



Generator

Impact Report 2022 - 2023



**UNIVERSITY OF
GREENWICH**

Greenwich Business
School

Foreword by Rachel Brown,



Head of Enterprise and Innovation

As the work we do in the Generator sits largely outside of the curriculum, we can't measure our impact via assessment. This report collates a number of the different methods we use to keep track of how we're doing, so that we can continuously improve our offer for future stakeholders. There are four key areas of impact that we've looked at in this report:

- **Student engagement:** the number of students who've opted in to our extra-curricular activities this year indicates the current appetite for enterprise across the student body. We also track which subjects and year groups our students most frequently come from so that we can investigate any gaps in participation.
- **Quality:** beyond engagement numbers, we want to know how our students rate the support we offer. Through pre and post event surveys and 1-1 interviews we have collected data on what students have learned at our events, and where they've applied that knowledge.
- **Business outcomes:** one of the most quantifiable measures of our impact is the number of business ideas we nurtured that go on to trade successfully. We've carried out surveys to find out which students we've supported are still trading, and how many jobs their businesses have created.
- **Collaboration:** who we work with is a vital part of the impact we can achieve. This measure looks at the number of companies and individuals who have enhanced our offering via mentoring, partnerships or funding.

We're delighted that this year has been our busiest year yet for student engagement, with over 1270 students taking part in one of our extra-curricular events. 193 of these students liked our events so much that they attended three or more of them, and 99% of all our participants this year would recommend our events to a friend. And though we're pleased that students enjoy our events, we're even more impressed that the support we're providing is launching real businesses. The students we supported in our 2022 Enterprise Challenge have collectively raised over £80,000 in external investment since, and 35 of the students and graduates we supported in the last two years are now trading. While we're succeeding in our mission to help students and graduates to develop entrepreneurial skills and start new businesses, our focus next year is on scaling our offering to help even more students from all faculties to benefit from our activities.

Our Mission

The Generator provides accessible support to help students, graduates, and external stakeholders to:

- Develop entrepreneurial skills, improving graduate outcomes.
- Start new ventures
(including freelancing, commercial businesses, and social enterprises).
- Grow existing businesses.



*"Thank you
Generator team,
Venture Crawl was
the best day I've
ever had at Uni."*

- BA International
Relations student, Year 2

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Our Year in Numbers

1274

This year 1274 students engaged with at least one of our activities, our highest number yet.

193

193 students enjoyed our events so much they attended 3 or more of them.

63

63 students and graduates benefitted from a 1-1 enterprise appointment.

99%

99% of attendees to our events would recommend our events to a friend.

13

Through Venture Crawl we collaborated with 13 London universities including Goldsmiths, University of London, King's College London and London School of Economics.

£86.5k

Our student and graduate entrepreneurs have raised £86,500 in external investment this year to grow their businesses further.

36

Lecture shout outs were delivered by the Generator team.

2309

By delivering in-curricular sessions such as #MiniHacks and guest lectures in addition to lecture shout outs, we have reached over 2300 students in class.

Our Year in Numbers

91

The number of individual mentors that have supported students through either the Enterprise Challenge, #GreStartUp, #GreHacks, or the Accelerator.

300

Our 91 mentors have collectively volunteered 300 hours of their time to support our students.

31

This year we have offered 31 extra-curricular events to students, ranging from 1 hour workshops to 3 day bootcamps.

146

By designing and delivering two of our own conferences this year we engaged 146 external delegates, comprising of enterprise educators at national universities and the local business community.

35

35 of the student businesses we supported last year are now trading and have officially registered their businesses with Companies House or HMRC.

32

The companies our graduates have started have created 32 new jobs.

50

The number of registered students and graduates who use our co-work space in the Powerhouse.

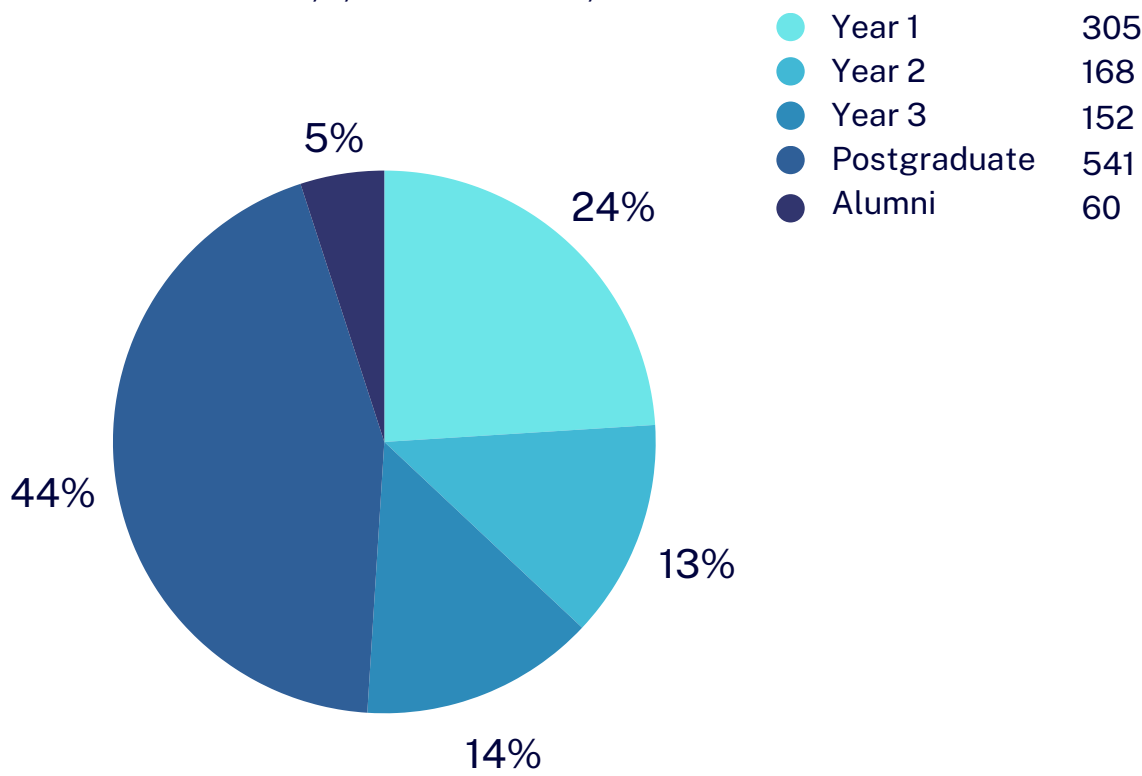
7500

The total number of hours that student attendees have spent with us at our events.

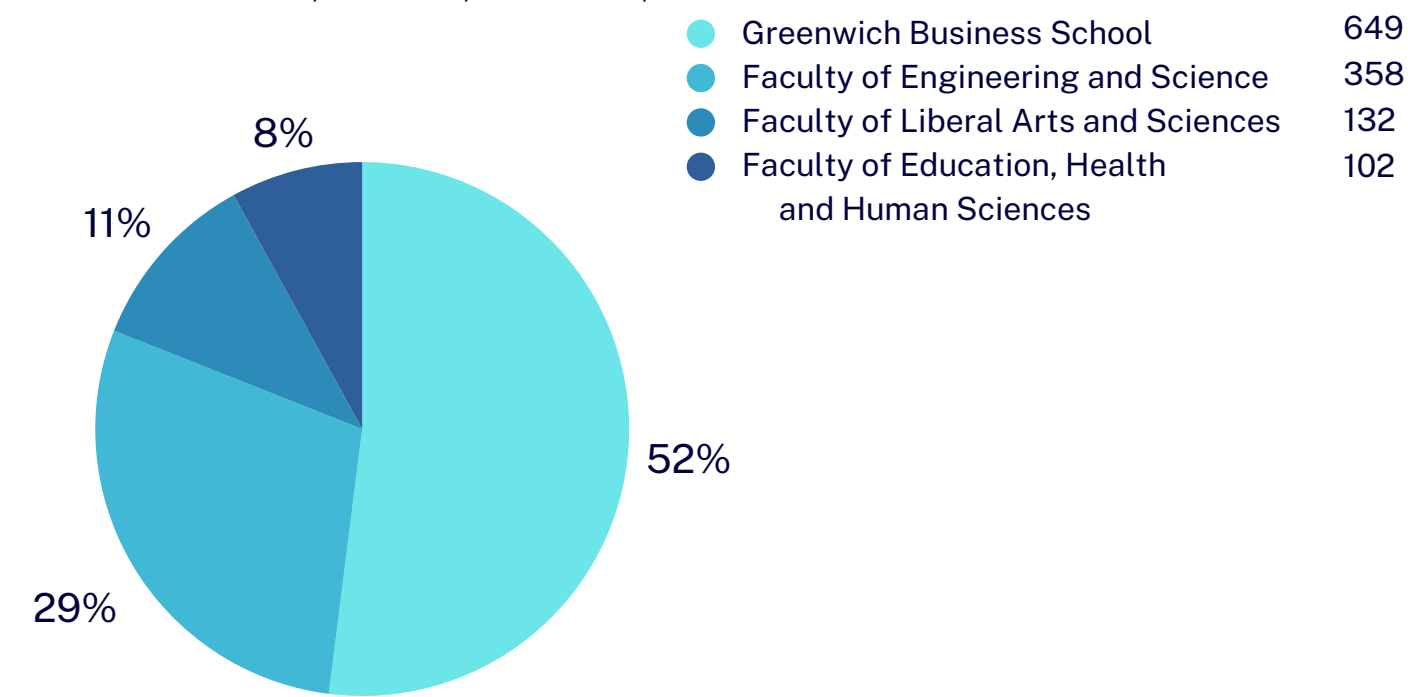
Our Internal Reach

By student demographics

Our students by year of study



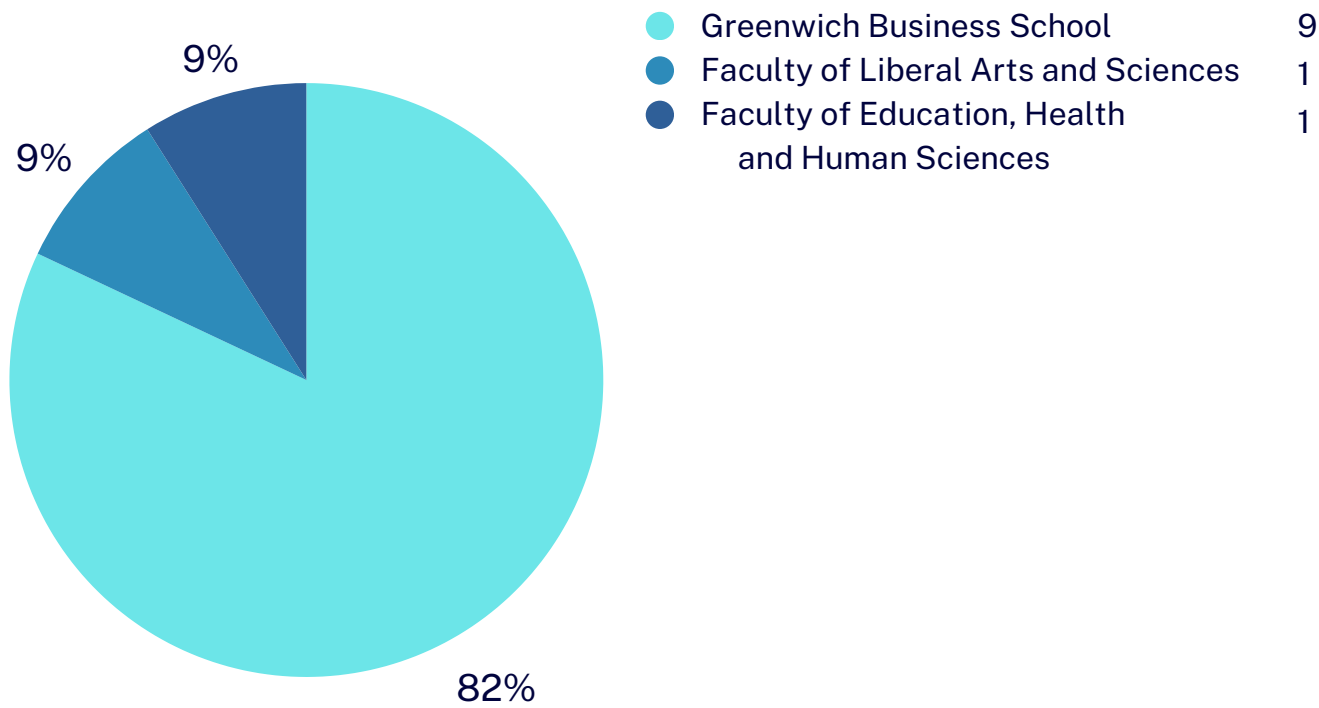
Our students by faculty of study



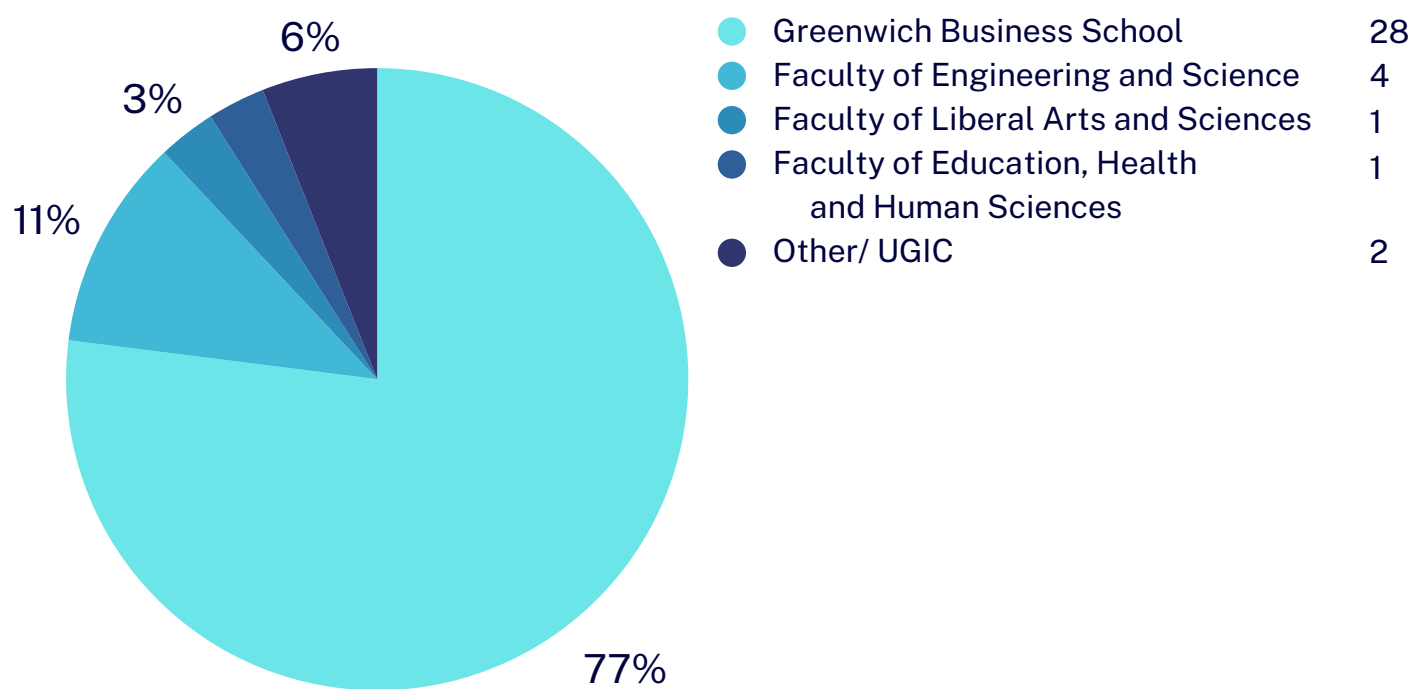
Our Internal Reach

By faculty activities

In-curricular workshops by faculty



Lecture shout-outs by faculty



Case Study: Ceilán



Ceilán was co-founded by PGCE Further Education graduate, Shelini Surendran. Shelini was the winner of the Enterprise Challenge 2022, receiving the title of 'Greenwich Entrepreneur of the Year' and a cash prize of £5,000.

Ceilán is a start-up providing ethically produced natural skincare products. They work directly with rural communities in Sri Lanka and run initiatives to improve the livelihoods of local farmers and their families. Every bottle sold contributes to providing protection against dengue fever, school supplies and access to clean water.

Since winning the Enterprise Challenge, Ceilán have continued to grow, and now have products stocked in three shops. Ceilán was also featured in British Vogue for 3 months as part of the 'Hello to Glow' Campaign. Due to the increased economic pressures in Sri Lanka, Ceilán have provided their farmers an allocation of the farm to grow crops to help provide daily food for the local residents of Werrelegama.

Knowledge Exchange

Venture Crawl

In March 2023 we partnered with Goldsmiths, University of London to co-design a tour of South London SMEs as part of the London Venture Crawl. 50 students joined our red bus tour of five local businesses to explore the diversity of South London's entrepreneurial eco-system.

Our bus stops included:

- Charlton Athletic FC
- Forest Road Brewery
- SafeStay Hostels
- Two Chicks
- Hatch @ Peckham Levels

Throughout the day students were able to engage with staff from the businesses to learn more about how their businesses started and challenges they face in remaining competitive. One student said:

"I learned that creativity and determination to achieve my goals is a MUST in business, as there will always be setbacks and we need to be able to handle them."

As well as collaborating with external partners, Venture Crawl is also a collaboration of 13 universities:

- King's College London
- Brunel University London
- Loughborough University
- University of Surrey
- University of Westminster
- London Metropolitan University
- University of East London
- University of Arts London
- London School of Economics
- University of Wolverhampton
- Queen Mary, University of London

The day culminated with a virtual pitch competition where Joshua Oluwabumuyi (MSc Mechanical Engineering) pitched his business idea in 60 seconds, competing with students from each partner university.

Our partnership with Goldsmiths, University of London was a success, and led to a further collaboration at Hack for Good, where students from the University of Greenwich and Goldsmiths worked together to create new social enterprises.



Yothin Luangkhot, BA Business Studies

"I had an unforgettable experience on the London Venture Crawl. This unique event enabled us to explore innovative businesses and entrepreneurial spaces across the city. It was an inspiring and transformative experience."

Knowledge Exchange

#GreHacks

Following the successful completion of our OfS and Research England funded project on evaluating the impact of student engagement in knowledge exchange, we have permanently embedded #GreHacks into our programme. During #GreHacks, participants work in teams on a brief set by external organisations and hone entrepreneurial skills such as problem solving, collaborative working, presenting, and networking.

Entering our third year, #GreHacks continues to be one of our most popular programmes, consistently receiving positive feedback from students, mentors and partners.

"I loved how it pushed us to go out of our comfort zone. Because of this I have grown drastically as a person"

"The quality and insight of the mentors into the situational problems are amazing"

This year we hosted four two-day hackathons and two in-class #MiniHacks with the following partners:

AKO Caine Prize
Tutor Hive

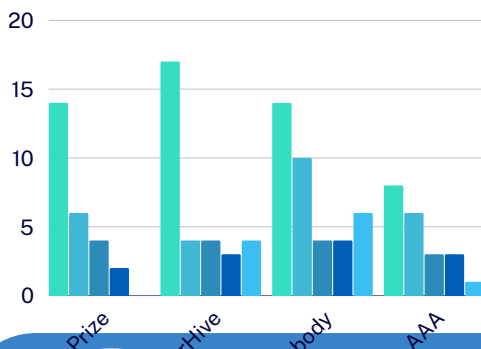
Ambitious about Autism
Peabody Trust

Still Loved Clothing
BUPA

#GreHacks also continues to contribute to the This Is Our Time 2030 strategy, with a focus on being inclusive, collaborative and impactful. 90% of student attendees agree that the experience has given them the chance to learn from their peers.

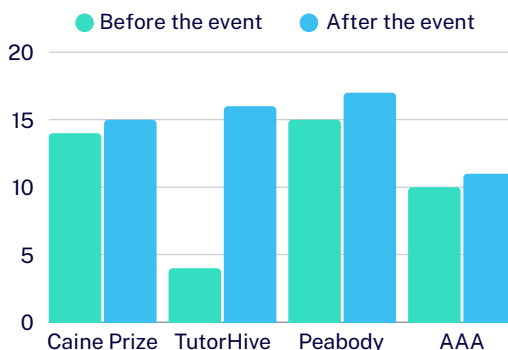
Inclusive:

Asian/ British Asian Black/ Black British
White Prefer not to say Other



Impactful:

Participants feel ready to apply for jobs



Key Stats

458

applications
received

221

students
participated

20

mentors
participated

6

#GreHacks
delivered



Rachel Osazee, MA Strategic Marketing

"The experience at #GreHacks was worth everything! The most interesting part of this event was working on a live brief with a client which helped to develop my problem solving, marketing and pitching skills."

Case Study: AKO Caine Prize



The AKO Caine Prize for African Writing is a registered charity whose aim is to bring African writing to a wider audience using an annual literary award. In addition to administering the Prize, they work to connect readers with African writers through a series of public events, as well as helping emerging writers in Africa to enter the world of mainstream publishing.

In October 2022, we partnered with the AKO Caine Prize for our first #GreHacks of the academic year. Over the weekend, students worked in teams to solve challenges looking at developing a marketing strategy to increase awareness of the annual prize, developing a PR strategy for the annual anthology and developing a strategy to improve the prize's systems design and digital infrastructure.

Reflecting on the experience of #GreHacks, Director of AKO Caine Prize, Sarah Ozo-Irabor, said:

"The best thing about participating in the hack was the student's enthusiasm. The quality and calibre of students in the room was a testament to the University of Greenwich. The students were so thorough and focused on the challenge and they went beyond the scope in a really good way."

Programme Review

Enterprise Challenge

Entering our 12th year, this year's Enterprise Challenge was another huge success, with over 100 participants taking part. This year we received more applications to our social category than to our commercial category for the first time. 80% of our commercial category applications also had a strong social focus underpinning their ideas, demonstrating that our students want to make positive changes to the world with their ideas.

This year's ideas included smart AI rings to detect mood changes, online book clubs, and handcrafted and distinct jewellery from the Amazon rainforest. We are proud to announce this year's winners are:

Our Winners



Greenwich Entrepreneur of the Year

Danielle Bodjo

BSc Business Computing

KABÉ - An African print lounge wear brand



Engineer in Business

Teresa Ahara

BSc Pharmaceutical Sciences

Tahara - A sunscreen for all skin tones



Social Category

Karolina Dzielak (representing Enactus Greenwich)

BA Business Entrepreneurship and Innovation

BeeSustainable - A project to conserve local bee populations



Commercial Category

Maraiah Andog

BA Business Entrepreneurship and Innovation

MangaMoo - A pay per hour manga café



Audience Choice: Best Pitch

Magdalena Rokosz-Wong and Tiffany Rokosz-Wong

BA Human Resources Management

141Dining - An electric food truck supporting homeless people



Audience Choice: Best Idea

Edwina Tadeu

MSc Therapeutic Counselling

&Wonder - An app to capture, track and manage your mood

Key Stats

102

students and alumni
participated

74

mentor/mentee
matches made

55%

female applicants

45%

male applicants

84%

of applicants focus
on or consider social
impact

Case Study: KABÉ



KABÉ was founded by Danielle Bodjo, BA Business Computing Year 1. Danielle won the Enterprise Challenge 2023, receiving the title of 'Greenwich Entrepreneur of the Year' and receiving a cash prize of £5,000.

Danielle first started Petit Bei, an African loungewear brand for children, in 2022. After receiving great feedback from her products at events such as Africa Fashion Week London, she has rebranded the business as KABÉ and will now create African loungewear for both children and adults. KABÉ collaborates with African designers to create one-of-a-kind African prints to create loungewear that is comfortable, practical and for adults and children to enjoy the beauty of Africa from anywhere in the world. KABÉ hopes to launch with their new adult collection in November 2023, using funds from the Enterprise Challenge to support the campaign.

Before winning the Enterprise Challenge in 2023, Danielle used the Generator's first Makers Market in November as an opportunity to sell her products to staff and students. She also participated in the Generator's week-long summer Accelerator programme in June, where she gained ideas about diversifying her strategy and refining her brand.

Skills Development

After attending one of our programmes, students indicated that they would apply their newly developed skills in the following ways:

38%

in their
studies

46%

applying for
jobs

48%

developing a
new idea

65%

developing a
current idea

After attending #GreStartUp, students reported the following outcomes:

74%

improved their presentation skills

83%

learned new business concepts

73%

had more confidence speaking to customers

85%

were more likely to try something new in the future

This year we used Entrecomp (a framework that measures entrepreneurial competencies) as an additional tool to assess the impact our programmes are having on students. Participants can use the framework to self-identify how well they exhibit a set of attributes both before and after each programme.

The data collected from the Enterprise Challenge participants suggests there is a correlation between an increase in confidence exhibiting entrepreneurial attributes, and the level of success achieved in the competition. When comparing the data of participants who progressed into the finals vs semi-finals, the finalists showed the biggest average uplift in confidence after participating in the competition (18%) versus the semi-finalists (7%).

The data taken from #GreHacks participants reveals a similar average increase in confidence after taking part (17%) to the finalists of the Enterprise Challenge. When this data is considered alongside our feedback surveys it's clear that students gain confidence in entrepreneurial skills after completing our programmes, but perceived success in competitions can increase or decrease levels of entrepreneurial confidence.



Anubhav Gauba, BA Business Entrepreneurship and Innovation

"#GreStartUp was an amazing place to network, and I learnt a lot. The real world skills I am taking back, such as critical thinking and presentation skills, I can use in my final dissertation and will help me in my studies."

External Recognition

Mayor's Entrepreneur Competition

The Mayor's Entrepreneur Competition aims to create growth to make London cleaner, greener, and ready for the future. This year we are proud to have had 2 of our students make it through to the semi-finals:

- *Abdirahman Ahmed - BA Business Management*
- *Edwina Tadeu - MSc Therapeutic Counselling*

Engineers in Business Champion of Champions

The Engineers in Business Competition 'Champion of Champions Final' enables EIB-supported universities to enter teams into the final for a chance to compete on a national level. Competing against universities such as Imperial College London and University of Oxford, our 2022 Enterprise Challenge finalist Dinul Wijetunge won the Runner Up prize in the Big Ideas Category.



Enactus UK National Competition

Enactus UK supports students and young people across the country to engage in social action and social enterprise. For the first time, Enactus Greenwich made it to the finals of the Enactus UK National Competition, beating over 60 other universities. In the finals they competed against Durham, KCL, NTU, and last year's winner and UK Enactus World Cup representative, Nottingham.

Santander X Launch

3 of our students beat off stiff competition to secure places on the new Santander X entrepreneurship programme in collaboration with Babson College.

- *Silvia Sanchis Cavanilles - BA Business Entrepreneurship and Innovation*
- *Amrit Sagar Sinha - MBA International Business*
- *Vinay Vijaywargiya - MBA International Business*



Karolina Dzielak, BA Business Entrepreneurship and Innovation

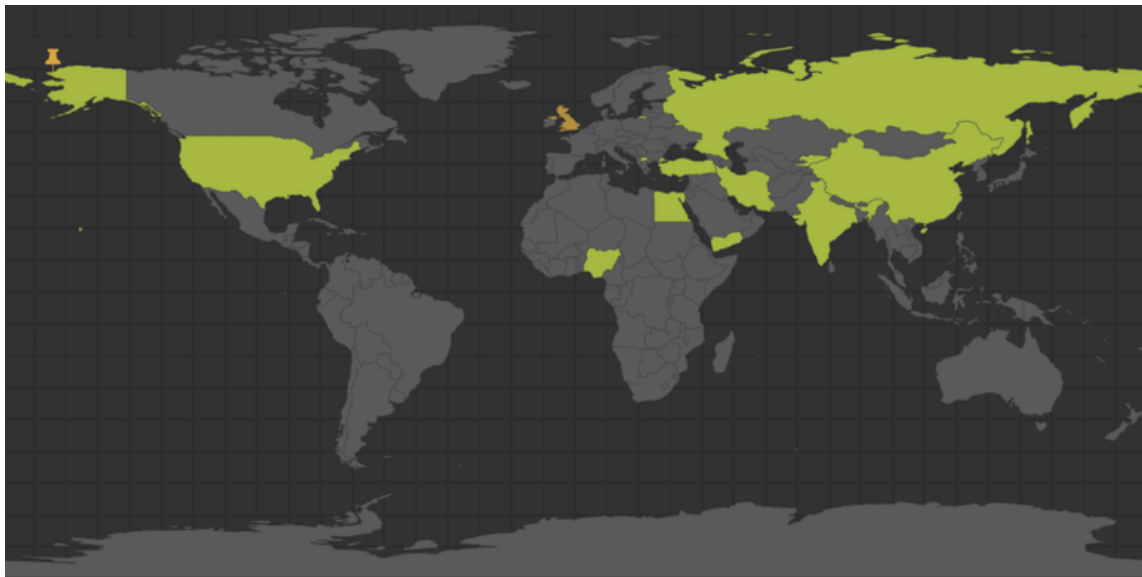
"I am extremely proud of what we, as a team, have achieved in the past year. We have worked extremely hard on our two projects and for the first time in history Enactus Greenwich got to the finals of the Enactus UK National Competition."



Dinul Wijetunge, MSc Mechanical Engineering

"Being involved in the Engineers in Business Champion of Champions Competition has given me a great insight into how to market my business further and on top of that, I'm leaving the final with a fantastic asset – another board member for my Advisory Panel."

Our Global Reach



We have supported 26 international graduates to launch their businesses in the UK through the Start Up visa, from countries including:

- China
- Egypt
- India
- Iran
- Kyrgyzstan
- Nigeria
- North Macedonia
- Russia
- Turkey
- USA
- Yemen



Project SIREE

After the successful ending of Project SIREE in 2022, we continue to work with partners in Belgium, France and the Netherlands to promote and support refugee entrepreneurship initiatives as a legacy of the project.



Clinton Liu, MA E-Logistics and Supply Chain Management
MCG, founded by Enterprise Challenge Finalist 2022, is a UK/Canada-based company focusing on blockchain-enabled supply chain traceability and carbon visibility solutions in the emerging Physical Internet era. In 2023, MCG were funded by Innovate UK Edge for the Global Business Innovation Programme taking place in Germany and Israel.

Case Study: Organa London



Organa London was founded by two of our MBA International Business students, Amrit Sagar Sinha and Vinay Vijaywargiya, after they received endorsement from the Generator in 2020 for their Start Up visas which enabled them to test and launch their business in the UK after they graduated.

Organa London is a fashion brand that creates high quality vegan leather products that are cruelty-free and environmentally friendly. They believe that fashion can be both ethical and stylish, and make their products with innovative material such as leather made from apple, pineapple, cork, coconut and cactus.

With the university's support, Amrit and Vinay have grown their business substantially since receiving endorsement for their Start Up visas. They were shortlisted for the 'Greener Greenwich' award at the Best of Royal Greenwich Business awards 2022, have secured distribution for their products in Next and Matalan, and in August 2023 were successful in achieving the Innovator Founder visa, which will allow them to continue building their business in the UK for the next 3 years.

Generator Team Achievements



This year we have presented at a number of conferences, including:

- International Enterprise Educators Conference
- GBS Learning and Teaching Festival
- SHIFT Learning and Teaching Festival

We have also designed and delivered our own conferences at the Powerhouse:

- Joining the dots of Enterprise Education: creating effective enterprise eco-systems (*in collaboration with EEUK*) (Nov 2022)
- Greenwich Business Growth Conference (July 2023)

Team Awards

- Inclusive Enterprise Education Awards @ National Enterprise Educators Awards
- Inclusivity Champion @ This is Our Time Staff Awards 2022

Individual Awards

- Lynette Lisk - Inclusivity Champion @ GBS Awards 2022
- Mia Abouri - Inclusivity Champion @ GBS Awards 2022
- Joao Corona - Most Collaborative Colleague @ GBS Awards 2022
- Joe Blomfield - Co-Chairs' Recognition Award @ LGBT+ Staff Community Awards 2023

We have received a total number of 17 team and individual nominations for awards this year including:

- Education Leader of the Year @ Foundervine Changemaker Awards 2023
- Outstanding Team of the Year @ This is Our Time Staff Awards 2023
- Student Success Award @ This is Our Time Staff Awards 2023

5

conferences

6

awards

17

nominations

Contact Us

If you're a student looking to launch your own business, an individual or organisation looking to work with us, or a member of staff looking to collaborate with us, please use the contact details below to get in touch.



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Generator

*The power behind
your idea*



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