie received a **'Grow It' award in 2016** to launch his app **'Too Good To Go'** in London

The free app allows users to 'rescue' surplus meals from restaurants, hotels and supermarkets that have not been sold, providing customers with great food at a low cost while reducing environmental impact of food waste

3
years
later

- **€16 million** won in investment
- **15,000** store and restaurant partners
- Launched in **9** countries across the EU
- **7.5 million** app users
- Over **10 million** meals rescued
- **200+** employees across Europe

Join a student society

We collaborate closely with student enterprise societies, which offer excellent opportunities to gain enterprise skills and experiences.

Get involved and meet like-minded people!



Queen Mary Business and Enterprise Society (QMBES)

Launched in 2017, QMBES provides a wide range of

academic, social and career-related opportunities to current Queen Mary students who have an interest in the business, tech and start-up sectors.

QMBES runs events throughout the year, from coding workshops to panel discussions with marketing experts and VC partners. Get involved in Queen Mary's community of creative innovators.

Visit qmbes.com



Enactus

Enactus is a global organisation that brings together

students, educators and business leaders to create new businesses that transform lives.

Enactus strives to foster an environment where students can hone their skillset to identify local issues, find innovative solutions and implement them alongside project partners.

A variety of events are on offer, from networking sessions to pub quizzes, for anyone interested in joining a society dedicated to social enterprise.

Find out more at enactusqm.com

Santander: investing in students

The Santander Universities Division supports and manages Santander's commitment to higher education. Santander supports Queen Mary with mentoring, training and internships. They support Enterprise programmes such as QIncubator and QAccelerator along with supporting the Try It, Build It and Grow It funding awards.



Rebecca Rickwood has been a national Finalist of the Santander Universities Entrepreneurship Awards with her eco-friendly, geopolymer cement business Gement

Since 2011, Santander has held an annual business pitching competition called the Santander Universities Entrepreneurship Awards. Participants can win a range of prizes including seed funding, mentoring and start-up support. Since the competition's launch, Santander has awarded more than £420,000 to entrepreneurs from across the UK.

In 2019, two Queen Mary student entrepreneurs got through to the Semifinals and one won the People's Choice Award, moving then on to the national Finals.

Find out more at santander.co.uk/universities/events or by contacting the Enterprise team at Queen Mary.

Support at Enterprise

- One-to-one appointments including some appointments with Santander
- Practice pitching
- Feedback on funding applications
- Reviews of Start-up Visa applications
- Online resources relating to all things entrepreneurial
- And much more...

With over 500 unique students engaging with Enterprise at Queen Mary, the community is ever growing and we look forward to welcoming you too.





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