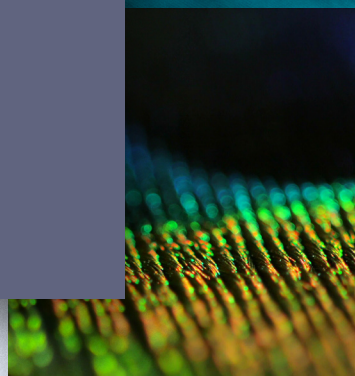


Brunel
University
of London



Entrepreneur Hub Impact Report 2023-24





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Introduction from the Brunel Entrepreneur Hub

The Entrepreneur Hub is the centre of entrepreneurial activity at Brunel University. We believe everyone can develop an entrepreneurial mindset to address society's challenges. Our aim is to help students and alumni cultivate this mindset, preparing them for any career or future path, including launching their own businesses or freelance careers.

This report highlights a successful year for the Entrepreneur Hub, engaging with over 1040 students, graduates, and academics, and providing individual support to over 210.

We were thrilled to see that our Collaborative work with Professor Ronan McCarthy was acknowledged by the Accreditation Council for Entrepreneurial & Engaged Universities through him being shortlisted as a finalist for the Triple E Awards' Entrepreneurship Educator of the Year category. We made significant progress in supporting a diverse group through various programmes and events. Notably, we collaborated internationally with the University of Vienna during ViennaUP, a global entrepreneurship festival, and won the London Venture Crawl pitch-off for the second year in a row. Additionally, we have expanded our outreach to design academic resources to embed entrepreneurship in the curriculum across more subjects.

This report underscores the entrepreneurial potential at Brunel and demonstrates how a supportive environment can harness that potential, establishing the foundation for future innovative businesses and entrepreneurial successes.

Entrepreneur Hub Statistics 2023-24



The Entrepreneur Hub Team

Emmy Botterman
Entrepreneurship & Employability Consultant



Farida Danmeri
Entrepreneurship & Employability Consultant



Emily Arnold
Entrepreneur Hub Officer



The Brunel Start-Up Incubator

The Start-up Incubator programme provides participants with free, tailored support from both internal and external experts, who work individually with each participant. Its main goal is to accelerate their success and ready them for the next stage of their entrepreneurial journey.

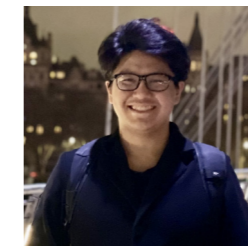
This programme aids aspiring entrepreneurs in fully understanding and developing all facets of their business, from identifying customer needs to protecting their ideas. By joining the programme, participants can develop a versatile skill set that will be valuable in their future careers.

Through one-to-one mentorship, the programme helps participants gain a broader perspective and address potential knowledge gaps they may not have been aware of. Additionally, it supports resolving start-up related challenges for the participants.



Louie Harvey, founder of Funky Bird Design (BSc)

"The Incubator Programme has been a fantastic source of support and guidance for my start-up Journey! Having a team to support me has been incredibly helpful, especially when I've been unsure on what to do. The team at Brunel is just amazing!"



Joey Pang, founder of Websprint Computer Science (BSc)

"Brunel's incubator programme has been instrumental in instilling the confidence needed to run a successful tech business. Before university, I struggled to start my own venture due to a lack of direction. The Entrepreneur Hub, recommended by one of my professors, has provided invaluable support in defining our unique selling proposition and honing our marketing strategy. Their guidance on articulating the distinct advantages of WebSprint to our clients has been crucial to our journey as a startup, a feat only achievable with the assistance of the Entrepreneur Hub team."



Amith Sebastian, founder of Wise Consultant Services Ltd Law (LLM)

"I was in the programme for 4 months and I learnt so many new things through all mentors. Each and every session was informative and I didn't miss any of it. I was provided with training manuals. This programme helped me a lot to grow and helped me how to reach to other Universities also."

The Brunel Freelancer Incubator

The Freelance Incubator Programme at Brunel University London provides comprehensive, personalised support from both internal and external specialists, tailored to the individual needs of participants. The programme aims to advance success and prepare participants for the next stage of their freelance journey. It fosters collaboration and facilitates the understanding and development of various business aspects, including customer needs and marketing strategies. Engaging in this programme also enables participants to enhance their transferable skillset, valuable for their future careers. Through one-to-one mentorship, the programme helps participants gain a broader perspective, identify and address potential gaps, and find solutions to key freelancing challenges.



Fairouz Mustafa, Coach Management Studies Research (PhD)

"Participating in Brunel's Freelance Incubator Programme has been a game-changer. The personalised mentoring sessions offered deep insights and strategic direction, empowering me with creative tools and methodologies to advance my freelance career. This programme has sparked a renewed sense of purpose and enhanced my entrepreneurial vision, allowing me to surpass boundaries and attain remarkable growth. I highly endorse this experience for any freelancer dedicated to achieving excellence and long-term success."



Sam McDermott, Digital Media (BSc)

"I received tremendous support from Kay, who not only helped me develop the idea for my project but also guided me through the process of getting it off the ground. I am incredibly grateful for all the assistance and support I received."



Femke Cappon, Mechanical and Aerospace Engineering (PhD)

"My time on the incubator programme with Kay was brilliant. She really helped me understand the importance of goal setting for my online tutoring business. The programme has given me the confidence to push my business further!"

Embedding Entrepreneurship in the Curriculum

Embedding employability, enterprise and entrepreneurship throughout our curriculum benefits graduates, the economy and communities. We have collaborated closely with academics to ensure these essential skills are integrated throughout a student's programme. The Entrepreneur Hub offers customised workshops across diverse courses. By fostering these skills, we empower our graduates to make successful transitions and manage their careers effectively.



Dr Ruaidhri Mannion, Programme Lead and Lecturer – Music

"The Entrepreneur Hub has played a pivotal role in enriching the student experience within our music programme, and provided focus for academic teaching staff in refining the core module content through the College-wide portfolio refresh in 2023-24. They have introduced our students to a range of guest speakers, speaking to students about topics as varied as methods for developing comprehensive business plans to developing a successful and award-winning podcast. Members of the Entrepreneur Hub have also facilitated in delivering formative to our students, providing fresh insights from wider industry perspectives. These sessions and interactions have demonstrably improved the pragmatic and entrepreneurial mindsets in our students, and have been instrumental in the improved assessment results we have seen in our Professional Development (now Collaboration and Events Management) modules.

This collaboration has been invaluable in preparing our students for the diverse opportunities and challenges of the modern music industry, and we look forward to continued partnership with the Entrepreneur Hub in the years to come."



Eleni Iacovidou, Senior Lecturer in Environmental Management

"The Entrepreneur Hub has been a key partner in supporting the ambitions of the MSc Sustainability, Entrepreneurship, and Design programme. It has played an essential role in helping students build the skills they need to achieve their entrepreneurial goals through personalised workshops and one-on-one support. Recently, their involvement has become a formal part of the programme's assessment, connecting students with a network of successful business leaders, entrepreneurs, and mentors. This collaboration has been instrumental in helping students develop their ideas, refine their pitching skills, and create standout business models.

What truly sets the Entrepreneur Hub apart is its warm, dedicated team. They're not only committed to helping students and programmes succeed but also to supporting staff looking to expand their research and impact. It's safe to say that the Entrepreneur Hub is one of Brunel's hidden gems—once you find it, you won't want to let it go!"



Professor Stephen Langdon, Associate PVC – Academic Planning & Strategic Projects / Professor – Mathematics

"In 2023/24, colleagues from the Entrepreneur Hub worked closely with departmental colleagues from the Department of Mathematics to embed Entrepreneurship into our second year module MA2690 "Professional Development and Project Work". Through a series of taught sessions, students were exposed to entrepreneurial ideas and strategies, and they were then assessed on their understanding of entrepreneurial principles as part of a wider assessment focused on employability skills. This is invaluable in bringing a wider perspective to students' vision of future employment possibilities, and we hope to develop these ideas further in the coming years."

Entrepreneur Hub Events



The YES23 Innovation Competition

In September, Doctoral researcher Charlie Bradley collaborated with Dr. Nicola-Jane Tuck from Aston University to win the “Best Disruptive Food and Drink Business Plan” award at the YES23 innovation competition. YES (Young Entrepreneurs Scheme) is an industry-led initiative that challenges early-career researchers to develop and pitch innovative business ideas. Charlie and Nicola-Jane’s winning concept, a vitamin-enriched cordial designed to alleviate menopause symptoms, showcased their ability to apply novel science to real-world challenges, earning them recognition in this prestigious competition.



Be Inspired with Brunel Entrepreneurs

In October, we held an online workshop designed for those currently freelancing or aspiring to start their own freelancing business. The workshop covered essential topics such as common mistakes to avoid, business models, pricing strategies, and legal considerations relevant to freelancers. Participants also learned about helpful tools and resources for managing a freelance business. Additionally, attendees were inspired by Priscilla Toko, a Brunel graduate and freelance digital content creator, who shared her journey and experiences in the freelance world. This event provided valuable insights and practical tips, empowering participants to make rapid progress in their freelance careers.



Make The Ask – Negotiation Masterclass

We also hosted a masterclass in October that focused on honing negotiation skills, essential for startup founders, freelancers, and career professionals seeking growth and success. The session was led by Devon Smiley, a renowned Negotiation and Commercial Consultant, who shared her expertise drawn from working with startups, small businesses, and enterprise organisations. Participants gained valuable tools and strategies to navigate the complexities of building a business and achieving professional goals. This masterclass contributed to enhancing the negotiation capabilities of our entrepreneurial community.



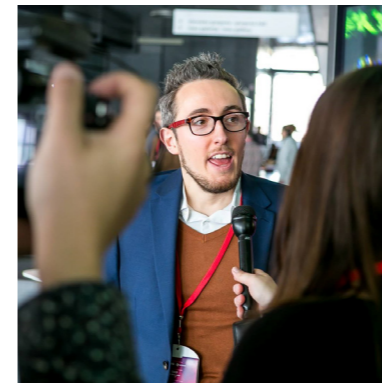
Learn How to Market Yourself Workshop

In November, we conducted a practical session on personal branding and self-marketing led by Ayo Abbas, Director and Marketing Consultant at Abbas Marketing. Ayo, an award-winning marketing expert, covered essential topics such as the importance of personal branding, its value for visibility, and its applicability whether starting a business or seeking employment. Participants learned how to build and own their personal brand, gaining valuable insights into marketing strategies from someone who has worked with top UK engineering firms and tech startups. This session empowered attendees to take control of their personal branding and career growth.



Be Your Own Boss After Graduating – International Students

We hosted an online session specifically for graduating overseas students interested in becoming their own boss in the UK after completing their studies at Brunel University London in November. The session covered essential topics including the support offered by the Entrepreneur Hub, an overview of ideation and the Business Model Canvas (BMC), and visa information. Attendees also had the opportunity to participate in a live Q&A, exploring their next steps and envisioning their future post-graduation. This session provided valuable guidance and support to aspiring international entrepreneurs.



Global Entrepreneurship Week: Key Concepts of Social Enterprise and Social Impact

This workshop, led by Peter Ptashko, Founder and CEO of Cambio Consultancy, introduced participants to essential concepts in social enterprise and social impact. Attendees gained valuable insights into how these concepts can be applied to drive meaningful change in their own entrepreneurial ventures and showcased global case studies. This event contributed to raising awareness and understanding and building momentum for social entrepreneurship within our community.



Global Entrepreneurship Week: Networking Lunch Event

A Networking Lunch Event brought together aspiring entrepreneurs and freelancers. This event provided an excellent opportunity for participants to connect with like-minded individuals, share ideas, and build valuable relationships. Attendees left with new connections and potential collaborations, enhancing their entrepreneurial journey. The networking lunch fostered a sense of community and support among budding entrepreneurs.



Global Entrepreneurship Week: Be Inspired

We hosted an inspiring session with Brunel graduate entrepreneur Samreen Nurullah, Founder of ReCyrcl. Samreen shared her entrepreneurial journey, providing valuable insights into the challenges and successes she encountered while building her business. Attendees were motivated by her story, gaining a deeper understanding of what it takes to launch and sustain a successful enterprise. This event highlighted the potential and achievements of our alumni, encouraging other aspiring entrepreneurs within our community.



Business Model Canvas Workshop

Participants had the opportunity to refine their business ideas using the Business Model Canvas, guided by Erica Purvis, co-founder of Design Nature CIC and Strategic Design, Design Innovation Consultant. This session allowed attendees to visualise and understand the essential building blocks involved in starting a business. By utilising the Business Model Canvas, participants uncovered vital insights about their ideas, including customer segments, value propositions, distribution channels, and revenue streams. This workshop contributed to enhancing the entrepreneurial skills of our community, helping them to create comprehensive and effective business plans.



The Life of an Entrepreneur Showcase

In January, we held our annual showcase event at the Entrepreneur Hub to celebrate entrepreneurship at Brunel University London. With over 150 attendees, the event started with an energetic panel discussion on 'The Life of an Entrepreneur'. Our curated panellists shared insights from their unique experiences, answering live audience questions.

The panel was facilitated by Andrew Mossop, founder of The Training Ground, start-up mentor & communications expert. Our panellists included:

- Riam Kanso, Founder and CEO of Conception X: Leading a venture programme for PhD students to build deep tech startups, with a background in neuroscience and med tech.
- Anike Shontan, Amazon social media expert and Founder of NixGraphics and NixApparel: A self-taught digital artist and accessory designer with evolving startups in fashion and digital art.
- Victor Harabari, Founder and CEO of Cardiocrown: Biomedical Engineer transforming stroke recovery with innovative solutions.
- Chux Nwogu, Brunel Doctoral Researcher and Co-founder of MPiC: Developing an AI-powered project management tool, with a background in computer science and business systems integration.

After the panel, our exhibition showcased recent graduate and student start-ups, where attendees interacted with them to gain inspiration and advice. Exhibited start-ups included Paris Reveira, Louie Harvey, Sean Hayes, Abdulrahman Albar, Abdullah Albar and Sammy Mcdermott.

The evening concluded with food, drinks, and networking among entrepreneurs, graduates, staff, and guest speakers, with live music and photography capturing the event. Recent graduate Jeffrey Oyinlola, the founder of Pick Up The Mic also joined us to capture some exciting content.



Entrepreneurial Routes for International Students

In March 2024, during International Employability Week, the Entrepreneur Hub hosted a session for international students and recent graduates. It covered support for post-graduation business setups, shared real-life alumni case studies on challenges and successes, and explored alternative visa routes to the postgraduate work visa.



Perfect Your Pitch: Presentation and Pitching Workshop

In March, during the "Perfect Your Pitch: Presentation and Pitching Workshop," Andrew Mossop guided participants in enhancing their pitching and presentation skills. The workshop focused on developing the content and structure necessary for effective pitches, benefiting both entrepreneurial and freelance pursuits. Attendees gained valuable insights and practical techniques to improve their presentation skills, making them more confident and persuasive. This workshop contributed to the professional development of our community members, supporting them to present their ideas more effectively.



London Venture Crawl

In March, Brunel University London toured London's top workplaces and innovation hubs. We heard from inspiring entrepreneurs and explored London's entrepreneurial ecosystem. In collaboration with 14 universities, 35 Brunel students connected with real-world businesses, developing networking and entrepreneurial skills.

The 10-hour event featured tours, live demos, visits, and talks at innovative hotspots. Starting at Digital Catapult, students enjoyed breakfast, networking, and insights into advanced digital technology with live demonstrations. We then visited the British Library's Business and IP Centre, learning about support for small business owners. Students appreciated the resources, training, and events available. At Red Bull UK, students toured, networked, and heard from graduate Sean Hayes, founder of More Connection Co. Amelia Bell discussed the Red Bull Basement competition, highlighting Brunel graduates Joanna Power and Paramveer Bhachu of Lylo. The day ended at King's College London with an inter-university pitch-off. PhD student Christopher D'Souza won with his business idea ProPrep, marking Brunel's second consecutive win.



Made in Brunel: Software Innovation – Entrepreneur Hub Awards 2024

The Entrepreneur Hub was honoured to participate in the Made in Brunel - Software Innovation event in March, where they presented the Entrepreneur Hub Award 2024 and prizes to two outstanding projects.

The event provided students with a platform to showcase their innovative projects to peers, Brunel staff, and industry experts. The Entrepreneur Hub was thoroughly impressed by the creativity and high quality of the projects displayed at this year's event.

Following brief pitches and a short Q&A session, the Entrepreneur Hub awarded the following prizes:

Level 2 Group Project – awarded £700:

Ramla Adan, Andrey Kondrashin, Md Tanim Khan, Gia Nguyen, Aditya Kejriwal, Muhammad Maeed Ali Syed, and Amberin Syed Syed

Level 3 Individual Project – awarded £500:

Sammy Soudan





Venture Competition 2024

The Venture Competition 2024 received 68 video entries from students and alumni, each pitching their innovative business ideas. From these, 26 applicants advanced to stage 2, where they submitted a Business Model Canvas. Finally, 11 exceptional finalists pitched live to six judges on 26 March, competing for a share of £17,500 in start-up funding. Generously supported by Santander Universities and the Brunel Development Fund, the event included workshops and tailored support, such as ‘perfect your pitch’ sessions, to help participants refine their ideas and presentation skills, fostering entrepreneurial growth and innovation among the Brunel community.

Winners

1. Lucy Witherspoon, Founder of Rede
2. Christopher D’Souza, Founder of ProPrep
3. Matthew Huy, Founder of The Enlightened Anatomy Club
4. Francesco Rinaldi, Founder of Xaquo
5. Julita Napieralska, Founder of Biometria
6. Thoybur Rohman, Founder of MoodCraft AI

Our other noteworthy finalists

1. Ali Malik, Founder of Kharzs Recruitment
2. Amith Sebastian, Founder of Wise Consultant Services
3. Aphra Hallam, Founder of Zera
4. Donta Mansouri, Founder of TilapiaRevive
5. Hilary Boateng, Founder of DentaXpress



Learn How to Freelance Workshop

In April, we hosted a series of freelance workshops aimed at those interested in freelancing or developing a side hustle. The “Essentials of Freelancing” workshop, led by Kay Kukoyi CSM FITOL. Participants gained valuable insights into the fundamentals of freelancing, enhancing their skills and confidence to pursue independent careers. The workshop was a significant success, contributing to the entrepreneurial growth of our community.



Essentials of Freelancing Workshop

In April, during our “Essentials of Freelancing” workshop, led by Jack Williams, Cofounder of Underpinned, participants learned key aspects of building a successful freelancing business. The online session covered crucial topics, including common mistakes to avoid, effective business models, pricing strategies, and essential contract and legal considerations. Attendees also received guidance on setting up their business, getting organised, and accessing helpful tools and resources. This workshop was valuable for freelancers across diverse sectors, providing them with practical knowledge to enhance their business operations.



Young Innovator Awards

This May, The Conduit Young Innovator Awards celebrated changemakers creating positive global impacts. Offering a £20,000 prize, mentoring, and membership to The Conduit, it supported young visionaries. Brunel graduates Joanna Power & Paramveer Bhachu of Lylo Products and Georgia Williams & Joshua King of Zeal Lifestyle reached the finals. Their innovations focused on water conservation and sustainable mobility, contributing to a better future.



Unlock your Idea: Ideation and Creative Thinking Workshop

In June, during the “Unlock Your Idea: Ideation and Creative Thinking” workshop, led by Stuart Hartley, participants engaged in a dynamic session to develop their entrepreneurial skills. The workshop utilised creative thinking tools and techniques to help attendees generate new business ideas and understand the role of ideation and creativity in the new product/service development process. The second half of the session focused on transforming creativity into innovation through careful implementation of ideas. This event supported participants to elevate their business activities and prepared them to become their own bosses.



ViennaUP Startup Festival

This June, Brunel University entrepreneurs Christopher D’Souza and Sean Hayes made a significant impact at ViennaUP 2024, a leading start-up festival in Austria. Christopher, a Biosciences PhD student and founder of ProPrep, won the prestigious Joint Forces pitch competition with his groundbreaking protein production technology, designed to reduce costs and accelerate the development of protein-based therapeutics. Sean, a recent MSc Psychology graduate, showcased More Connection Co.’s innovative eye contact webcam, which aims to improve the quality of online interactions by enabling natural eye contact during video calls. This collaboration with the University of Vienna highlighted Brunel’s commitment to fostering entrepreneurial talent and innovation on a global stage.



AI for Entrepreneurs and Freelancers

In June, during our recent event, "AI for Entrepreneurs and Freelancers," Kay Kukoyi highlighted how Artificial Intelligence is transforming the business landscape. Participants learned about the practical applications of AI and how it can revolutionise their entrepreneurial operations. The session provided valuable insights into leveraging AI tools to enhance efficiency and innovation. This event underscored our commitment to equipping entrepreneurs and freelancers with cutting-edge knowledge and skills.



EIT's Top Female Founders Summer School

The Top Female Founders Summer School, offered by EIT Health, was a programme designed for female students and aspiring entrepreneurs in healthcare. Combining online learning with on-site training in Vienna, Austria, the programme aimed to provide insights from successful female founders and address the unique challenges women entrepreneurs face. Brunel entrepreneur Priscilla Vivian, founder of Vivify Therapy, attended in June. Vivify Therapy provides accessible, culturally competent mental health services through online counselling, digital courses, workshops and wellbeing retreats.



The Design Factory

Brunel's Design Factory London continues to foster multidisciplinary collaboration, creativity and problem-solving, offering an innovative approach to education, entrepreneurship and business innovation. This summer, the Entrepreneur Hub team collaborated with The Design Factory to deliver workshops for several key challenges, including Big Issue Recruit, Chelsea FC Foundation's Challenge and Heathrow's Challenge. These initiatives provided students with valuable opportunities to engage in real-world problem-solving while honing their entrepreneurial skills.



Celebrating Innovation in Biosciences: Representing Brunel at the Triple E Awards

This year, Farida Danmeri had the honour of attending the Triple E Awards on behalf of Professor Ronan McCarthy from Brunel University London. Organised by the Accreditation Council for Entrepreneurial & Engaged Universities (ACEEU), the Triple E Awards are a global recognition of efforts towards advancing entrepreneurship and engagement in higher education. Professor McCarthy's innovative approach to integrating entrepreneurship into the biosciences was acknowledged, and it was inspiring to witness his work being celebrated on such a global stage.

The ACEEU Triple E Awards bring together some of the most forward-thinking individuals and institutions in higher education. It was incredibly insightful to learn about the various entrepreneurship initiatives taking place across Europe and Africa, with universities actively fostering change and driving innovation in their respective regions.



Freelancer Awards

In June, the Freelancer Awards provided Brunel students and recent graduates with an opportunity to enhance their freelancing skills and compete for the title 'Brunel Freelancer of the Year.' Supported by Santander Universities, the event offered a share of £12,000 funding to the winners. We sought exceptional freelancers who balanced their studies or graduate roles with a side hustle or were full-time freelancers. To combat the isolation freelancers may face, we encouraged participants to showcase their work and gain recognition.

This year, we received 25 entries from various industries across Brunel, from which we selected six outstanding freelancers to be named 'Brunel Freelancer of the Year,' each receiving a share of the prize fund.

Winners

Amith Sebastian – Freelance Legal Consultant

Amith, a recent PG Law (LLM) graduate, helps victims of scams, having successfully assisted three clients, including a Brunel student.

Eirini Metaxotou – Sustainability Trainer

Eirini, a recent PG Sustainability, Entrepreneurship, and Design graduate, delivers sustainability training to various sectors, contributing to modules on climate change, social inclusion, and more.

Fairouz Mustafa – Life Coach

Fairouz, a recent PhD Management Studies graduate, provides life coaching, focusing on emotional management and success coaching for women living abroad in the UK, with over 200 clients trained.

Femke Cappon – Tutor

Femke, a recent PhD Mechanical Engineering graduate, tutors students in Physics, Mathematics, and Programming, helping them grasp complex concepts since 2015.

Matthew Hill – Animation and Film

Matthew, a current UG Digital Media student, specializes in Visual Effects and Motion Graphics, offering animated films in various formats, including 3D animation and stop-motion.

Pulkit Arora – Filmmaker and Director

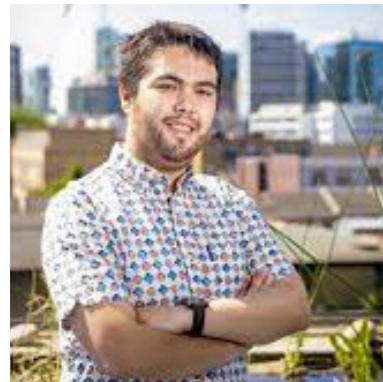
Pulkit, a recent PG Marketing graduate, creates visually captivating films, with his short film "Happiness" earning a nomination at the Realtime International Film Festival.

Brunel Entrepreneur Achievements



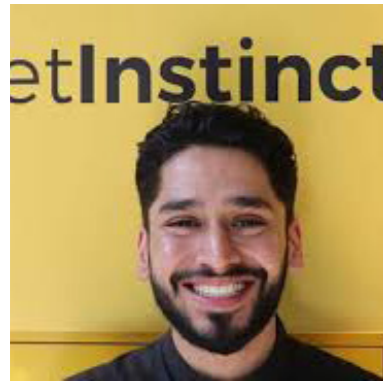
Joanna Power, Co-Founder of Lylo

Brunel graduate Joanna Power, co-founder and technical director of Lylo Products, unveiled a purple plaque at Brunel University in recognition of her achievement as a 2023 Women in Innovation awardee. Joanna's eco-friendly washing machine, which uses recycled shower water, earned her the £50,000 award from Innovate UK. This funding has supported Lylo's development, enabling the creation of their first prototype and advancing their mission to promote water conservation.



Francis Jones, Founder of STEM@Home

Brunel University graduate Francis Jones, founder of STEM@HOME, was awarded £50,000 by Innovate UK. STEM@HOME provides science equipment boxes for secondary school students, enabling them to conduct science practicals outside the classroom. This initiative aims to improve accessibility to high-quality education by empowering students in their own environments. Francis has also been a finalist in several prestigious entrepreneurship competitions.



Anil Puri, Founder of Pet Instincts

Brunel alum Anil Puri, founder of Pet Instincts, was selected for Nestlé's Purina Accelerator Programme. Pet Instincts offers a Smart Pet Care System, including a Wi-Fi camera, beacon, and app, designed to bridge the gap between pets and their owners. Inspired by Anil's own experiences, the system aims to improve pet well-being and address issues like separation anxiety.



Dr. Tom Fudge, Founder and CEO of WASE

Dr. Tom Fudge recently led his company in securing over £8.5 million in funding to scale its waste-to-energy technology. The funding round, led by Extantia Capital and including major investors like Hitachi Ventures and Engie New Ventures, will support the expansion of WASE's Electro-Methanogenic Reactor technology. This innovative solution maximizes biogas production, offering significant environmental and economic benefits in the waste treatment and energy sectors.



Paris Reveira, Founder of That Good Hair

Paris has achieved a significant milestone this year by opening a shop in Westfield White City. Launched in June 2020, That Good Hair is led by solo-founder Paris, who is an IAT-certified Hair Practitioner and Organic Hair Product Formulator. This new location marks a major step in expanding her brand's reach and impact in the beauty industry.



Christopher D'Souza, Founder of Proprep

Christopher has achieved significant success through various entrepreneurial initiatives. He participated in Conception X, a nine-month venture programme turning PhD students into venture scientists. Christopher won the London Venture Crawl pitch-off, was one of our Venture Competition winners, and also secured a pitch competition victory at ViennaUP, showcasing his innovative approach and entrepreneurial drive.



Equality, Diversity, Inclusion

Diversity and inclusion are central to the values of the Entrepreneur Hub. Brunel University London boasts a vibrant, rich and dynamic population of students and graduates from around the globe. We embrace the power of Equality and Diversity as a fundamental pillar of our Strategic Plan. We are committed to fostering a culture that champions equal opportunities and reflects the true diversity of the communities we serve. By embracing and celebrating differences, we create an Entrepreneur Hub that empowers individuals to harness their unique talents and perspectives, driving innovation and growth. Together, we strive to build an inclusive ecosystem that not only supports the success of our entrepreneurs but also contributes to a more inclusive society overall. As an institution, we bear the responsibility of preparing our learners to thrive in an increasingly diverse and interconnected world.

Gender

Among Entrepreneur Hub users, 44.2% were female, 55.6% were male. This is closely aligned with the overall university population, where 45.2% were female and 54.5% were male.

Gender	Total Entrepreneur Hub Users	Total University Population
Female	44.2%	45.2%
Male	55.6%	54.5%
No data	0.2%	0.3%

Ethnicity

Among Entrepreneur Hub users, the largest ethnic group was Asian – Indian (42.2%), followed by Black – African (9.5%) and White – English, Scottish, Welsh, Northern Irish or British (8.3%). Compared to the overall university population, the Entrepreneur Hub has a higher proportion of Asian – Indian users, while other groups such as White – English and Black – African are more evenly distributed.

Ethnicity	Total Entrepreneur Hub Users	Total University Population
White - English, Scottish, Welsh, Northern Irish or British	8.3%	12.6%
White	0.4%	1.0%
White - Irish	0.4%	0.7%
White - Roma	0.2%	0.2%
Any other White background	5.1%	4.1%
Black - Caribbean	0.8%	1.8%
Black - African	9.5%	11.6%
Black - Other	0.2%	0.9%
Asian - Indian	42.2%	21.6%
Asian - Pakistani	7.3%	7.8%
Asian - Bangladeshi	2.8%	3.2%
Asian - Chinese	5.1%	8.4%
Asian - Other	7.3%	8.5%
White/Black Caribbean	0.0%	0.7%
White/Black African	0.4%	0.7%
White and Asian	0.4%	1.0%
Other Mixed	1.4%	1.7%
Arab	3.2%	4.7%
Other	2.6%	2.3%
No data	2.4%	6.2%

BME

Among Entrepreneur Hub users, 14.3% identified as White and 80.6% as BAME. In comparison, the overall university population had a higher proportion of White students (18.8%) and a slightly lower BAME representation (72.7%).

White and BAME	Total Entrepreneur Hub Users	Total University Population
White	14.3%	18.8%
BAME	80.6%	72.7%
Unknown / no data	5.1%	8.5%

Disability

Among Entrepreneur Hub users, 87.7% reported no disability, while 3.6% reported mental health conditions and 3.2% reported learning difficulties. This is similar to the overall university population, where 87.2% reported no disability, with slightly higher proportions of learning difficulties (4.3%) and long-term illness (1.3%).

Disability	Total Entrepreneur Hub Users	Total University Population
None	87.7%	87.2%
Social communication	0.2%	0.6%
Visual impairment	0.2%	0.2%
Long-term illness	1.0%	1.3%
Mental health	3.6%	3.2%
Learning differences	3.2%	4.3%
Mobility	1.0%	0.3%
Other	1.6%	0.9%
Multiple disabilities	1.4%	1.7%

Level of Study

Among Entrepreneur Hub users, 60.8% were postgraduate taught students and 35.8% were undergraduates. In contrast, the overall university population had a higher proportion of undergraduates (52.6%) and fewer postgraduate taught students (38.2%).

Course Group	Total Entrepreneur Hub Users	Total University Population
Continuing Education	0.4%	1.1%
PGCE/PGCERT (Teaching Training inc. QTS)	0.2%	0.5%
Postgraduate Researchers	2.8%	4.5%
Postgraduate Taught	60.8%	38.2%
Undergraduate	35.8%	52.6%

Widening Access

We support widening access and participation through our activities. Among Entrepreneur Hub users, 20.8% were from underrepresented backgrounds, compared to 28.3% in the overall university population. A larger proportion of Entrepreneur Hub users (79.2%) were not from underrepresented backgrounds, compared to 71.7% in the university population.

Underrepresented Backgrounds	Total Entrepreneur Hub Users	Total University Population
Not Underrepresented Backgrounds	79.2%	71.7%
Underrepresented Backgrounds	20.8%	28.3%

College

Among Entrepreneur Hub users, 46.3% were from CBASS and 39.4% from CEDPS, compared to 39.3% and 31.0% respectively in the overall university population. CHMLS had a lower representation in the Entrepreneur Hub (12.7%) compared to the university population (25.3%).

College	Total Entrepreneur Hub Users	Total University Population
CBASS	46.3%	39.3%
CEDPS	39.4%	31.0%
CHMLS	12.7%	25.3%
N/A Outside of College Structure	1.6%	4.4%

Fee Status

Among Entrepreneur Hub users, 67.5% had overseas fee status, 24.0% were home students and 8.5% were European. This contrasts with the overall university population, where 45.8% were overseas, 44.9% were home students and 9.2% were European.

Fee Status	Total Entrepreneur Hub Users	Total University Population
European	8.5%	9.2%
Home	24.0%	44.9%
Overseas	67.5%	45.8%



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Brunel University London
Kingston Lane
Uxbridge
Middlesex UB8 3PH

brunel.ac.uk/pdc/entrepreneur-hub
hub@brunel.ac.uk

BD-699 1124