 

**National Enterprise Educator Awards 2023**

**Entrepreneurship Catalyst**

**Submission Deadline – 11.59pm on 9th June 2023**

**Please read the** [**Terms and Conditions**](http://neea.org.uk/terms) **and** [**Judging Criteria**](http://neea.org.uk/judging) **before completing this form.**

**Application process**

Complete the application form below, and return to lynn@enterprise.ac.uk by the submission deadline (see date above).

You will receive an email confirming receipt of your submission within one working week. If you do not receive this or would like further information, please contact:

Lynn O’Byrne, email: lynn@enterprise.ac.uk, mobile 07973 458208

You will be informed of the judges’ decision by early July.

All communication regarding your application will be made with the lead applicant who should ensure that relevant information is forwarded to other applicants.

**Award sponsors**

**SimVenture Business Simulations**

**Startium**

**Award organiser**

The National Enterprise Educator Awards are organised by Enterprise Educators UK.

Enterprise Educators UK would like to thank the sponsors for their generous support.

www.neea.org.uk

**Application Form**

**Applicant(s)**

|  |
| --- |
| **Lead applicant** |
| Title:Mr | First name:Marcus | Last name:Simmons |
| Applicant’s institution:Falmouth University  | Applicant’s job title:Course Leader – MSc Entrepreneurship,Cornwall Business School |
| EmailMarcus.Simmons@falmouth.ac.uk | Telephone | Mobile:0774 898 1550 |
| Postal address (please provide either home or institutional address)Falmouth University, Penryn Campus, Treliever Rd, Penryn, Cornwall, TR10 9FE |
| **Other team members** |
| Title:Mr | First name:Steve  | Last name:Cox |
| Institution (if different from above): | Job title:Head of Launchpad Venture Studio  |
| Title:Mr  | First name:Chris | Last name:Hassall |
| Institution (if different from above: | Job title:Senior Business Coach – Launchpad Venture Studio |
| Title:Mr | First name:Stewart | Last name:Noakes |
| Institution (if different from above: | Job title:Lecturer – MSc Entrepreneurship |
| Title: | First name:Adrian | Last name:Bossey |
| Institution (if different from above: | Job title:Head of Business & Experience Design, Cornwall Business School |
| If more than five team members please add additional rows to the table here. |
| Title: | First name:Kerri | Last name:Popperwell |
| Institution (if different from above: | Job title:Launchpad Marketing Manager |
| Title: | First name:Vivienne | Last name:Neale |
| Institution (if different from above: | Job title:Lecturer in Entrepreneurship, Cornwall Business School |

**Award category**

**What is an “Entrepreneurship Catalyst”?**

Open to HE or FE staff working individually or as a team to deliver exceptional entrepreneurship education or practice inside or outside the curriculum. The focus of this award is on supporting and enabling pre-starts, start-ups and growing ventures which may be creating or intending to create value in the private, public or third sector. An individual or team may enter. Teams must comprise two or more individuals who work together (or have worked together in the last 12 months) on a distinct entrepreneurship education or practice initiative. The individual or team may work within the curriculum, outside the curriculum or both. The judges will be looking for exceptional projects and initiatives that support individuals to develop the capabilities they need for an entrepreneurial future. All team members must be employed by one or more UK higher or further education institutions. Applicants will self-nominate.

**Details of your enterprise education work or activities**

Title of your application:

|  |
| --- |
| Effective activities supporting student start-ups in Cornwall  |

Background and context to the enterprise education work / activities that support your application including overall aims and objectives (This section provides important context for the judges but is not allocated any marks):

 (300 words maximum)

|  |
| --- |
| Launchpad is Falmouth University’s venture studio. Dedicated to driving the growth of Cornwall’s economy, Launchpad was designed as an ambitious real-world environment for entrepreneurial success. Students develop ideas with the support of experienced coaches, entrepreneurs in residence, plus a fully funded Masters degree in Entrepreneurship. The programme allows students to test and develop their business ideas by putting theory into practice and has received many plaudits since its launch in 2018.The aim is to support economic growth in the region to help address poverty and limited employment opportunities, with targets to deliver new jobs, new businesses and new products. Launchpad start-ups remain headquartered in Cornwall and the Isles of Scilly for at least five years after incorporation, meaning the skills, talent, investments and opportunity stay in the county. Launchpad is part funded by the European Regional Development Fund (ERDF), Research England and Cornwall Council.The five-year funding period of the Launchpad programme ends on 30th June 2023, but as 2021 progressed it became clear that while impressive results had been delivered, they fell significantly short of the challenging outputs required. With 60% of the programme completed, 25 start-ups and 65 new jobs had been created, which equated to less than 25% of the contracted deliverables.At the start of 2022, the make-up of both Launchpad and MSc teams changed significantly to reinvigorate the programme. A serious rethink was needed which required the Launchpad and academic teams to work closely together on a range of new initiatives that could dramatically increase programme outputs i.e. achieve 75% of the contracted outputs in just 40% of the programme time. This award entry details the amazing results delivered by two newly formed small teams, none of whom had been in post for more than six months at the start of 2022.  |

How were /are your entrepreneurship education work / activities delivered? Include an explanation of why you consider this to be good practice (25% of judges’ marks)

 (300 words max)

|  |
| --- |
| A broad range of entrepreneurship education activity is delivered in partnership between the Launchpad and MSc Entrepreneurship teams. In line with QAA guidance for entrepreneurial education we consider it to be good practice to combine academic theory and rigor with highly practical, start-up activity to produce ‘real world’ outcomes. This means teaching *through* entrepreneurial activity, rather than just teaching *about* it.Detailed below are the main activities of Launchpad, the MSc and the new initiatives started in 2022. **MSc Entrepreneurship*** MSc module content aligns to the startup journey, from design thinking and opportunity management to launching a minimum viable product (MVP). The emphasis is on experiential learning where students validate their markets, speak to customers and prototype their product / service.
* More traditional modules on finance, marketing and leadership are also based around the developing business ideas of students.

**Launchpad programme activity*** Dedicated coaches and entrepreneurs in residence help students navigate their start-up journey.
* Guest talks and masterclasses from local entrepreneurs and industry experts.
* Regular events with networking and pitching opportunities, such as ‘Pitch in the Pad’.
* Stage gate reviews allow students to unlock additional levels of support as their ideas develop e.g. market test fund facilitates testing prototypes and MVPs with £ thousands support.

**Launchpad / academic partnership – new activity since 2022*** Additional entrepreneurial opportunities for the wider student community include:
	+ Sector-specific hackathons, e.g. agri-tec, supported by George Eustice, then Secretary of State for Environment, Food and Rural Affairs.
	+ Two Techstars Startup Weekends.
	+ Business bootcamp – funded six-week summer-school allowing students to turn business ideas into reality.
	+ “Freelance Extravaganza” evenings to raise awareness and provide freelancing opportunities with Launchpad start-ups.
	+ A series of paid internships for students from across Falmouth University to get experience working with Launchpad start-ups.
 |

What do you consider to be the innovative and/or novel aspects of your entrepreneurship education work / activities? (25% of judges’ marks):

 (300 words maximum)

|  |
| --- |
| Since the start of 2022, Launchpad and academic teams have experimented with different activities to uncover new and improved ways to develop a student and local business ecosystem. We have therefore put into practice what we preach by pivoting our model to respond to market demand, just as we encourage our early-stage start-ups to do. This has often meant working outside of established University working practices and programme norms in order to work at speed.For example, May 2022 saw Launchpad run the first TechStars startup weekend; the first event of its type in Cornwall. It brought together staff and students from Falmouth and Exeter Universities with a variety of business owners from near and far. Staff from Launchpad and the MSc both contributed their time as coaches and session experts. The success of the event inspired a second TechStars weekend, plus more focussed hackathon events to bring together people with more specialised interests and skills, such as robotics, coding and agriculture. The academic team experimented with micro-internships for early-stage Launchpad start-ups, who presented their marketing brief to digital marketing students. The work produced accelerated the businesses so much that many more requested freelance support, which led to two ‘Freelance Extravaganza’ events.These experiments were in response to the needs of our customers (students, potential students and start-ups) in a way that sits outside the established Launchpad and MSc programmes. But we found this approach has attracted more people onto the Launchpad programme and MSc, plus accelerated business formations and new employment opportunities.This rich mix of opportunities allowed us to boost the development of the start-up culture in the University and beyond. Bringing people together at the different stages of their business journey, sharing knowledge and exploring ideas is helping the venture studio evolve into a thriving entrepreneurial ecosystem. |

How has the work / activities been evaluated?  What evidence do you have of the impact and the difference it has made in supporting pre-starts, start-ups and growing ventures? (25% of judges’ marks):

 (300 words maximum)

|  |
| --- |
| The teamwork since the start of 2022 has dramatically impacted entrepreneurial activity. Programme outputs have gone from under 25% of target at the halfway point, to 82% at the time of writing, to an overall 99% expected by programme close in September 2023. Examples and evidence of this success are:* New business startups up from 19 to 82
* New jobs created from 53 to 216
* New to market products from 17 to 62

The value created by Launchpad businesses is represented in a portfolio estimated at £22.9m (1st Nov 2022), of which the University holds a 25% stake. There are currently 49 active companies incorporated out of 82 start-ups created, 12 of which have been in business for over three years. This places Falmouth University in line with the UK’s top universities, including Oxford, Cambridge and Imperial College London, for spin-out survival rates.The programme has delivered significant economic returns for Cornwall and the Isles of Scilly. According to the latest evaluation data, compiled by the social and economic research company Wavehill (subject to approval), Launchpad has provided a net additional indirect and induced GVA of £22.5m to the local economy. Additional measures of success for the extra activities include:* Sector specific hackathons, e.g. the first agri-tec produced one new business around a robotic daffodil picking machine.
* Two Techstars Startup Weekends have been attended by 80 people and generated new businesses (e.g. award-winning Good Robot company) and many new students for the Launchpad and MSc Entrepreneurship programmes.
* Business bootcamp – resulted in two new business formations and one significant business acceleration.
* Two “Freelance Extravaganza” evenings attracted 150 students interested in a freelance career and freelancing opportunities with Launchpad start-ups.
* Eight new freelance businesses created in just twelve months.
 |

What plans do you have to develop your entrepreneurship education work / activities and how would the prize money be used to support this? (25% of judges’ marks):

 (300 words maximum)

|  |
| --- |
| The Launchpad team is currently working on the development of Launchpad 2.0 to be funded partly by the Shared Prosperity Fund (SPF) and matched funds from the University (subject to approval). The lessons learned over the last 18 months will heavily inform the new programme i.e. being much more customer focussed, engaging earlier with students in their student journey, and engaging more with local business to strengthen the entrepreneurial ecosystem in Cornwall. If we are successful with this award the prize money will be matched and multiplied by the SPF / University funding so the £500 income will generate £5,000 of benefit that can be used for students to test new business prototypes and MVPs. The money would also be invested in a range of entrepreneurial events and activities, such as Techstars weekends, more freelance activity and Hackathons focussing on health-tec, robotics and AI and its impact on local SMEs. The aim is to continue to expand the reach of Launchpad to students from all parts of the University and the wider business community. The focus on financial support will be to make fewer but more productive support to businesses with a real potential to grow, rather than trying to support everyone, so creating more stable, longer-term growth for the region.  |

Through your work, how are you driving change in Equality, Diversity and Inclusivity (EDI) in the areas of enterprise and entrepreneurship education and practice (your entire entry together with this response will be assessed for the Inclusive Enterprise Education award)

(300 words maximum)

|  |
| --- |
| Gender Diversity - Throughout the Launchpad programme (2018 – 2023, three intakes per year) only 20% of applicants were female but represented 26% of all Launchpad students. Therefore, female applicants are almost 50% more likely to be successfully accepted onto the programme compared to their male counterparts. This is an encouraging indicator and demonstrative of Launchpad’s commitment to gender equality and this figure has improved over time. Since January 2021, 35% of those who commenced participation in the programme identified as female and in the September 2022 cohort, they represented the majority of new participants (56%).The gender diversity of Launchpad’s participants parallels that of the UK’s digital technology industry as a whole – that being the target sector for Launchpad start-ups. As reported in Tech Nation’s annual report published on 16th March 2021, 25.5% of workers in the UK’s digital technology industry in 2019 are women, compared to the UK labour market average of 49.8%.Ethnic Diversity - out of the 675 Launchpad applicants who specified an ethnicity, approximately 58% were White, 16% Asian, 13% Black, and 13% of mixed or other ethnicity. Whilst there is a marked reduction in ethnic diversity when applicants are compared to participants of the programme this is likely to relate to challenges associated with Visas for international students. This also compares favourably to Cornwall’s ethnic diversity which, according to 2021 census data, has a 97% white population.Age Diversity - considerable age range of students from early 20’s through to early 60’s.Financial Inclusivity – The Launchpad funding model see students receive a £13,000 stipend over 12 months plus fully funded MSc fees. The additional finding opportunities (like the market test fund) opens up this entrepreneurial opportunity to people with a wide range of economic circumstances as self-funding is not required.  |

Please provide a summary of your entry to be used in the NEEA awards programme and on the website if your entry is short listed.

This information must be supplied but will not be used by the judges.

 (100 words maximum)

|  |
| --- |
| A highly effective team was formed between the Launchpad Venture Studio and MSc Entrepreneurship academics. By pivoting from the funded programme’s original structure, the two teams practiced what they preached by focussing on what their customers (students and local businesses) really needed. As a result, in just 18 months the team delivered 75% of the total outputs for the five your programme.  |

**Inclusivity Questions**

These questions do not form part of your application and are used anonymously for EEUK’s inclusivity monitoring only.

**Gender**

|  |  |
| --- | --- |
|  | Female |
| X | Male |
|  | Non-binary |
|  | Prefer not to say |
|  | Other |

**Age**

|  |  |
| --- | --- |
|  | 18-24 |
|  | 25-29 |
|  | 30-34 |
|  | 35-39 |
|  | 40-44 |
|  | 45-49 |
|  | 50-54 |
| X | 55-59 |
|  | 60+ |
|  | Prefer not to say |

**Ethnicity**

|  |  |
| --- | --- |
|  | Asian/Asian British - Bangladeshi |
|  | Asian/Asian British - Chinese |
|  | Asian/Asian British - Indian |
|  | Asian/Asian British – Pakistani |
|  | Black/African/Caribbean/Black British – African |
|  | Black/African/Caribbean/Black British – Caribbean |
|  | Mixed/Multi-ethnicity – Black African & White |
|  | Mixed/Multi-ethnicity – Black Caribbean & White |
|  | Mixed/Multi-ethnicity – White & Asian |
|  | White – British |
| X | White – English |
|  | White – Irish |
|  | White – Northern Irish |
|  | White – Scottish |
|  | White – Welsh |
|  | White – Other |
|  | Other group |
|  | Prefer not to say |

**Sexual Orientation**

|  |  |
| --- | --- |
|  | Bisexual |
|  | Gay |
| X | Heterosexual |
|  | Other |
|  | Prefer not to say |

**Disability**

|  |  |
| --- | --- |
| X | I do not have a disability or health condition |
|  | I have a disability or health condition (please give detail if you wish) |
|  | Prefer not to say |

Details of disability/health condition(s)

|  |  |
| --- | --- |
|  |  |

**Declaration**

I/we have read, understood and agree to comply with the [terms and conditions](http://neea.org.uk/terms) on the NEEA website.

|  |  |
| --- | --- |
| **[x]**  | **YES** |
| **[ ]**  | **NO**  |