

SCRATCH

STUDENT STARTUPS MAGAZINE

@ University of Exeter

THE FUTURE OF SUSTAINABILITY

INTERVIEW WITH GOOD DATA HUB

INNOVATING CORNWALL'S SURF INDUSTRY

STORY OF JUST SURF

AWARD SUCCESS

DEVON'S 30 UNDER 30

STUDENT STARTUPS AWARDS

CAMPUS INNOVATION SPACES

ENGINEERING MAKER SPACES

PLAYFUL LABS

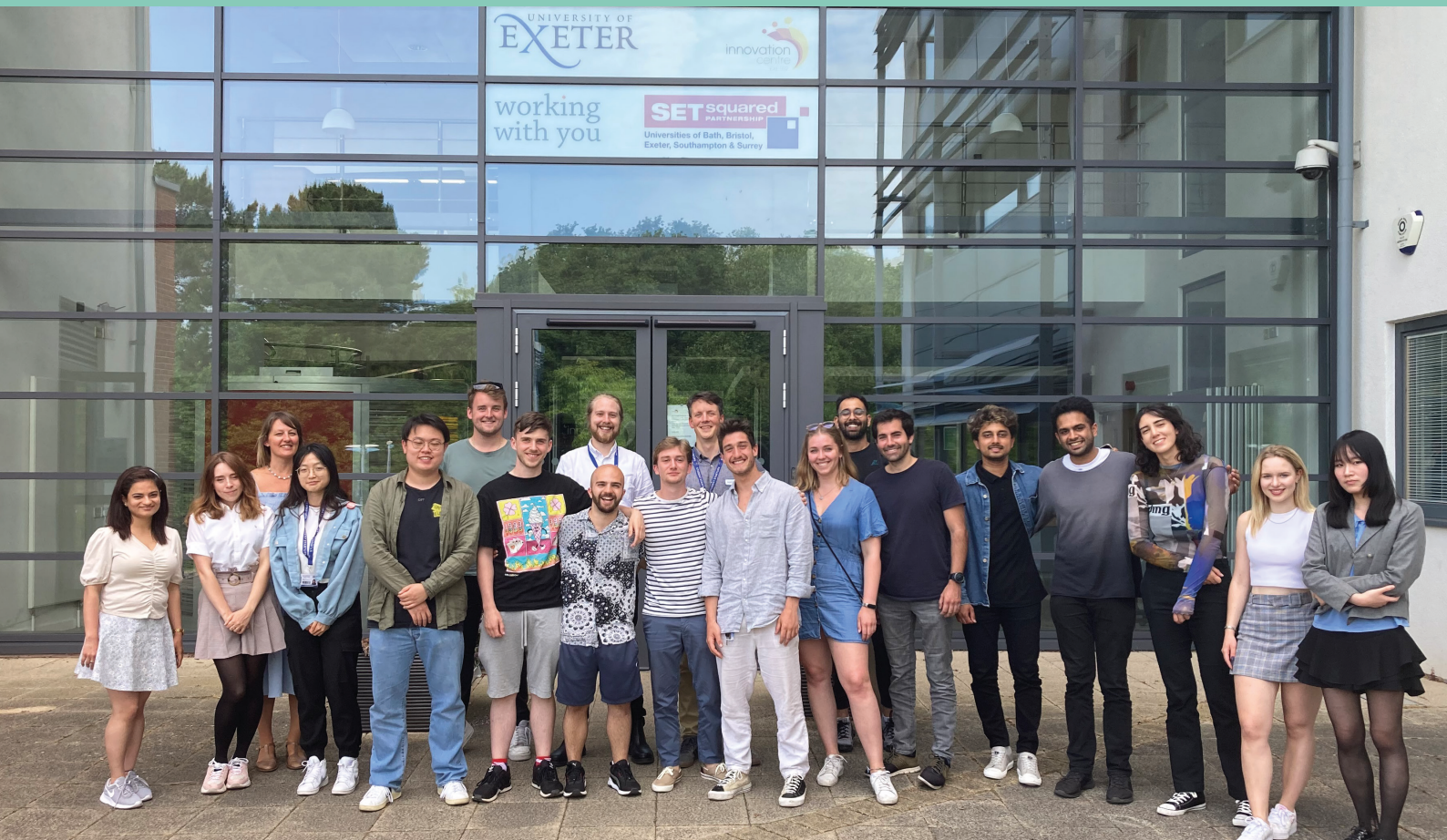
SEPTEMBER 2022 | ISSUE NO. 5





4	Meet the Team
6	Just Surf
8	Devon's 30 Under 30
10	Interview with Molly Bevan
12	Student Startups Awards
14	PolyglotMe
16	Environment & Climate Emergency
17	Sustainable Startups
18	What is a product carbon footprint?
19	Meet Zevero
20	Good Data Hub
23	Driving a green revolution: STAXY
24	Climate Concious Chocolate
25	Augmented Reality Creations
26	Elevate Engineers in Business Competition
28	On Reflection
30	Engineering Maker Spaces
32	INNOPLAY
34	Recipe: Pomegranate Tabbouleh
35	Introducing Packed Kitchen

WELCOME



Welcome to the fifth edition of the Student Startups SCRATCH magazine!

We are excited to be heading into a new academic year; back on campus and looking forward to working with new cohorts of students and graduates. It is exciting to see so many of you building ventures that are purpose-led and that are striving to make a positive impact.

In this issue, we hear from The University's Climate Emergency team about the work they are doing to achieve their ambitious targets of Net Zero by 2030. We meet student and graduate-led ventures striving to make a positive impact on the environment and sustainability and in our communities. We also meet the winners of the 2021/22 Student Startup Awards, including this issue's cover star Zwelakhe Gila who won the 'People' Choice' Award. And you will find out more about some of the exciting initiatives across the University to encourage and nurture entrepreneurship and Innovation – from the Playful Labs to new Engineering Maker Spaces.

There are now more opportunities than ever to get involved with entrepreneurship here at the University of Exeter. This includes the 'With proficiency in Entrepreneurship' (WPIE) curricular modules, IKEEP, Enterprise Skills sessions, Grand Challenges and the Student Startups programme, to name but a few.

Thank you to everybody who continues to contribute to the Student Startups programme – your time, skills and expertise are hugely appreciated, and we are incredibly proud of what has been achieved. Thank you to our colleagues who continue to champion the value of entrepreneurship education. And thank you to all those students and graduates who have engaged with the Student Startups team and programmes – you are all changemakers. We hope you enjoy this latest issue and feel inspired for the upcoming year.

M E E T T H

EMILY DAVIES – SETSQUARED EXETER STUDENT STARTUPS MANAGER

Emily manages the Student Startups team – designing and delivering an engaging and supportive startup programme for students and recent graduates, which includes workshops, presentations, expert panels and other events. She works 1-2-1 with students and has developed a broad network of contacts both in Exeter, the UK and internationally, who can be called up for additional support and mentoring. Emily is the Student Enterprise Representative for Exeter within the SETsquared partnership and is also University Advisor to Enactus Exeter. She is also an independent music artist and live events producer.

[Connect with Emily on LinkedIn](#)



NICHOLAS PEARSON - STUDENT STARTUPS PROGRAMME OFFICER (PENRYN)

Nick works on the start-up and research commercialisation programmes for the University of Exeter in Cornwall, supporting the talented staff and students through workshops and one-to-one coaching to develop their business ideas or research discoveries into start-ups that are innovative, impactful and resilient for the future. Nick's background is in entrepreneurship, building businesses in the media, creative and live event sectors. For the last seven years he has been working in business support and recruitment for SMEs in Cornwall alongside investing in early-stage businesses.

[Connect with Nick on LinkedIn](#)



HARRY NEILL – STUDENT STARTUPS PROGRAMME OFFICER (EXETER)

Harry is focused on the development and delivery of the Student Startup programmes on the Exeter campuses, with the aim of fostering entrepreneurial skills in students and turning ideas into successful, creative and impactful ventures. Harry has a wide range of professional experience including 5 years as a tax and business consultant, primarily working with owner-managed businesses on projects to diversify, expand or restructure, as well as supporting them with their compliance requirements.

[Connect with Harry on LinkedIn](#)



E T E A M

AMBER STRONG - BOYDEN PROGRAMME ENHANCEMENT MANAGER

Amber manages the Boyden Entrepreneurship Programme, supporting the entrepreneurial development of students across the department of Engineering and on the MEng Engineering and Entrepreneurship degree programme at the University of Exeter in a variety of ways, including competitions, international development opportunities and 1-2-1 support. Amber re-joined the team in 2022, after creating the Intrapreneurial Knowledge Exchange Pathway (IKEEP) Programme led by the University of Exeter and developing student enterprise support programmes at the University of Plymouth.

[Connect with Amber on LinkedIn](#)



HARRY WILLIAMS - STUDENT STARTUPS PROGRAMME ASSISTANT

Harry has joined the Student Startups team as a GBP intern in order to assist in the delivery of the programmes we run within the University of Exeter, as well as to help deliver a pilot programme of entrepreneurship workshops across Petroc College campuses in association with Devon County Council, Volt Entrepreneurs and SETsquared.

Having recently graduated from Exeter with a degree in politics, Harry has a keen interest in helping to develop skills within the student community, as well as the societal benefits of teaching entrepreneurship to college students across Devon.

[Connect with Harry on LinkedIn](#)



JULIA MACKAY - STUDENT STARTUPS SENIOR ADMINISTRATOR

Julia supports the day-to-day running of the Student Startups programmes, providing administrative support and delivering communications to students. She also oversees Student Startups social media and the weekly newsletter, promoting upcoming events and workshops, and student achievements. Julia has worked for the University of Exeter since graduating in 2019, and has experience in communications, marketing and university administration.

[Connect with Julia on LinkedIn](#)





JUST SURF

Transforming the surf hire industry in Newquay and beyond

Imagine how convenient it would be if you arrived at your holiday accommodation in Cornwall and your surf hire was already there waiting for you?

This was the wave of a business idea that hit Exeter graduate Max Harrington and his friend Mike Shawley in the summer of 2020, which they hoped would transform the surf-hire process for holiday-makers in Cornwall.

In September 2020, Max enrolled in the Student Startups programme at the University of Exeter, to access advice and funding to get his idea off the ground.

Run by the University of Exeter Student Startup team, the programme is designed to teach students the core skills needed to become an entrepreneurial thinker and launch a successful business venture.

By May 2021, Max and Mike had launched their company Just Surf, which has already partnered with 55 accommodation hosts to provide surf and paddle equipment to their guests.

Under their innovative business model, Just Surf work directly with accommodation hosts who offer 'Just Surf hire' as an add-on when holiday-makers make their booking. Surf boards, paddleboards and wetsuits are then delivered by the Just Surf team directly to the accommodation, removing the hassle of holiday-makers having to source and transport heavy boards themselves.

After a successful summer of trading in 2021, the Just Surf team are looking forward to an even busier one in 2022, with £2200-worth of pre-orders made for the Easter holiday period.

One of their hosts from 10 Atlantic in Newquay, said: "Max and his team at Just Surf have been nothing but fabulous to work with. My guests consistently say how grateful they are for the recommendation."

Just Surf has also worked with one of its hosts - Beachside View, Newquay - to donate £600 to the RNLI in efforts to keep everyone safe.

On the Student Startups Pre-Incubator and Incubator programmes, Max successfully pitched for a total of £4000 grant funding to launch the business. Grant funding is available

to students on the programmes thanks to the generous philanthropic support of Santander Universities UK.

Max said: "We spent the grant on roughly 10 surfboards, 20 wetsuits and two paddleboards. This enabled us to start at a larger scale because we could have more stock. It turned what would have initially been more of a 'trial summer' into a summer that could get going properly. This meant securing more hosts than we initially planned."

"The injection of cash also meant that when orders came in, instead of paying off a loan, we could put this cash directly into more stock, such as paddleboards (as these were in higher demand than anticipated). We could also pay for surf school insurance and Mike's surf coach qualification, which means we can offer lessons, which is a great revenue driver."

By starting the business at a larger scale in the first summer, they were able to contact every host in the area before any competitors entered the market.

Ahead of this summer, Just Surf have got more hosts onboard and improved the user experience. They have also increased their stock of paddleboards from 2 to 8 boards, and are expanding their service to Falmouth.

They are in the process of building a Just Surf outhouse to store surf equipment - and so that Mike's dad can have his garage back!



Looking to the longer term, they hope to launch in other surf holiday hotspots abroad such as Malibu, and sell their custom coded booking system to other hire businesses around the world.

[Read more about Just Surf](#)



DEVON'S 30 UNDER 30



Two students from the University of Exeter Business School have been named on a list of rising stars in business.

Second year undergraduates Ellie Llewellyn and Conor Erb were included in the Devon & Plymouth Chamber of Commerce's '30 Under 30' campaign for the "significant impact" they've made in the working world.

Ellie, a second year undergraduate studying Marketing and Management, has launched her own premium coffee outlet selling locally roasted, sustainably sourced coffee with biodegradable packaging.

She also hosts seasonal markets and has just launched her first homeware range – despite starting out in business only 12 months ago.

Conor, a second year Economics student, is co-founder of Clickbar, an order-at-table marketplace solution and the youngest ever Consultant Director at 180 Degrees Consulting, a consultancy for non-profits and social enterprises.

He has led consultancy projects to improve access to clean water and education in Rwanda, and promote awareness of colorectal cancer in Lebanon.

Both Business School students attended a glittering awards ceremony at Buckfast Abbey earlier in the month to honour all the nominees.

Ellie, who completed the Student Startups Incubator programme earlier this year, said she was "delighted" to find out she had been named among the '30 Under 30', which is named after the famous Forbes list.

"It was amazing to meet other like-minded people at the event and see how so many people within Devon are making a positive impact through the world of work.

"It has given me a real boost to expand my love for running my own business. I am very grateful for the help and support I have received from SETsquared and the University's Student Startups team."

Conor said it was a great feeling to share the stage with Devon's most talented young business professionals.

"It feels great to have been selected and to have shared the stage with so many talented individuals.

"Myself and my co-founder have big ambitions for Clickbar – an order-at-table solution allowing you to order and pay in under 10 seconds – including rolling out Clickbar across the whole of Exeter and eventually the UK. We've recently got Clickbar into Pura Vida, a favourite cafe among Exeter students. Next stop Forbes 30 under 30!"

Emily Davies, the SETsquared Exeter Student Startup Manager, said: "We were thrilled to attend this year's event and to be invited to present some of the evening's awards. It was a wonderful opportunity to honour the remarkable impact that these young people are making in their communities and in the wider region."

The nominees were judged on the speed they have progressed in the working world, their outstanding accomplishments, their contribution to the sustainability of the planet, their entrepreneurial abilities, what they are doing that benefits the local community, how they influence other members of the team and their potential to become a future leader.

AN INTERVIEW WITH MOLLY BEVAN

FOUNDER OF IMPACTIC VOLUNTEERS



TELL US ABOUT IMPACTIC VOLUNTEERS.

IMPACTIC Volunteers is a non-profit social enterprise, which combines upskilling and volunteering! We provide a unique experience for employees (and also university students) to use their 'charity days' to learn data analytics tools via workshops with experts, and then apply their newfound skills to support a charity with their data challenges. Real skills, real insight, real impact!

The idea for IMPACTIC Volunteers came about very organically. I graduated in Economics & Finance from Exeter in 2019 and, due to COVID, my start date on Accenture's graduate scheme was pushed back by almost a year! In this gap, I decided to get myself ready for the world of work by upskilling in two leading data analysis tools: Alteryx and Tableau. This was the height of the pandemic, so mental health charities were facing unprecedented demand. I reached out to my local branch of Mind to offer them support with their data challenges using the tools I had learnt. To my surprise, they had never been offered this type of help before. I volunteered for 6 months, providing them with data-driven insight, where I observed that many useful datasets had never been cleansed, analysed or even considered.

I (finally!) started at Accenture in January 2021 and learnt that all UK employees are offered 3 paid charity days each year, but that most are left unused. At the same time, I noticed that colleagues were strongly motivated by upskilling, so were always taking training courses. In an attempt to increase uptake in

charity days, I created and led 2 data-driven projects with charities Ocean Generation and TRAIID. Demand from colleagues was very high, as these opportunities were advertised as a way to upskill in Alteryx and Power BI whilst doing something good for society. I realised that this format for charity days had potential and could be bigger than just supporting a couple of charities with a few analysts from one company... so the idea for IMPACTIC Volunteers was born!

TELL US ABOUT YOUR EXPERIENCE ON THE INCUBATOR PROGRAMME. HOW HAS IT SHAPED YOUR JOURNEY SO FAR?

As a recent graduate (2019), I didn't realise I could still access such fantastic opportunities offered by the university! Last year, I went to an Exeter Alumni Entrepreneurs networking event organised in London and met Emily Davies, who runs the Student Startup Team. Emily encouraged me to apply and it has been the best decision! This is also a prime example of the importance of going to networking events, as you never know who you will meet and how they might shape your journey.

Over the 10-week incubator, we completed really relevant and applicable modules, such as 'go-to market strategy'. The Startup Team is so supportive and genuinely want everyone to succeed - I can't thank them enough for all of their invaluable advice. I have also been so inspired by the cohort of entrepreneurial students taking part in the incubator - they really are the leaders of tomorrow and I can't wait to see what they go on to achieve!

I was also delighted to receive the Startup Grant, which has been incredibly beneficial in covering the costs of actually getting IMPACTIC Volunteers officially up and running. Receiving the Rising Star 2022 Award was an unexpected (but amazing) way to wrap-up the incubator journey. (I was nominated by Sophie Witt who runs Bahari Blu, which sells the most beautiful handcrafted jewellery - check it out!) Having others see the potential in my social enterprise idea has been a really validating experience and helped motivate me further.

WHAT HAS IT BEEN LIKE WORKING A '9-5' JOB WHILST PURSUING AN ENTREPRENEURIAL IDEA AT THE SAME TIME?

It's important to acknowledge that the side hustle culture is quite glamorised at the moment on social media. The reality is often long working hours (early morning wakeups to squeeze in a few hours before 9am and working on weekends) and additional pressure... definitely not sustainable long-term (for me anyway)!

That being said, I have been very lucky to have had such supportive colleagues. I remember how worried I was to first mention it to anyone at Accenture, but actually the company is full of entrepreneurial individuals, so I have received nothing but encouragement. I work in the Responsible Business and Citizenship team (who sit at the heart of Accenture's Corporate Social Responsibility), so they truly understand the importance of what I'm trying to create.

The team also runs a Social Innovators Accelerator, designed for employees to progress their social impact projects with support of the wider business and its global resources, including mentoring and network connections. I was thrilled to be accepted onto the Accelerator at the start of 2021 - through this, I have received some great guidance that has helped shape my offering and exchanged ideas with some impressive people from all over the world!

BASED ON YOUR EXPERIENCE, WHAT CHANGES DO YOU THINK WE NEED TO SEE IN THE WORKING WORLD?

We need to fundamentally re-frame what it means to be a 'good employee'. Giving back

to society and the community should be a key priority at work. Using our skills and time to solve real societal challenges should be the standard. I believe that use of volunteering days should actually be one of the metrics considered when deciding if someone should be promoted!

Companies should look to employ people who want to volunteer and actively participate in making the world a better place - as that says a lot about the type of person that they are and what they can bring to the company. But for this to work, there needs to be a culture shift from the top: managers should not only encourage their teams to volunteer, they should lead by example!

WHAT ARE YOUR PLANS AND GOALS FOR THE NEXT YEAR?

In early 2023, I will be taking a leave of absence from Accenture to work on IMPACTIC Volunteers full time. I am really excited to dedicate more energy to my passion project to give it the best chance of succeeding! There are already a few IMPACTIC projects in the pipeline with several companies, so I can't wait to deliver these and start making a real difference.

Now that IMPACTIC has secured some high-profile national charity partners (soon to be announced), with some clearly defined data challenges with which they need our support, I will be commencing a targeted company (and university) outreach phase in order to secure our first cohort of volunteers who want to upskill and do good at the same time.

Along the way, I hope to continue to meet more entrepreneurs to be inspired by and share the IMPACTIC vision with!

Find out more at: impacticvolunteers.com

IMPACTIC

Volunteers

Real skills. Real insight. Real impact.

STUDENT STARTUP AWARDS

YOUNG ENTREPRENEURS 'STRIVING TO MAKE A POSITIVE IMPACT'



A sustainable chocolate start-up, an app to monitor flood resilience and an A-level politics revision platform were among the original and inspiring business ideas celebrated at the Student Startups Awards.

The virtual event, hosted in July by the SETsquared Exeter Student Startup team, was the culmination of another successful year for the University's Startups programmes, with 34 grants awarded totalling £40,180 and more than 900 engagements with students, graduates, strategic partners and the wider community.

The student entrepreneurs were hailed for building ventures that strive to make a positive impact in communities and wider society, with other winners including a community-focused coffee outlet launched in lockdown and a social enterprise that provides a solution to the lack of uptake for company charity days.

The awards were presented by Joe Pearce, Head of Business Support at SETsquared Exeter, and the event featured a guest speech from Exeter alumna Dr Natalie Whitehead, who shared her story of setting up Exeter Science Centre, and talked about the power we have as individuals to make a positive difference.

Social Impact Award

Ellie Llewellyn, Graig Coffi – Ellie's community-focused small business was launched in lockdown and has raised money for various charities, including over £1,000 for pancreatic cancer through a virtual raffle, which she organised when her best friend's father became terminally ill.

Environmental Impact Award

Ant Wilson, Push Chocolate – The idea behind this start-up is to create chocolate that is healthier and better for the environment, made from sustainably sourced cocoa, vegan and palm-oil free all packaged in a plastic-free, recyclable pouch.

Most Innovative

Lewis Seale, You Inspect – This tool allows insurers to monitor property flood resilience through homeowners completing their flooding inspections independently through an app and relaying this information back to their insurance provider. It seeks to create a fairer insurance market for the 7 million UK homes at risk of flooding who want to access affordable home insurance.

Next Big Thing

Leo Carr, Study Politics – This online A Level revision platform was set up two years ago and is now a successful education website used by over 500 students with the potential to grow further by applying the business model to a range of subjects and education systems across the world.

Rising Star Award

This award celebrating emerging entrepreneurial talent from the 2020-21 programme cohorts went to **Molly Bevan**, whose Impactic Volunteers social enterprise provides a unique volunteering experience for employees to use their 'charity days' to upskill on analytics tools, whilst helping a charity overcome its data challenges and achieve its goals.

People's Choice Award

The award that recognises a student who has made a large and positive contribution to the Student Startups Programmes was won by **Zwelakhe Gila**.

Spirit of Entrepreneurship Award

Charlotte Strohkendl was the winner of an award that recognises an individual who has shown true entrepreneurial spirit through their engagement with the Startup programmes.

IKEEP Outstanding Student Award

Alicia Shelford was presented with an award for her outstanding contribution to the IKEEP intrapreneurial pathway through her placement with Exmoor Distillery Ltd where she demonstrated outstanding leadership, organisation and team working.

All the winners received a £100 prize and a trophy.

Professor Lisa Roberts, Vice Chancellor and Chief Executive of the University of Exeter, congratulated the students and graduates in a recorded message highlighting the importance of entrepreneurship.

Professor Roberts said: "The University of Exeter recognises the importance of entrepreneurship education in preparing its students with the skills and experience required for the future workplace. We are proud to offer a wide range of curricular and extra-curricular activities across our Colleges and campus."

"It is exciting to see so many of you building ventures that are purpose-led and that are striving to make a positive impact - in your communities, for the environment and in addressing social and economic inequalities."

Mike Shore-Nye, the University of Exeter's Registrar and Secretary, said: "The Student Startups Awards were fantastic. There were some great and inspiring stories and many exciting new ventures being built. The team did a great job and congratulations to all involved."

[Watch the full recording of the ceremony here](#), and [view the edited highlights reel](#).

POLYGLOTME

The new era of language learning

Peux-tu comprendre ce text ? Kannst du diesen Text verstehen? ¿Entiendes este texto? Can you understand this text?

Most likely you stumbled a little bit there... and you would not be alone!

Britons are infamously bad at speaking foreign languages, but in our hyperglobalised day and age that is not an option anymore. The founders of PolyglotMe came to the same conclusion and decided to do something about it!

PolyglotMe was founded by a duo of Exeter alumni believing in the importance of affordable education. To Constance and Rhys, the ability to understand languages, cultures, histories, and people, goes beyond the limits of borders, and should be accessible to all, not reserved to the lucky few who can afford to travel.

For Constance Girard (BSc Politics and International Relations, 2022) and Rhys Hamilton-Davies (BSc Economics, 2021) this was a challenge worth taking on. In 2019, they launched the language learning platform PolyglotMe; an online solution which would bridge the gap between traditional language learning and full immersion experience.

They both at different times and for different reasons experienced how much a platform like PolyglotMe was needed. Constance, a keen linguist (and speaker of French, English, German and Spanish) knew how difficult it was to find opportunities to practice and maintain her language skills throughout the years when full immersion was impossible.

For Rhys, it was when he had to move to Paris for further study after graduating from Exeter, and had to get from beginners' level French to fluent in the space of one summer.

PolyglotMe was the answer. It did not yet exist, so they created it.

A subscription to the platform gives you unlimited access to 1:1 classes for all levels, with certified

“THE STARTUP PROGRAMME WAS THE REAL GAME CHANGER. IT ALLOWED US TO BELIEVE IN OURSELVES, IT GAVE US THE TOOLS, AND THE RIGHT STRUCTURE TO TURN OUR IDEA INTO A SUCCESSFUL BUSINESS.”

native speaking tutors and in all seven different languages available on the platform. To date, PolyglotMe has over 500 users and has taught over 1,500 sessions to its learners.

Constance said: “We wanted to create a one-stop shop for language learning, and we wanted it to be an authentic and enjoyable experience and of course, at an affordable price for learners. And that’s what we did”.

Launching the platform in the midst of the Covid crisis, Constance and Rhys decided to support universities whose students had missed out on planned Erasmus years abroad by allowing them to connect with native speakers over video call.

“Of course, we will never be able to replace the real experience of a full immersion, but this is definitely the next best thing,” she explained. “Our tutors - university students or young graduates passionate about their language - want to share their culture and are dedicated to helping their students reach their language learning goals, whatever they may be.”

Using a Santander Universities UK market validation grant as well as advice and contacts provided by the SETsquared Exeter Student Startups team, they contacted a large number of Russell Group and SETsquared partnership universities to gauge interest in their product. They developed an MVP and gathered a small team of French tutors from Constance’s own network to provide a demonstration to heads of language departments of what they could offer. The positive feedback from both the universities and students, gave Rhys and Constance the validation they needed to launch the first version of the platform.

Constance also completed the Student Startups Incubator programme, where she accessed startup support, masterclasses and 1:1 mentoring.

Constance said: “We didn’t ever plan on actually starting a business, but we had a good idea. The startup programme was the real game changer. It allowed us to believe in ourselves, it gave us the tools, and the right structure to turn our idea into a successful business.”

Constance and Rhys also successfully pitched for a startup grant of £1500, which was used for developing the website and for the legal work needed to finalise deals with universities.

Emerging from the pandemic, PolyglotMe continues to support universities, but also expands to international corporations as well as individual language learners whilst making a strong commitment to supporting education equality for students from disadvantaged backgrounds, by partnering with The Access Project.

[Visit the PolyglotMe website](#)

ENVIRONMENT & CLIMATE EMERGENCY @ EXETER

By Fraser Browning

Following the declaration of the Environment and Climate Emergency (E&CE) in May 2019, the Environment and Climate Emergency Team was set up to deliver the university's response. The team is made up of experts across each of our core carbon categories; Energy, Travel, Bought Goods and Services, Waste and Water, alongside a data team, a benchmarking manager, admin staff and comms and engagement roles.

Our approach to the E&CE response is described by the 5-Step Journey, which details the five major milestones that will need to be completed in order to achieve our overarching target of Net Zero Carbon, by 2030.

Building the Foundations has now been completed which included building the team, baselining our carbon emissions footprint and publishing our annual targets.

We are now progressing with our Operational Carbon and Environmental Impact Reduction Strategy, to actively reduce the carbon emissions and environmental impact associated with university activity. Our carbon emissions reduction is being delivered via two long-term projects, which themselves are made up of dozens of individual climate action projects.

The **Infrastructure Decarbonisation Masterplan (IDM)** actually runs until 2040, and is responsible for decarbonising the Energy consumption across our estate that contributes to carbon emissions. This involves detailed modelling of each of the buildings across our estate, identifying energy efficiency improvements such as insulation and improved window performance, and removing the need for fossil fuels for building conditioning.

The second long term project is known as the **Carbon Net Zero Delivery Plan**, which focuses on achieving behavioural and cultural change

across the university to decarbonise our Indirect Emissions activity. These emissions arise from our Travel, our supply chain, our waste, water and leased assets, and actually make up around 72% of our total carbon footprint. Projects are being implemented across the university to facilitate sustainable behaviours for our staff and students, by making sustainable choices for travel more accessible and more cost-effective.

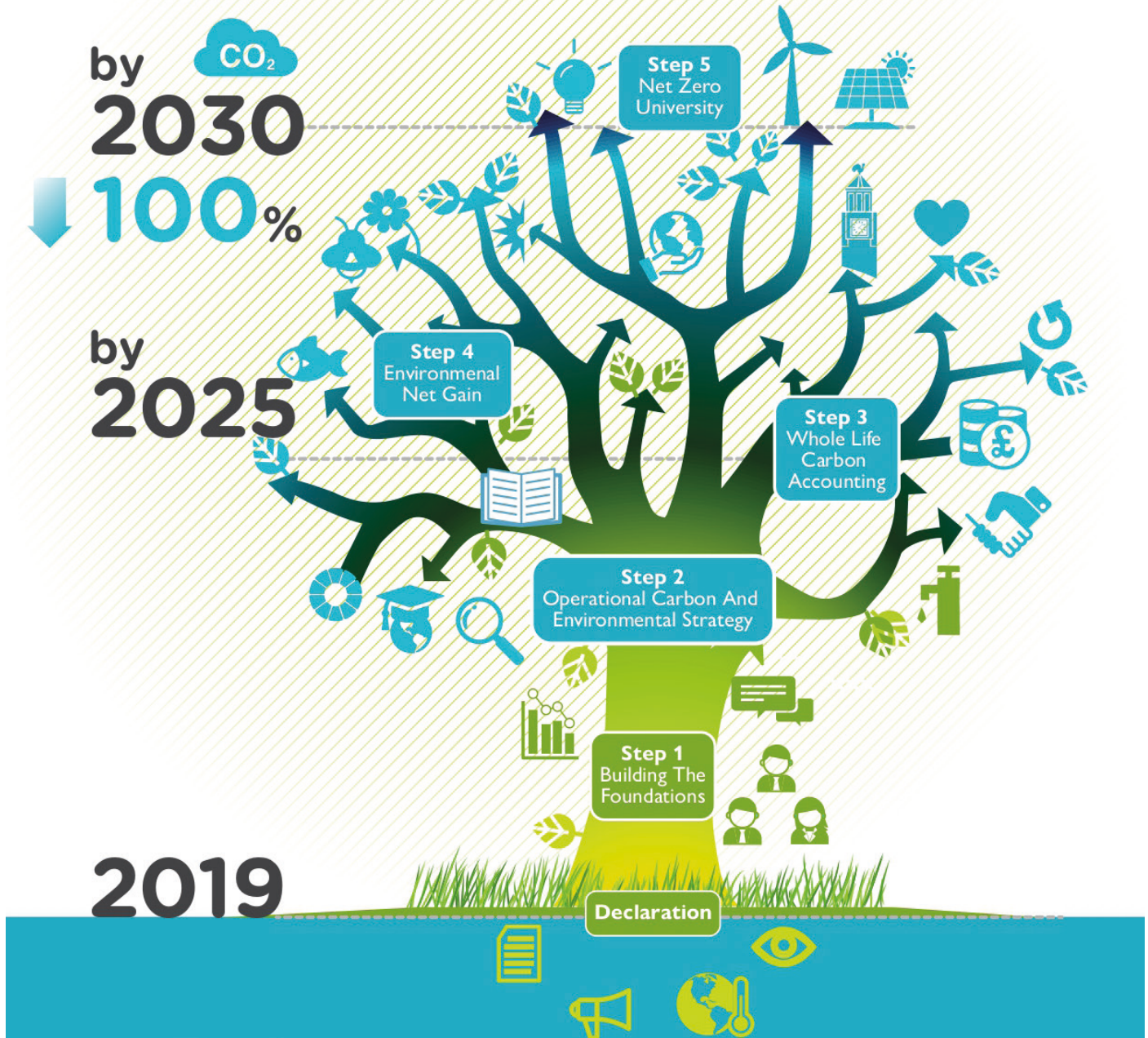
We are now also considering later milestones associated with Carbon Accounting – how we report our carbon footprint - and Environmental Net Gain - how we make suitable decisions with our land assets to promote biodiversity and enhanced natural capital.

One of our major challenges to date has been engaging effectively with our many stakeholders in order to promote sustainable behaviours across the University. It's vital we provide the necessary information and support that can facilitate sustainable behaviours and decision-making, and that we demonstrate all our climate action visibly so that our university community feels empowered to make changes, and our approach is a collective one.

For anyone who'd like to get more involved with our E&CE Agenda, or would like to know more about the team and what we're looking to achieve, please do get in touch via our [web pages](#), or via email at ClimateEmergency@Exeter.ac.uk.

Do you have your own sustainable idea you'd like to bring to life at your university?

The E&CE Team are launching the Green Futures Student Solutions scheme that supports student-led projects and gives students the perfect opportunity to contribute to our own environment and climate emergency response. Keep an eye out on the university social media channels, the E&CE web pages and Handshake for the launch coming September 2022.



SUSTAINABLE STARTUPS

The Student Startups team have had the joy of working with an impressive number of student and graduate-led startups, which are driven by taking positive action in response to the climate crisis, creating innovative green solutions to address the environmental problems the world is currently facing. Read on to hear some of their stories. ➔

WHAT IS A PRODUCT CARBON FOOTPRINT?

By George Wade, Co-Founder of Zevero

We're now in an era where all companies need to measure and understand where their carbon emissions come from. Companies who sell products may be asking, what are the emissions from the products we make? What are the biggest contributors to the carbon footprint of every pint of beer I make, for example. This is where a product carbon footprint can be extremely useful in understanding both your product's impact and where the biggest carbon hotspots are.

We're here to help. Let's dig in to what a product footprint is and why it's important.

What is a Product Carbon Footprint and how do you calculate one?

A product carbon footprint is the emissions of a singular product or SKU for its full life cycle. This allows a company to see a breakdown of each product's raw materials, manufacturing, transportation, storage, use and disposal emissions. This is measured in carbon dioxide equivalent (CO₂e) per product or per kg product.

Product footprints should be associated with a scope or boundary, the most common being:

- Cradle-to-gate: mostly used for business-to-business (B2B) products. This measures the total greenhouse gas emissions from the extraction of raw materials through to product manufacture up to the factory gate.
- Cradle-to-grave: mostly used for business-to-consumer (B2C) products. This measures the total greenhouse gas emissions from the extraction of raw materials through to the product's manufacture, distribution, use and eventual disposal.

The easiest way is to think of it is a 'recipe' of emissions that make up the product.

What is the difference between the corporate and product standard for carbon emissions?

The difference between a product and a corporate carbon footprint is what is and what isn't included.

A corporate footprint covers everything in scope 1, 2 and 3 whereas a product footprint simply measures the footprint of the product itself. For example, a 500ml can of beer may have a footprint of 0.43kgCO₂e but this does not include the machinery it takes to brew the beer, put the label on the can or the journey of the employee getting to work.

Why are product carbon footprints important?

Understanding both the carbon footprint of your entire organisation and of your products is incredibly important.

Not only does measuring your emissions allow you to identify hotspots and reduce your emissions over time but it also helps your customers get a more accurate understanding of their emissions and can become part of the sales and procurement process.

[Read the original article on the Zevero website.](#)

MEET THE FOUNDERS



TELL US ABOUT ZEVERO.

Zevero is a software platform which enables companies to measure and most importantly reduce their carbon emissions. The data we gather allows us to build frameworks for whole industries to get to net zero.

Both Ben and I (George) previously worked in sustainability focused roles at startups and consultancies. We came up with the idea for Zevero after becoming frustrated after using slow tools and spending all of our time on spreadsheets that didn't lead to climate action.

WHAT INSPIRED YOU TO TAKE THIS PATH?

Like many young people, our inspiration comes from a deep passion in helping the world fix climate change. Day by day we are seeing more extreme effects of climate change, which is a constant driver for us to scale our impact.

The best time to have started would have been 20+ years ago but Ben and I were only just walking back then so let's see what impact we can have in the fight from now.

WHAT'S THE MOST EXCITING THING YOU'RE WORKING ON NOW?

Every day we get to meet fantastic clients, partners, investors and experts in sustainability. All the information and ideas we collect help us shape our product to have to have the most impact.

WHAT CAUSE(S) ARE YOU MOST PASSIONATE ABOUT?

Our cause is pretty clear, we're dedicated as individuals and a company to helping reduce as much carbon from being released into the atmosphere as possible. That being said, we face challenges, dust ourselves off and get back to it.

WHAT DOES THE FUTURE LOOK LIKE FOR ZEVERO?

The future looks bright for us! We've grown considerably over the last 18 months and we have some brilliant clients and a wonderful team. The good thing for us is that the more progress we make, the greater the impact we can have.



MEET THE GOOD DATA HUB

SUSTAINABILITY REPORTING SIMPLIFIED

Zwelakhe Gila and Anis Bouhamadouche took part in the Student Startups Incubator programme this year to develop their venture, The Good Data Hub. They studied Master's degrees under the Chevening Scholarship Programme, and were regulars in our co-working space, The Deck.

Here they share their startup journey so far, their inspiration and their future goals.

TELL US ABOUT GOOD DATA HUB.

Zwelakhe: At [Good Data Hub](#) we build tools utilizing machine learning and natural language processing that makes sustainability reporting easy for data scientists. Our mission statement is to make the scoring of how ethical and sustainable companies are being, something that is accessible to everybody, and our vision is that through the tools and technology that we apply, any company from small to large has a clear process on reporting on sustainability.

WHAT INSPIRED THIS IDEA?

Anis: Zwe and I both come from an impact space and we met at a Chevening event. I remember in that he talked about data and impact. I was in STEM education, and with the evolution of how things are going in the world, all of us tend to converge towards sustainability. So when he spoke about data and sustainability, that kind of resonated. That's music to my ears. We ended up chatting after that and then headed for drinks, talked for hours. And here we are.

Zwelakhe: It is entirely too complex to understand how sustainable companies are being and Anis, being a very qualified data scientist, was explaining the laborious, expensive process that it takes for reporting. Anis walked me through the process of how the scoring is done, and in that exercise we realized that there actually is a huge issue in how to report this. So we said how about we make this simple for everybody? And so began our journey of building out our first product through the Good Data Hub.

WHAT WAS YOUR PREVIOUS BUSINESS EXPERIENCE BEFORE THIS PROJECT?

Zwelakhe: My initial history started with corporate and oil and gas. I did a masters in oil

and gas finance from the University of Dundee and from there I was thrown into the energy space in South Africa where I was the head of commodities and the head of trade for a law, oil and gas firm.

From that point, I realized that my joys don't come from oil and gas, and so began the pursuit to make a difference. How that is manifested itself has been in Chommie, which is now the largest e-commerce platform in Namibia.

Around that same time, Mandulo Foundation was launched alongside some of the other members who are in the Good Data Hub. Our mission there was quite simple - in COVID we saw that a lot of orphanages in South Africa and Chicago didn't have food. A lot of the students didn't have Internet, so they were being left behind in school. And so began our mission to feed them and to give them laptops and technology and train them in the right ways. To date, we've distributed over 10 million meals. So that that's been the journey. But before that, there's been many things that have failed. There's a graveyard of ideas and businesses that didn't make it.

CAN YOU TELL US ABOUT THE CHEVENING SCHOLARSHIP PROGRAMME?

Anis: This is a government scholarship called Chevening by the Foreign Commonwealth and Development Office. This year they took 1300 scholars out of 63,000 applicants, and it's basically a fully funded scholarship to come and study here in the UK. It's aimed at leaders across the world. I'm here for data science. Zwelakhe is here for financial analytics. So it's quite diverse, a large network of 50,000 scholars currently and it has definitely been one of the most successful things I've done in my life because I met Zwe, that's number one, and this is what we're doing, and I think that this is not something small. This is our purpose!

WHAT STAGE WERE YOU AT WITH THE IDEA BEFORE ENROLLING IN THE STUDENT STARTUPS PROGRAMME?

Zwelakhe: Prior to the programme, Good Bucks was the first idea that we had and it was quite infant in its idea stage but we had been working on the concept of it for over a year, myself and Luvo, who's also one of the co-founders.

We had sought out the Innovation Centre and the startup programme, and given the reputation of the school, we said let's go ahead and present this idea. Before even applying, that's where we met Anis. We needed a data scientist to help us calculate the sustainability score. And here it came – the knight in shining armour!

Anis stepped in and was able to help us see the scale of what this was supposed to do. And like any startup does, we pivoted quite quickly into actually building the tools that can calculate scores, as opposed to a product that needs a score. So we had already known the issue we wanted to solve going into the startup program which allowed us to really take so much value from speakers like Matt Morley, who spoke and gave us a lot of direction. Emily Davies has also been super helpful in connecting us with the right people.

HOW HAS THE SPACE ON CAMPUS BEEN USEFUL TO YOU IN YOUR JOURNEY?

Anis: It's definitely very useful. And not only the space in itself, but the people that you can meet. In that space you have, similar startups, people with the same ambitions, people with the same motivations. People from the startup team like Emily, Nicholas. We need that expertise as well. Whenever you need to ask something, you'll find it.

Zwelakhe: I think it speaks well how conducive that space is and how welcoming it is. We felt very free to create. We felt very free to work in that space and we were able to attract three interns from the school who have now worked for us.

HAVE YOU ENCOUNTERED ANY DIFFICULTIES IN YOUR JOURNEY SO FAR? WHAT WERE YOUR STRATEGIES TO OVERCOME THEM?

Anis: I would say the amount of creativity that comes out of the team can be very hard to handle. I'm not criticizing at all. I'm grateful for that. But that's also a challenge at the same time, because we have so many ambitions, we have high expectations from ourselves as well. So it's very hard to manage very specific targets and goals that we need to have right now, and leading the Good Data Hub towards where it should be.

Zwelakhe: When you bring in people that are highly skilled, highly creative and highly successful in their own fields, you have a wealth of information going through, but how we've been able to approach that is Anis leads our SWOT analysis where we look at our strengths, our weaknesses, opportunities, threats. Anis leads these sessions for us and he guides us into understanding where we're strong and how we can improve. I think we've created a process that allows us to identify what's the priority and where we're making sure that we're hitting our objectives.



WHAT ARE YOUR GOALS FOR THE FUTURE?

Zwelakhe: Our immediate goal at the moment is to take our downloads up and we're trying to increase our downloads by 10X by the end of this year. Our goal is to begin our pre-seed fundraising round this November in the US and do a full roadshow to raise capital for that. Our main objective is to create an actual front-facing SAS software that companies can easily utilize and pay monthly to be able to do their reporting, to measure and benchmark on how their performing from a sustainability perspective.

The next few years for us is really taking this product and not just having it be relevant to the UK, but do it in the US, in Africa - have it be a fully global company. The whole team is quite focused on this global outlook that we want to have and these next three years for us is building something that accomplishes that.

DRIVING A GREEN REVOLUTION

Two recent graduates from the University of Exeter have partnered up with a graduate from the University of Bath to launch STAXY, the first student-exclusive ridesharing app which aims to save students money whilst reducing their carbon footprint.

James Champion (BSc Economics and Politics, Exeter), William Hughes (BSc Chemistry with Management, Bath) and William Line (BSc Politics, Philosophy and Economics, Exeter) were inspired to create a green car-share solution, having experienced problems with student transport first-hand. From waiting for unreliable buses, paying excessive amounts to travel home via trains and even booking expensive taxis to local venues, the graduates identified a need for a car-sharing option in the student community.



They also realised that there were many students making similar journeys to common destinations by car, often as the sole passenger or with several spare seats, resulting in high petrol costs and a large carbon footprint.

With support from the Exeter Student Startups team and SETsquared Exeter, the three graduates created STAXY, a free app which allows student car owners to post journeys that they are making and students with a common destination to join as a passenger and pay using Apple or Google Pay.

Beyond the student-exclusivity feature of STAXY which provides users with an initial layer of safety

when car-sharing, a range of additional safety features have been implemented on the app, including a driver rating system, and the ability to create private groups where only members of that group can post and join journeys.

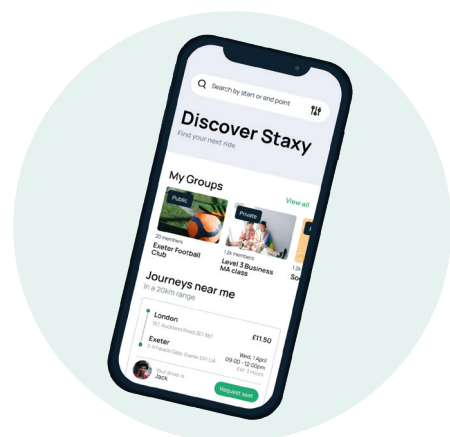
Sustainability is one of the founding principles of STAXY, with the wider aim to promote a more sharing-based economy and to reduce single-occupancy travel rates across the country. Longer-term they plan to help offset the emissions of journeys completed on the app so that every user that uses STAXY is carbon neutral when they travel.

Co-founder James said: “STAXY aims to initiate the UK’s move to a more sustainable form of transport, whilst offering students a safer and cheaper way to get from A to B”.

“As former students we understand the difficulty and high cost of travel whilst at university, and with the help of the Student Startups programme we have been able to develop our idea that will hopefully improve student’s lives for the better.”

James, William and William received funding to launch the app through the Student Startups programme at the University of Exeter, and have recently enrolled in the SETsquared Exeter Foundations programme.

The STAXY app launched officially at the start of this university year and already has over 450 users on the platform. You can download it for free on [iOS here](#) and [Android here](#).



Climate Conscious Chocolate

A climate conscious confectionary business based in St Austell has won two coveted Free From Food Awards after receiving support from the University of Exeter, Cornwall Student Start-up programme.

Ant Wilson is the founder of Push Chocolate, which makes chocolate buttons that are vegan, higher in protein and lower in sugar than normal chocolate, as well as free from all 14 major food allergens. He has been awarded Silver and Bronze for his orange chocolate buttons at the Free From Food Awards.

Ant, who launched his ethical chocolate brand in 2018, turned to the University of Exeter's Incubator programme last year when he was looking to grow the business by developing a new even healthier low sugar chocolate.

A graduate from the University of Exeter with an MSc in International Business Studies, he received support and funding to undertake a market validation study for the new product and to redesign his packaging, which is plastic-free and recyclable, to ensure retail compliance. Not only did he have access to business mentors in areas like marketing, finance, law, and intellectual property, he was supported to enter awards like the Free From Food Awards and the Clean Growth Category at the Cornwall Business Awards in which he is a finalist.

Ant said: "I have a passion for chocolate, but I also like to stay fit and healthy. I didn't like the protein bars and shakes that were on the market and decided that I would try and make a healthy version of chocolate for myself and find a way to up my protein intake by having it

in a nice format that wasn't like gym vending machine bars. I had always wanted to run my own business and had a desire to create a values-led, ethical brand and a love of chocolate has enabled me to do this.

The support the incubator programme gave me was invaluable and I am now confident in taking my new low sugar product to market. It launched on 6 June."

Nicholas Pearson, Start-Up Programme officer said: "It was great to have a graduate entrepreneur like Ant with a successful start-up business getting the most out of the programme by exploring new ways to grow his business. We enjoyed welcoming him back to the Summer Bootcamp this year, where he presented his demo pitch for undertaking market validation work for his low sugar chocolate."

[Find out more about Push Chocolate](#)



AUGMENTED REALITY CREATIONS

Home Improvements Reimagined

Over the pandemic, many homeowners have got stuck into home improvement projects. In the first lockdown, the UK's homeowners spent a total of £55 billion on renovations to create their perfect property. Home improvements can be an expensive endeavour, and present a step into the unknown for many property owners, so University of Exeter graduate Andy Clear and his friends Kris Woolhouse and Zack Tuff, created a software solution which allows homeowners to visualise the renovated property before parting with their money.

Coined as the try-before-you-buy for home improvements, the graduates' company Augmented Reality Creations (ARC), create immersive and explorable Augmented Reality experiences for use by home improvement installers as a sales tool both in person (on a visit or in a showroom), or remotely.

Their latest product - ARC Design, is a web based 3D modelling software with AR for conservatories and extensions. It helps homeowners better understand their options, and in the process makes it easier for companies to sell to them. ARC Design is currently live on 12 websites and has an average of 15 uses per site per week.



Whilst a Natural Sciences student at the University of Exeter, Andy completed the Student Startups Pre-Incubator and Incubator programmes, which are designed to support

students and graduates to take their startup ideas from ideation to launch through a series of workshops, mentoring and 1:1 advice.



On the Incubator programme last summer, Andy and his team of founders successfully pitched for a startup grant of £3500, which was used to cover software costs and server fees, as well as part-fund an intern from Keele University, who helped develop the User Interface for ARC design. The grant funding made available through the Incubator programme is possible thanks to the generous support of philanthropic partner Santander Universities UK.

Andy said: "The pitching experience was hugely valuable as it is something that you will have to do again and again whether to grant funds or investors. The audience was friendly and overall, it was fun."

The ARC team also achieved second place in the University of Exeter finals of the Elevate 2021 Engineers in Business competition, winning a share of a £3000 prize. They pitched their business idea to an expert panel against eight other student teams.

Andy said: "In the future, we will continue to work with our market leading clients to turn ARC Design into the leading conservatory design, lead gen and lead conversion software. This will then be expanded to similar sectors."

[Find out more on the ARC website](#)

ENGINEERS IN BUSINESS COMPETITION

Elevate 2022 was the University of Exeter's fourth year participating in the Engineers in Business Competition.

The Elevate competition is a unique opportunity at the university for student engineers to access funding for early-stage venture creation, to explore innovation beyond their academic studies, and to gain valuable pitching and presentation experience.

This year's competition was held on 24th March 2022, and saw five teams participate in the Final Presentation event, sharing their innovations which spanned sport, education, transport, right through to technology solutions for food waste and flood resilience.

Students presented their business ideas in a five-minute pitch to an expert panel: Senior Lecturer in Engineering and Entrepreneurship, Ceri Howells; Student Startups Programme Manager, Emily Davies; and guest panellist, Hersh Shah, Sainsbury Management Fellow and Board Member and Trustee of the Engineers in Business Fellowship.

The top three teams were awarded a share of the £3,000 prize pot and invited to participate in the Engineers in Business Champions of Champions Competition 2022.

1ST PLACE: LEWIS SEALE, YOU INSPECT

You Inspect is a tool for insurers to monitor property flood resilience, through an app that lets homeowners complete their inspections independently and relay this information back to their insurance provider.

Lewis said:

"I am really pleased to have been successful with my pitch and I will use the feedback to help refine my deck to help me achieve my funding goals. Thank you very much to the whole team as their feedback and advice had been so helpful in shaping the proposition into a potentially viable business.

Entrepreneurship is a fine balance between having a good idea, and believing in the idea, and knowing when your idea needs to adapt to fit new information you acquired. Working with the team and their wealth of experience of entrepreneurship in how to develop proposals has been invaluable in striking the right balance."



2ND PLACE: CHUN KIN CHAN & ALI SHAMAZ, FAN{TASK}TIC

Fan{task}tic is a personalised learning platform which uses AI to personalise students assignments, auto-grade and monitor progress.



Chun Kin said:

“The Elevate experience gave us more experience pitching to a larger and more diverse audience and more confidence in ourselves and the concept. We didn’t have much business experience as highly technical engineers, but that didn’t stop us from trying to bring our product concept to market. We were pleased to be able to present our concepts to panels and receive valuable feedback as a result of this competition.”

We gained confidence as a result of the positive feedback and knowing that we were on the right track.

Hopefully, with the Elevate experience and the support of the community here, we can have a positive impact on education.”

3RD PLACE: CHARLIE WREGLESWORTH-RENDELL, CLIPPTT

CLIPPTT is a seamless way to integrate coaching and technique development into surfer’s wave pool sessions, using high quality video analysis of every wave.

Charlie said:

“The Elevate program has provided an excellent framework to develop the skills necessary to pitch in a competition like this. The team has been fantastic in supporting the work being done on these propositions and has made the content really engaging.

Over the next 6 months I hope to continue working on developing my proposition and immersing myself in the market even more to gain experience and contacts.

Working with this programme has introduced me to a new network of potential collaborators, as well as provide me with a place to test and receive feedback on my ideas.”



[Find out more about the EIB competition here.](#)



ON REFLECTION

Student Startups Manager Emily Davies shares her journey and top tips.

I am the eldest of three. Growing up, my younger brother was always the natural entrepreneur in our family, finding all sorts of creative ways to make a bit of extra pocket money when we were young. Aged 9 or 10, he sold punnets of plums on the side of the road and spent days making a video to send to 'You've Been Framed', for which he got a £200 cheque in the post. After University, he started-up a social enterprise, which found new homes for the hundreds of lost and found umbrellas in the city's restaurants, whilst providing employment for people with learning disabilities. My younger sister is similarly entrepreneurially minded and after her BA in Geography, she worked for a small start-up in Herefordshire, touting their finest liqueurs around the country's biggest and best food & drink festivals. She then returned to study and earned a first-class honours MA in Entrepreneurship & Innovation Management from the University of Manchester.

In contrast to my siblings, I never saw myself as being especially entrepreneurial. However, having designed and delivered entrepreneurship education for the past 5 years, I have gained a different perspective. Whilst some people may have a more intuitive entrepreneurial instinct, there are many ways in which to nurture and develop an entrepreneurial mindset and skills. And whether you start-up your own venture or not, those skills and that mindset will be valuable throughout your life. I now reflect on my own journey differently and have come to recognise more entrepreneurial qualities in myself than I perhaps realised. I wanted to share some of those reflections in the hope that some of it may strike a chord with you, whether you are an aspiring entrepreneur or if you've yet to dip your toe in.

1. CHANGE IS GOOD.

I have lived and worked in quite a number of different places and industries. I spent my first few years in Arts Marketing – for an Arts Centre in Herefordshire and then a music management & events company in Derbyshire. I then moved into hospitality for a few years – which took me first to Bath and then to London to re-launch a restaurant in the heart of the city. From there, I moved into a student employability role and then finally, enterprise education, securing the post of Student Startups Manager. Alongside that, I have also nurtured a semi-professional music

career, independently releasing 2 EP's and an album, playing gigs and festivals in the UK and abroad and contributing to tracks used in TV & film.

It can often feel an easier choice to stick to your current course and change can seem incredibly daunting. There's the fear of the unknown, the fear of making the wrong decision, the fear of being out of your depth. And all of those are completely valid fears to have. But on the flip-side, continuing in a job or a situation that is making you unhappy or in which you've lost your sense of purpose or joy can be equally scary. Change gives you the opportunity to grow and learn and experience new places, people and to challenge yourself in new ways.

2. TRUST YOUR INSTINCTS.

We all have different ways of making decisions and I have often talked about following my gut feeling. That doesn't mean I don't make lists or weigh up the pros and cons of different choices, but it almost always comes down to listening to that deeper voice within – call it instinct or intuition. Do your research, talk to people, take time to think through different options but trust your instincts. From a physiological perspective, your gut bacteria communicate directly to your brain via chemical messengers in the blood and the gut neurons connection to the limbic part of the brain. So that feeling in your tummy really does connect to a deep and intuitive part of your brain.

3. MAKE CONNECTIONS

...and be open to opportunity.

I have so many examples of this happening that it's hard to pick one! Connections can happen anywhere at any time, and you never know where they might lead. Whilst living and working in Derbyshire for a small festival, I was invited to attend the BBC Folk Awards and I got chatting to a guy called Pete in the Bar. At the time I didn't know that he was the co-founder of the Big Chill festival and had all sorts of interesting connections within the music industry. Fast forward a few years and Pete called to invite me to play at a festival in the Seychelles – all expenses paid. So, there I found myself a few weeks later, setting up on a stage overlooking the beach, playing alongside Mercury-prize winner Talvin Singh and Moez from Zero 7. It all goes to show that you never know where one connection might lead or the opportunities that may await.

4. BE PERSISTENT.

In my first role in higher education, I had 800 students to place in internships each year and some of the fields were in particularly hard-to-reach areas. And for all the placements I successfully created, I also got a lot of no's! I learnt to hone my pitching skills and to be persistent and to embrace the challenge. If you haven't heard back from an email, pick up the phone. If somebody has said they will call you back but hasn't called, call again. Until you receive a definite 'no', there's always the possibility it could be a 'yes'.

5. YOU CAN MAKE A DIFFERENCE.

Sometimes, there seems so much to fix with the world that it seems impossible to make any kind of impact or difference. But you really can. Take a little time to find something that you connect with and care about and then see how you can help. Start with small things – a simple act of kindness or making time to have a conversation can make a big impact. It's also important to take time to pause and reflect, take a step back and look at how far you've come. Celebrate the small achievements as well as the big ones.



ENGINEERING MAKER SPACES



By Amber Strong

Earlier this year the Vice-Chancellor hosted an official opening of the newly remodelled engineering teaching spaces in Harrison, Streatham Campus.

The event included a tour of the new 300m² Maker Space and mechanical workshop, as well as demonstrations of the cutting edge equipment now on offer to our undergraduate and postgraduate students.

The new spaces are already enhancing our students' experience at Exeter and inspiring students to explore ideas and be creative entrepreneurial engineers.



In the last two years, the University has invested £6.5m in equipment and laboratory spaces in Harrison to support the delivery of engineering education for the future.

In these new spaces students learn both theoretical and practical skills and have access to the best possible facilities that replicate what they will see in industry, preparing them for a flourishing career as innovative and professional engineers of the highest quality.

The remodelled mechanical workshop includes a purpose-built vehicle assembly area, with all the tools students need to design and build a race car that will compete at a national competition. The General Purpose lab and Electronics lab have been remodelled, and

include new, modern equipment to support teaching at all levels of our degree programmes. And we have a fantastic new Maker Space and Fabrication Lab where students can explore, create and build prototypes, using 3D printers and laser cutters.

The growing number of engineering masters students on programmes such as the MEng Engineering and Entrepreneurship can also take advantage of the new facilities, including cutting edge robotics technology in our new Exeter Digital Enterprise Systems (ExDES) lab, helping to ensure the growing number of postgraduates have hands on experience of what they will encounter in industry.

Hannah, first year MEng in Electronic Engineering, said: "The new spaces are really cool and welcoming. I've been able to get familiar with all the new equipment, such as the 3D printers, and experiment with them in my own time. The Maker Space has allowed me to be creative, with no pressure. It has made me more passionate and excited to learn and grow my skills as an engineer."

Vassilis Hudson, second year BEng in Mechanical Engineering student, said: "The new Harrison spaces and equipment provide the resources and inspiration to support me in carrying out personal projects and have helped to bring out the engineer and creativity in me."

"As a member of XRacing, I spend a lot of time in our vehicle assembly dedicated area of the workshop. I have freedom of use of all of the engineering department's advanced machinery to build our car."



INNOPLAY: Innovation through play

INNOPLAY, founded by **Maarten Koeners** (College of Medicine and Health) and **Adam Lusby** (Business School), aims to find solutions to enable innovation through play.

With play we can enter a space that allows us to think and create. We can push an idea, combine it, contradict it, relocate it, stretch it, and see where all that leads. The contemporary speed of change across society increasingly requires a shift in approach where you can develop and try something in a very short space of time. Play creates this space.

Benefits of a space or experience which embraces well-designed play are boundless - providing surprising results which can enrich both our personal and professional lives. We believe that unlocking innovation through play is particularly relevant and powerful for the startup world. To give a few examples:

- ✿ Play promotes engagement
- ✿ Play allows you to build and test your ideas quickly
- ✿ Play can positively and palpably change the energy in a room
- ✿ Play promotes the development of problem-solving skills
- ✿ Play can turn the focus on the ideas and challenges in front of us
- ✿ Play can counteract the prevailing day-to-day seriousness with fun, joy and belonging



INNOPLAY addresses innovation through play by a variety of activities.

Playful Lab – we host a weekly [Playful Lab](#), which is an informal, in person, group session where we explore and experiment with playful experiences and activities to unlock innovation. These Labs are open to all and co-created with staff, students and the wider community. Would you like to be a part of this growing community and/or wish to be informed on our upcoming activities? You can sign up for our Playful Lab email list here: playful-university@exeter.ac.uk

INNOPLAY Studio – we run a multi-day course called [INNOPLAY Studio](#) to teach others the fundamentals of play and how they can use these to design their own playful activities. This course combines play with a [d.school](#) design mindset in order to give participants both the experience and confidence to unlock innovation on their own account. You can apply for the next course [here](#).

Playful Cafés – we cocreate theme based [Playful Cafés](#) to celebrate, support, share, and learn about a variety of themes, including compassion (e.g. [Festival of Compassion](#)), wellbeing, belonging and the future of education.

Games Library – we have established a [Games Library](#) with 100+ physical and online games that have been well proven promote innovation to increase joy. These games can be borrowed and used as ice breakers, for small group learning, workshops, and countless other ways!

With all these activities we can help you if, for example, you feel ‘stuck’ and are struggling to get the breakthroughs needed; you wish to develop problem-solving and other 21st century skills; you would like to create ways to experience (more) joy in your work/life; you would like to acquire and develop design-thinking skills. Ultimately, with INNOPLAY we aim to enable individual and collective play and playfulness to foster a culture that support joyous and authentic innovation. YES, let's!

Do you want to know more? Contact us here: playful-university@exeter.ac.uk.
Here is a wordsearch to get you playing now!

I	K	Q	U	I	Z	L	E	T	G	A	T	S	N
R	S	M	A	L	V	G	N	T	K	T	A	I	O
I	Y	R	I	A	T	L	A	O	I	F	G	I	I
N	N	A	E	N	N	R	K	M	V	V	N	V	T
N	I	T	T	I	F	N	A	A	E	O	E	C	O
O	E	E	M	G	P	A	I	C	T	S	J	R	M
V	H	S	T	I	E	A	S	M	V	K	A	E	E
A	E	C	A	R	K	A	H	O	O	T	P	A	R
T	L	A	N	O	S	R	E	P	E	T	L	T	E
I	C	E	B	R	E	A	K	E	R	S	A	I	T
V	T	A	K	M	A	A	R	T	E	N	Y	V	E
E	A	C	T	I	V	I	T	I	E	S	F	I	X
Z	I	V	E	E	N	I	L	N	O	K	U	T	E
C	G	A	E	E	T	O	I	Z	N	A	L	Y	T

ORIGINAL
ICEBREAKERS
QUIZLET
JENGA
ACTIVITIES

CREATIVITY
MAARTEN
INNOVATIVE
ONLINE
KAHOOT

EMOTION
PLAYFUL
PERSONAL
EXETER
GAMES



POMEGRANATE TABBOULEH

Recipe by Matt Webb, Co-Founder of [Packed Kitchen](#)

A pomegranate tabbouleh - which is perfect for those balmy summer evenings when you need a quick fix! It's so simple yet so effective.

This can be levelled up depending on what takes your fancy, for example the addition of red onion and spinach can give it an extra dimension.

Ingredients:

100g dried quinoa
75g parsley, roughly chopped
300g tomatoes, cut into 1cm dice (no need to remove the seeds)
100g cucumber, cut into small dice
20g mint
1 x can of chickpeas
1 x pomegranate (using the seeds only)

For the dressing:

1/2 teaspoon salt
2 tablespoons fresh lemon juice
1 garlic clove, minced
1/2 cup extra-virgin olive oil
Freshly ground black pepper

Instructions:

1. Bring water to the boil over a medium high heat and then reduce to a simmer. Add the quinoa until it has absorbed all the water (should be between 10 and 20 minutes).
2. Chop the veg and pomegranate.
3. Drain chickpeas.
4. Make dressing.
5. Mix it all together!

INTRODUCING PACKED KITCHEN

TELL US ABOUT PACKED KITCHEN.

Packed Kitchen is a meal prep company, providing pre-prepared meals that can be eaten on the go or reheated at home. The initial spark for the idea was founded whilst I was studying and working part-time in a high street shop. I've always been interested in nutrition and a healthy lifestyle and struggled to find suitable options during lunch breaks. Fast forward a couple of years and I finally convinced my talented partner Jo to begin rustling up some meal prep for us both. My friends at football liked what they saw and we were soon making meals for them too. It all escalated quickly from there...

WHAT INSPIRED YOU TO TAKE THIS PATH?

For me there is no better feeling than believing in a product or a brand that is your own. Being able to shape every aspect of the journey, making decisions, and seeing the positive difference you make to your customers' lives. There's been many points where we've questioned if we're on the right path, but the feedback we get from customers and the partnerships we've developed reassure us that we should keep going.

TELL US A BIT ABOUT YOUR STARTUP JOURNEY SO FAR.

Our business is fully boot strapped, using a combination of savings and start-up loans. I think we were naive at the beginning, especially when it took us almost 12 months to renovate our kitchen space. But every moment has been a learning experience and we're all the better for it. We are still in a position where we're funding our growth but overall we're happy with the steps we've taken and where we're heading.

HOW DID THE PANDEMIC IMPACT YOUR STARTUP JOURNEY?

It really did knock us for 6. it felt like we were just building some momentum and had some exciting business partnerships lined up which have ultimately never come to fruition. We made sure we kept ourselves active through the entire pandemic, which

I think was crucial to ensuring we were in a strong position as the restrictions eased. Even during a pandemic there were opportunities, especially for businesses such as ours, but the hardest part is making the most of them. We used this time to reevaluate our business and re-position ourselves in the market and future proof for further growth. We were lucky to benefit from some grants, including from the University of Exeter, and these enabled us to invest in innovative new equipment, and we also rebranded and improved our technology.

WHAT'S THE MOST EXCITING THING YOU'RE WORKING ON NOW?

We're continuing to build partnerships with local businesses, and our business has pivoted to become more catering focused and supplying holiday camps for children. We have also increased our contract with Exeter City, providing meals to the first team players - it's great seeing local institutions succeeding, and we're thrilled to be part of the journey.

WHAT DOES THE SOUTH WEST NEED TO SEE MORE OF?

We're so lucky to be based where we are. A thriving foodie scene, amazing producers and suppliers. It makes it easier for us to produce tasty meals using predominantly locally sourced ingredients. I would just urge people to keep supporting local businesses. With increasing costs for everybody it can be tempting to look for cheaper suppliers that are outside of the region, but all of us must do our utmost to continue using local enterprises and ensure we make it through this stronger.

WHAT DOES THE FUTURE LOOK LIKE FOR PACKED KITCHEN?

We want to consolidate some of the amazing success we've had already. We've won awards for the outstanding quality of our meals, we've been commended for our eco-positive approach and our customers love our service. We've put ourselves in a position where we're ready to scale and grow, but we need to maintain our high standards whilst choosing the right opportunities and partnerships.



www.exeter.ac.uk/studentstartups