



Norwegian University of  
Science and Technology

Student Innovation  
Ecosystem at  
Nottingham University



# Nottingham University

- Civic College in 1881 – University in 1948
- Local Campuses in and Around Nottingham
  - Medical School
  - Jubilee Campus
  - King's Meadow Campus
  - Veterinary Medicine and Science
- China, 2004
- Malaysia, 2000
- 36 000 students in the UK campuses
  - 25% are international students
- Ranked 18-26 on different UK lists





# Background

Research Stay

Visiting Simon Mosey

Get new contacts within the research community of technology transfer



# Nottingham University Business School



- 5000 students
- Haydn Green Institute for Innovation and Entrepreneurship
- Entrepreneurship courses
  - Sustainable Entrepreneurship
  - Social Entrepreneurship
- Under the business school is there a lot of different offerings



# The Witty Entrepreneurship Scholarship



- Program for promising student entrepreneurs
- Low-Income backgrounds
- Financial support to discover and work with new innovative ideas

Examples:

- Jacob: Digital tool for driving school teachers
- Mohammed: Marketing company
- **Leader: Janet Wallace** - *Janet.Wallace@nottingham.ac.uk*

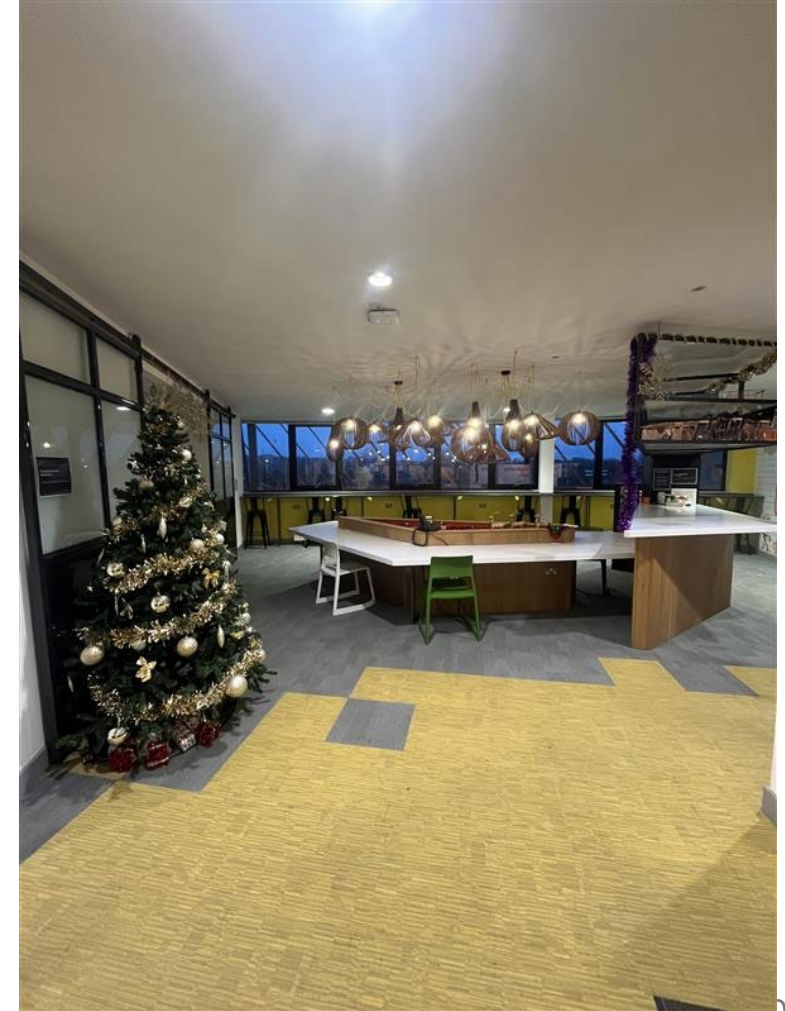
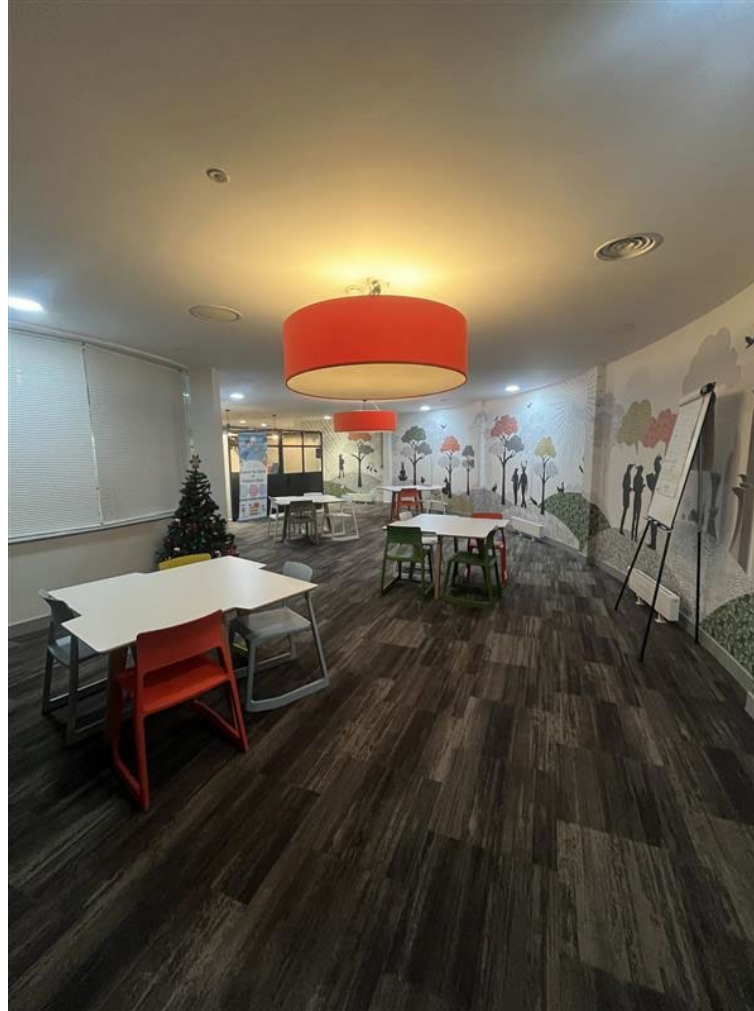
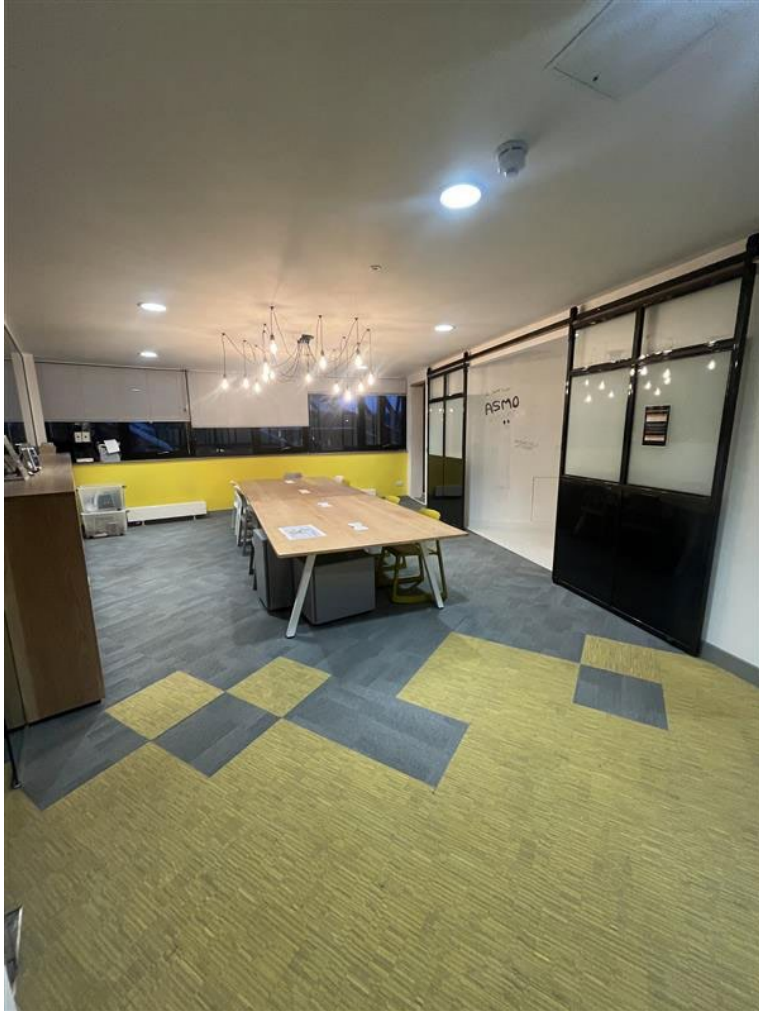


# The Ingenuity Lab

- Spaces where students can work with their businesses
- Offerings:
  - Mentoring
  - Events
  - Entrepreneurs in Residence
  - The Ingenuity Ambassador Scheme – for those that is beyond the start-up stage
- Lead by Terri Holloway - [Terri.Holloway@nottingham.ac.uk](mailto:Terri.Holloway@nottingham.ac.uk)



# The Ingenuity Lab



# The Ingenuity Lab



# Examples of offerings

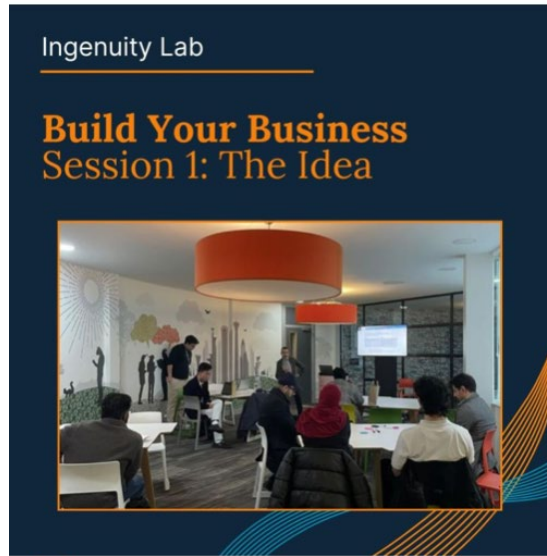
## ✦ Build Your Business Session 1 ✦

Such a great way to kick off the series! A huge thanks to everyone who joined us for our first Build Your Business session. It was brilliant to see your ideas being shared and early-stage businesses starting to take shape 🌟

We loved the energy in the room and the conversations happening both in person and online. This is just the start, and we can't wait to keep building together! 🌟

More sessions coming soon, book your free space here: <https://lnkd.in/eWYYaGb8>

Vis oversettelse



## Build Your Business Session 2 is coming up next week! 🌟

Join us online for Session 2: The Market, led by **Tim Elliott**, Ingenuity Lab Entrepreneur in Residence.

With over 25 years' experience running creative agencies and working in senior marketing and brand roles for 9-figure businesses, Tim will walk you through why truly understanding your market is a real competitive advantage and how it underpins effective brand, marketing and sales. 🌟

📅 11th Feb, 1:30-3:00pm on MS Teams  
 🔗 Sign up here: [https://lnkd.in/eBpgKW\\_P](https://lnkd.in/eBpgKW_P)

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## ✦ Build Your Business Session 3 is coming up next week! ✦

Join us to talk all things money with Laura Bond! Laura is a Professor of Practice in ESI. She is also General Partner of a VC fund [www.pontaq.vc](http://www.pontaq.vc) and has a number of her own business interests. She did her PhD at Nottingham and is always happy to help people navigate the wild world of early stage of investment. 🌟

Understand how your business can generate revenue, forecast finances and position yourself for successful investment and fundraising. 🌟

Whether you're just getting started or refining an existing idea, this session is a great place to build confidence, ask questions and take your next steps as a founder. 🌟

Join us on the 19th of February online or in the Ingenuity Lab, book your free place here: <https://lnkd.in/ewggreiz>

#entrepreneurship #startupsupport #socialenterprises #financials

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# YES – Your Entrepreneurs Scheme

- Global business development competition for Master, PhD-students and post-doctoral students <https://www.yescompetitions.co.uk/>
- Managed by Haydn Green Institute for Innovation and Entrepreneurship
- Targeting fields
  - Food and Drink
  - Sustainable Agriculture
  - Biomedical
- The goal is to teach the participants about, for and through entrepreneurship
- Research has been conducted on the programme

# Professor of Practice

- Industry experts within different fields and topics
- Contribute to the new generation of entrepreneurs
- Can be linked to NTNUs Professor II positions
- People I met
  - Robert Carroll - VC
  - David Falzani – “Double Your Price”
  - Laura Bond - Investor

# Professor of Practice



# Entrepreneurs in Residence

- 50 experienced entrepreneurs working pro-bono
- Available for the members of the Ingenuity Lab
- Covers Topics such as
  - Finance/Funding
  - Technology
  - Law
  - Marketing & Brand management

# David Park

- Dean of the Business School
- Serial Entrepreneur
  - PhD
  - 1<sup>st</sup> to be a Professor of Practice
- Interested in Experts in Teamwork
- Train the Trainer



- Contact info: [David.Park@nottingham.ac.uk](mailto:David.Park@nottingham.ac.uk)
- Web-page: <https://www.nottingham.ac.uk/business/people/lizdwp.phtml>

# Simon Mosey

- Professor
  - Technology Transfer Research
  - Academic Entrepreneurship
- Looking for partners for the YES Initiative

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- Web-page: <https://www.nottingham.ac.uk/business/people/lizsm4.phtml>
- Google-Scholar:  
<https://scholar.google.com/citations?user=4Zyy924AAAAJ&hl=no&oi=ao>



# Hannah Noke

- Director of Haydn Green Institute for Innovation and Entrepreneurship
- Academic work:
  - Technology Transfer
  - Entrepreneurship Education
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- Google-Scholar: <https://scholar.google.com/citations?user=gwxB-9UAAAAJ&hl=no&oi=ao>



# Isobel O'Neil

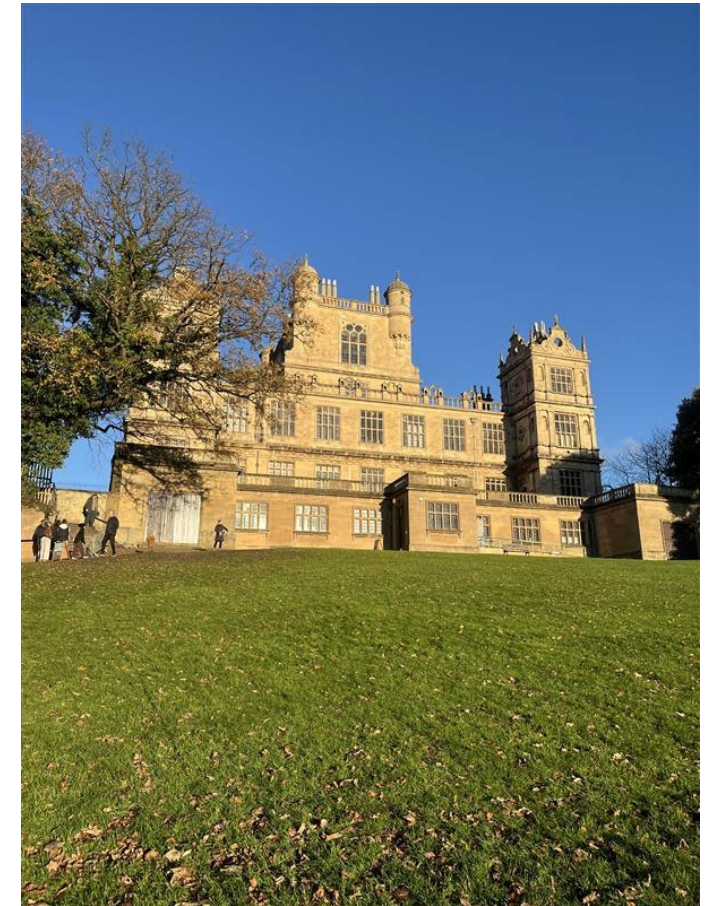
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  - Sustainable Entrepreneurship

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Google Scholar: <https://scholar.google.com/citations?user=PVrqX1cAAAAJ&hl=no&oi=sra>

# Highlights of the trip



Group	NTNU/Trondheim	Nottingham University	Comment
Structure of Ecosystem	Top-down and student driven	Mostly "top-down" by university employees, while having an agile approach to changes based on student input	
Student-driven initiatives	Spark*, Start NTNU, Designhjelpen, Boost, Gruva, Solan Linjeforening, Fram. Several other student organizations with an innovation focus (Revolve, Brain NTNU, Ascend). Strong student engagement.	Few student driven initiatives that I could identify. However, all the mentioned programs were agile and further developed based on the students' needs and input.	NTNU offers a more "set" structure for our student innovation – where the students are freer to develop what they want. But ends up doing the same programmes repeatedly.  At NU the business developers linked to the university and business school think of their students as "customers" and developed their offerings accordingly.
The University's role / NU Business School		Hands on involved with the innovation ecosystem	
Mentorship	Spark* NTNU is a free student to student mentoring service.	Free mentorship through Ingenuity Lab, Professor of Practice and entrepreneurs in residence. These initiatives was very clever  These initiatives where less student driven, alumni were involved on request	The mentoring at NTNU is mostly student driven, while NU has structures for mentoring from NU employees, professionals and through the program of Professor of Practice. I think both sides could benefit of including more of what the other has.
Ecosystem actors	6AM, NTNU TTO, Trondheim Tech Port, Faktry, Gründerbrakka	Ingenuity Lab, Industry partners	

<p>Funding</p>	<p>Aneo-bidraget, NTNU Discovery</p>	<p>Witty Scholar Ship is available to a few students. Those in this program were very happy about it and developed real businesses.</p> <p>The whole innovation ecosystem was sponsored externally – but this funding is running out now.</p>	<p>The access to funding is different between NU and NTNU. At NTNU the students can apply for R&amp;D funding, whereas at NU is the funding framed more as grants.</p>
<p>PhD Studies/Programmes</p>	<p>NTNU has some programs that are linked to entrepreneurship, including the Helseinnovatør-skolen.</p>	<p>YES, introduction courses to PhD students supported by national industries. These courses was mandatory.</p> <p>Introduction courses to entrepreneurship does also exist. For instance, Isobels course.</p>	<p>NU has a strategic focus that their PhD students should be attractive for industry. Thus, they have both introduction courses and advanced courses and programs in entrepreneurship. These students were representing food-tech, AgriTech, and biotechnology. NU offerings are more systematic and co-institutional compared to NTNU.</p>



## NOTTINGHAM UNIVERSITY

An evaluation of their student innovation ecosystem

Contact Vårin Vaskinn at Engage/NTNU for more information