On 9 August 2019 HCfE released an exciting new video, titled ‘Starting a Business with the Henley Centre for Entrepreneurship’.

The video provides an insight into what entrepreneurship at Henley Business School is all about by honing in on the wide array of extracurricular activities HCfE offers.

The video also features testimonials from numerous students and recent graduates, from Amer Nahouli (winner of IDEAFEST 2019) to Lottie Watts (former BSc Real Estate student and current Director at Construction and Real Estate Ltd), explaining how HCfE has helped them on their entrepreneurial journey. Watch the video yourself by visiting our website: https://www.henley.ac.uk/news/2019/henley-centre-for-entrepreneurship-releases-new-video

A record number of participants attended the Henley Summer Start-Up Boot Camp 2019, hosted by HCfE on 24-28 June 2019 at the Henley Business School.

The Boot Camp delivers a new approach to starting a business by turning the traditional approach on its head and dispelling the notion that starting a business needs a lot of money. Over 60 students and local residents attended, enthusiastic to turn their idea for a business into a reality and develop their entrepreneurial mindset.

The course was delivered by Alan Donegan, co-founder of the PopUp Business School, who addressed the key avenues to grow a business from scratch. Over the five days of the Boot Camp Alan covered everything from generating sales and marketing through to setting up a website and utilising social media. The overall message of the Boot Camp was ‘just do it’, which resonated with all the participants – by the end of the
week 14% of all attendees said they had already made a sale and 75% felt they were almost ready to start trading.

“The Boot Camp challenges the conventional way of starting a business. It reshaped my approach to entrepreneurship and made me focus on what really matters to drive success.”

Debby Chau, MSc Entrepreneurship student

Catering was served by Sung Kim, who attended the 2016 Henley Summer Start-Up Boot Camp and used the experience she gained in order to start her food matchmaking platform business called QooQn. Sung’s lunch was served alongside desserts made by Jonas Tusar, winner of the 2018 IDEAFEST Competition with a veggie brownie company called Norma.

To find out more about the Boot Camp, read the full story here: https://www.henley.ac.uk/news/2019/henley-summer-start-up-boot-camp-2019-motivates-participants-to-start-a-business

The Boot Camp is led by the PopUp Business School and sponsored by Santander Universities.

Catering was served by Sung Kim, who attended the 2016 Henley Summer Start-Up Boot Camp and used the experience she gained in order to start her food matchmaking platform business called QooQn. Sung’s lunch was served alongside desserts made by Jonas Tusar, winner of the 2018 IDEAFEST Competition with a veggie brownie company called Norma.

To find out more about the Boot Camp, read the full story here: https://www.henley.ac.uk/news/2019/henley-summer-start-up-boot-camp-2019-motivates-participants-to-start-a-business

The Boot Camp is led by the PopUp Business School and sponsored by Santander Universities.

Every student can use Entrepreneurship Vibes as a stepping stone for self-discovery, to be challenged and inspired as entrepreneurs. This year’s Vibes event will also feature an entrepreneur who identifies with the student experience and will share their own story.

“There are also some secret prizes at this year’s Vibes and other hidden treasures – including free pizza!”

Dr Lebene Soga, Lecturer in Entrepreneurship

Entrepreneurship Vibes 2019 takes place on 22 October 2019, 12:00pm in the Meadow Suite of the Park House building on Whiteknights. The full schedule for the day is outlined below:

12:00pm – Arrival

12:05pm – ‘Welcome to Entrepreneurship at Henley’ talk by Prof Andrew Godley, Academic Director of HCFE, including a screening of the new HCFE video

12:20pm – Welcome talk by Jurek Sikorski, Executive Director of HCFE, announcing the launch of the IDEAFEST Student Business Idea Competition 2020

12:35pm – Introduction to the Entrepreneurship Society and its programme of events by Julia Kala, President of the Entrepreneurship Society

12:40pm – Entrepreneur talk by a recent graduate of the University of Reading that has formed their own business

12:55pm – E-Buddy Programme, led by Dr Lebene Soga, Lecturer in Entrepreneurship and Leadership

1:35pm – Call to sign up to HCFE’s events and how to get involved

1:45pm – Refreshments, including pizza and cake!

Join us to discover the exciting ways you can get involved with entrepreneurship and find out how to take the first steps on your entrepreneurial journey. What’s your vibe?

Find out more about Entrepreneurship Vibes here: https://www.henley.ac.uk/research/research-centres/henley-centre-for-entrepreneurship/entrepreneurship-vibes

All Students Invited to Attend Entrepreneurship Vibes 2019 Event

‘We are all entrepreneurs.’ These were the words spoken by Jurek Sikorski, Executive Director of HCFE, as he addressed the students that packed the venue at the launch of the first ever Entrepreneurship Vibes event in 2018. After the success of Entrepreneurship Vibes last year, HCFE is once again hosting Entrepreneurship Vibes this autumn, bigger and better than ever before.

Entrepreneurship Vibes, showing off its new logo, is an annual event for students across the University of Reading to explore the various opportunities that HCFE has for them, irrespective of their chosen degree pathways. It is widely known that the job market seeks graduates that not only possess technical expertise, but are also able to deploy entrepreneurial skills and mindset that go beyond their chosen degrees. At Entrepreneurship Vibes students are given the support to see and develop themselves as entrepreneurs and are challenged to take advantage of the avenues available at HCFE, from networking with other students, getting advice on a business idea, entering business idea competitions to receive funding and much more.

Jurek Sikorski addressing students at Entrepreneurship Vibes 2018
Brittelstand Symposium Addresses Issues Faced by Mid-Sized Businesses

On Wednesday 18 September 2019 more than 100 business leaders and guests gathered at Henley Business School’s Greenlands campus to listen and debate the issues that are challenging mid-sized businesses for the Brittelstand Symposium 2019.

The Brittelstand Symposium, featuring 42 speakers, was opened by Chris Dodson OBE DL, the founder and Chairman of network of business leader network Business United. Chris highlighted there are more than 14 million people employed by mid-sized ‘Brittelstand’ companies in the UK and an EU performance review of the UK economy recently estimated that the gross value added by these companies is some 50% percent of the UK economy.

The Symposium covered multiple topics vital to all businesses, from developing leadership capabilities to building customer loyalty. The topics that generated most discussion were AI and digital transformation, with many attendees striking up conversations that explored these topics even during the breaks.

“Fantastic speakers – doesn’t get any better than Google and Cisco.”

Feedback from the Brittelstand Symposium 2019 audience

The Symposium also featured four keynote speakers: Rain Newton-Smith (Chief Economist at the Confederation of British Industry), Sean Taylor (Global CEO of Redwood Technologies Group), Scot Gardner (CEO of Cisco UK and Ireland) and Alan Coad (Managing Director of UK and Ireland Google Cloud).

For more information about the Brittelstand Symposium, visit http://www.henley.ac.uk/brittelstand

Brittelstand Symposium is co-hosted by HCfE and Business United and sponsored and supported by PwC, Redwood Technologies, ScaleUp Berkshire, BDB Pitmans, Thames Valley Berkshire LEP, EFG Banking and Torftech Group.
Henley Centre for Entrepreneurship

HCfE Delivers Henley Greenshoots Seed Finance Award Scheme 2019

On 22 July 2019 HCfE partnered with Santander to kick off the first annual Henley ‘Greenshoots’ Seed Finance Award Scheme, an initiative aimed at nurturing start-up businesses formed by students and recent graduates of both Henley Business School and the University of Reading.

The Greenshoots award ceremony, held at the Entrepreneurship Hub, saw five businesses chosen to receive funding. The awards were presented by Mark Shepherdson, Business Relationship Director at Santander, and five winners were selected:

- Omar Hamoudah, founder of StrykePay, a mobile money account which enables cashless payments
- Rhian Burrell, co-founder of Osokey, a cloud-based data management solutions provider for the energy industry
- Sung Kim and Antonia Ajisebutu, CEO and CMO of QOOQn, an online platform for homeware and catering services
- Charlie Reeve, founder of Reeves of Henley, a premium country lifestyle brand supplier bringing signature clothing collections inspired from the British countryside
- Julia Kala, founder of BrightFuture, a social enterprise that empowers families with children living in poverty by helping the children reach their full potential and perform to the best of their abilities

Mark Shepherdson presenting the Greenshoots awards to the winners

The award consists of £1,000 per winner, with the funding granted to help the start-up businesses grow to new heights. Both HCfE and Santander will also provide further mentoring opportunities to help them on their entrepreneurial journey.

“The Greenshoots Scheme has received a lot of interest from students and we are thrilled to be able to support five inspiring businesses.”

Jurek Sikorski, Executive Director of HCfE

The Henley Greenshoots scheme is sponsored by Santander Universities.

Understanding Sales Module Launched by HCfE

Following the success of the Sales Masterclass delivered to entrepreneurs and local businesses by HCfE, coupled with student demand, HCfE is launching a new ‘Understanding Sales’ degree module.

The module, which is scheduled to be delivered in spring 2020, introduces students to sales and in particular the sales process and selling. It adopts a highly practitioner-oriented view of sales and explains to students the different approaches and models to selling, with a specific focus on direct and online sales.

Selling is central to every career, no matter the type of organisation. The module will explain the role of selling and describe the five basic principles of selling.

By the end of the module students should understand what sales is about and how selling fits into the business organisation, whilst also being able to grasp the psychology of persuasion and the principles of selling. Students will also explore the difference between selling, marketing and business development, identify the customer acquisition channels, create a winning ‘sales value proposition’ and sales strategy, understand the ‘critical hour’ in direct selling, recognise ‘moments of truth’ that are the touch points with customers and develop action ready strategies to manage these.

The course is based on a combination of teaching methods, including lectures, discussion of cases and current research, guest presentations, in-class group and individual activities, students’ group assignments and presentations and roleplay.

To find out more about the module contact Jurek Sikorski, the module convenor, at jurek.sikorski@henley.ac.uk

Dr Amal Ahmadi Shares Highlights of Social Enterprise Module

During the spring of the 2018/19 academic year HCfE’s Social Enterprise module was in full flow. Taught to final year
undergraduate students from across the University of Reading, the module proved to be a major success and Dr Amal Ahmadi, the module convenor, reflected on some of the high points...

Dr Amal Ahmadi, Social Enterprise module convenor

“The Social Enterprise module offers students a comprehensive understanding of the role of social enterprise in society and enables them to distinguish between business enterprise and social enterprise in terms of goals and resources. Additionally, it covers fundamental topics around how to recognise, develop and evaluate opportunities for social enterprise, as well as how to develop social missions and business models and identify social and environmental challenges facing our world. A critical question that we tackle on the module is how to balance the triple bottom line – profit, people and planet. Classroom debates around the topic are always exhilarating!

Prof Marcello Mariani highlighted key strategies for effective social marketing and communication with various stakeholders, whilst Dr Adeyinka Adewale spoke about managing growth and engaged students in thought-provoking discussions around measuring social impact.

We had an inspiring module finale with our guest speaker, Neeraj Agarwal, co-founder and CEO of Tea People. Neeraj passionately talked his journey in growing Tea People into an impactful social enterprise. Neeraj was firm in his belief that “with a little effort, creativity and innovation, tea can become a powerful medium for social change” and students came away from the talk with a new perspective.

Students used practical tools to develop their own social enterprise ideas. These included: the Coffee Alliance, which provides jobs for homeless individuals and families in Reading, selling hot drinks from a coffee truck and partnering with local charities to deliver a one-for-one model whereby a meal is gifted to the homeless for every cup sold; Ikuji, which tackles gender pay gaps in Japan by offering childcare services, allowing women to return to employment after childbirth; and Reclaim Fit, which recycles plastic bottles into sports t-shirts, with an environmental mission to reduce plastic littering contribute to ethical fashion.

Several students commented on how the module challenged them to broaden their perspective on career aspirations and the module was undoubtedly hugely successful and well received by students this year.”

“This is something I did not expect; I thought the module would merely determine whether I should explore working for an established social enterprise. Starting my own business seemed more like a pipe dream, but the module has opened my mind to opportunities I had not considered. It is something I could accomplish with hard work, resilience and a strong idea.”

Student comment received from the anonymous module feedback forms


Dr Lebene Soga Outlines Benefits of Student Enterprise Module

HCFE offers a range of entrepreneurship modules to students across the University of Reading. The most prominent is the Student Enterprise module for first year undergraduate students, led by Dr Lebene Soga, who shared his thoughts on why all students should seriously consider signing up for it, whatever their course...

“Student Enterprise is a dynamic module designed for first year undergraduate students across the University of Reading, introducing them to key concepts of business start-up. This ranges from the very initial stage of conceptualising a business proposition to designing a strategy by which the business can convincingly be executed either for profit or for social good. In some cases students actually deliver the business and make a sale, even before the module is completed!

“On Student Enterprise, students work in teams and are motivated to deliver their exciting projects, not only because there is a Student Enterprise (SE) Awards event at the end of the module, but also because they see a viable business opportunity to take forward. The Top Five business ideas receive the SE Award from Henley Centre for Entrepreneurship and are encouraged and supported to apply for the IDEAFEST Student Business Idea Competition.
“You will find Student Enterprise energising, inspiring, and a brilliant start to your Reading university degree, be it Archaeology or Zoology. My challenge to all students out there is this: attend just one Student Enterprise lecture before the window closes and you will discover the inner entrepreneur in you.”


Ukraine Launches IDEAFEST Business Idea Competition

On 15 May 2019 HCfE partnered with the Kyiv National Economics University (KNEU) as part of the British Council’s Creative Spark Project to launch the first ever Ukrainian IDEAFEST Student Business Idea Competition.

The IDEAFEST Final was attended by Dr Maks Belitski, Associate Professor in Entrepreneurship and Innovation, Dr Norbert Morawetz, Associate Professor in Entrepreneurship, and Jurek Sikorski, the Executive Director of Henley Centre for Entrepreneurship. Maks took on the role of the main presenter, whilst Jurek and Norbert were members of the judging panel.

In a closely contested final five student teams presented to the judges. After much deliberation, Stefanie Parubets was selected as the winner for her idea ‘Beeswax Wrap’, a reusable and eco-friendly food storage alternative to the common plastic wrap.

Stefanie backed up her presentation by handing out samples of the wrap to demonstrate its uses and her aim to reduce the waste of single use plastic packaging impressed the judges. Stefanie was awarded £1,000 of prize money and invited to attend the Henley Summer Start-Up Boot Camp 2019 in the UK as reward for her victory.

“IDEAFEST has changed the business landscape at our university and in Ukraine.”

Larysa Antonyuk, Vice Chancellor of KNEU

For more information, watch the video of the Ukraine IDEAFEST Final here: https://www.youtube.com/watch?v=NVRsidcIO4A

Entrepreneurship Society Appoints Julia Kala as New President

Julia Kala, a BA Business and Management student at Henley Business School, has been selected as the new President of the University of Reading’s Entrepreneurship Society for the 2019/20 academic year.

Julia is taking over the presidency from Harry Good-Stephenson and has outlined some of the major plans she has in store. Most notably she has revamped the Society’s student outreach by having regular ‘drop-in’ sessions at the Entrepreneurship Hub. These ‘drop-in’ sessions will have at least one committee member of the Society present and students that have any questions or are interested in joining can meet to talk with them informally.

On top of that, Julia has organised a flagship conference in the new year, inviting different entrepreneurs to come in and share their experiences with the Society members, and Julia has also emphasised her intention to lead a series of interconnecting events that cover the different stages of an entrepreneur’s journey.

“It has been life changing to work on my own business idea and I wanted to share these experiences with other students.”

Julia Kala, Entrepreneurship Society President

Julia has also announced the full schedule of Entrepreneurship Society events for the 2019/20 academic year, which all University of Reading or Henley Business School students are welcome to attend:

9 October 2019 – ‘Networking – Why Does It Matter?’ Session with Speed Networking Activities, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus
23 October 2019 – ‘I Want to Start My Own Business’ Session, Including 12 Steps to Start a Business, Legal Guidance and Funding Aspects, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

13 November 2019 – ‘Marketing and Branding in Social Media’, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

27 November 2019 – ‘LinkedIn Photoshoot’ Session with Professional Photographer, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

23 January 2020 – ‘Entrepreneurship IT Skills – How to Develop an App and Website?’ Workshop, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

30 January 2020 – ‘Performance Mindset? Think Like an Athlete!’ Workshop to Boost Your Performance, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

26 February 2020 – ‘New Business Environments, New Opportunities for Entrepreneurs?’ Flagship Conference, 1:00pm, room G11 of the Henley Business School building, Whiteknights campus

22 April 2020 – Trip to Visit an Entrepreneurial Business (time and venue TBC)

23 April 2020 – ‘Family Businesses’ Session about Different Faces and Its Opportunities, 6:00pm, room G15 of the Henley Business School building, Whiteknights campus

Julia can be contacted on entrepreneur@reading.ac.uk for any queries about the Entrepreneurship Society or its events. To become a member or sign up for events, please visit https://www.ruentre.com

Henley Business Angels Announces BDO Sponsorship

Henley Business Angels (HBA) have agreed a new sponsorship deal with international accountancy and business advisory firm BDO.

The sponsorship covers a full year and will involve BDO supporting numerous HBA initiatives, including the quarterly company presentation events and the Investment Readiness Workshops.

BDO, along with existing sponsors Barclays and Clarkslegal, will also help HBA entrepreneurs looking to raise funds by providing specialist advice and delivering the professional services that start-up businesses seek out.

“This exciting relationship with HBA is part of our commitment to the fantastic high growth companies that will fuel the economy in the future. We are delighted to be working with HBA and with the exciting new businesses that they support.”

Sarah Friend, Partner at BDO

Henley Business Angels Member Invests in Springpod

One member of Henley Business Angels (HBA) has invested in Springpod, an online careers education platform that helps employers to interact with students from age 13-18 and build a talent pipeline to provide work experience, apprenticeships and career exploration opportunities focused on STEM skills.

Springpod, who have pitched to HBA members at two Company Presentation events, raised a total of £245k for their initial investment round. The funds will be used to build the direct sales team, continue research and development and execute its marketing strategy.

“One member of Henley Business Angels (HBA) has invested in Springpod, an online careers education platform that helps employers to interact with students from age 13-18 and build a talent pipeline to provide work experience, apprenticeships and career exploration opportunities focused on STEM skills.

Springpod, who have pitched to HBA members at two Company Presentation events, raised a total of £245k for their initial investment round. The funds will be used to build the direct sales team, continue research and development and execute its marketing strategy.

“The team are thrilled to have received this strong vote of confidence. It will enable us to build out the platform and help thousands more students connect with top employers.
from an early age, helping transform futures and solve the STEM skills shortage.”

Sam Hyams, founder and Managing Director at Springpod

HBA members at the Company Presentation event, 12 September

Henley Business Angels is sponsored by Barclays, Clarkslegal and BDO.

HBA Seeks Business Leaders to Support Entrepreneurs

Are you a business leader, successful entrepreneur or self-certified investor? If so, we would be interested to talk with you about joining Henley Business Angels.

Members enjoy significant benefits, including access to investment in carefully selected early stage companies with high growth potential, engagement with the University in collaboration and networking with other HBA members working together in areas of mutual interest.

This is what one HBA member and senior executive at an IT company had to say about why he joined and how he has benefitted:

“Joining Henley Business Angels has given me a unique opportunity to meet some of the brightest entrepreneurs in the Thames Valley and hear the exciting and innovative ideas for which they are seeking funding. I have had the privilege of discussing these in detail and have been able to provide my own perspective and support to help them get to the next level of growth and funding. Over the past year of involvement, I have personally invested in three separate and very different start-up enterprises, each with a novel proposition and disruptive approach to their markets. I look forward to continuing my involvement with the group and helping further young enterprises realise their full potential.”

For a private conversation about HBA and becoming a member, contact Jurek Sikorski, founder and Director of HBA, at jurek.sikorski@henley.ac.uk

HCfE and ConnectTVT Announce Partnership

On 17 July HCfE and ConnectTVT announced a partnership to deliver a range of events this coming year for the benefit of University of Reading and Henley Business School students.

The partnership, which sees HCfE co-participate and sponsor the events, most notably includes 50 Game Changers, an exciting initiative that recognises and applauds the top early stage technology companies of the Thames Valley. Other significant events HCfE is supporting include the Festival of Digital Disruption, a celebration of digital creativity and innovation held on 18-22 November 2019, and the Connect Talks series featuring entrepreneurs telling their stories.

The events will all take place at ConnectTVT’s brand new facility, the Curious Lounge at the Pinnacle next to Reading train station. Dates and timings for the events will be announced in the coming weeks. Stay up to date by visiting the HCfE News and Events page here: https://www.henley.ac.uk/hcfe-news

Joanna Abeyie Receives Distinguished Graduate of the Year 2019 Award

On 16 July 2019 longtime HCfE supporter and BA English and Sociology graduate Joanna Abeyie was presented with the Distinguished Graduate of the Year 2019 Award by the University of Reading.

The award ceremony was part of the University of Reading and Henley Business School Graduation Ceremony, held in the Great Hall of the London Road Campus. The award was presented by Dr Tom Woodman, Joanna’s former tutor.

Since graduating back in 2008 Joanna has gone on to build a hugely successful career as a leader, an award winning
campaigner and a champion of diversity, inclusion and equality. She is currently the Managing Director of Hyden, a training and recruitment business for diverse talent seeking employment in the creative industries. Hyden itself started out as Shine Media, which Joanna founded back in 2009.

Joanna Abeyie receiving her award

Joanna has supported HCfE by delivering lectures on entrepreneurship modules, speaking at Entrepreneurship Society events and judging for the IDEAFEST Student Business Idea Competition.

“I was really honoured to receive the ‘Distinguished Graduate’ award. My time at the University of Reading wasn’t always easy and I didn’t always feel like I fitted in. It was my tutor, lecturers and the university staff that really changed that for me. Their support didn’t end at my graduation; it continued well into my career and remains consistent today. I was introduced to the Henley Business School via my tutor and the staff there embraced me, not just as an entrepreneur myself but as a role model and adviser for those coming up behind me.”

Joanna Abeyie, Distinguished Graduate of the Year 2019

Joanna Abeyie

graduating in the summer of 2019. Charlie has gone onto found a clothing company called Reeves of Henley in 2018 and after graduating he shared his thoughts on how the Hub benefited him...

“I founded Reeves of Henley as part of the Applied Entrepreneurship module in the final year of my degree. Reeves of Henley is a British country clothing company, targeting a young, rural demographic, and I first launched the business from the Entrepreneurship Hub.

The Hub was where the businesses day to day activities took place and there were several benefits. The two big ones were the shared office space and the use of the University of Reading’s postal services which catered for the e-commerce aspect of the business through sending out online orders.

HCfE has also helped Reeves of Henley by inviting me to give talks about the business to other students and external visitors such as the Reading Scholars Programme. Reeves of Henley have also received £1,000 of funding from HCfE and Santander through the Greenshoots Award, which allowed Reeves of Henley to work on new product development and a longer-term marketing strategy, and I have continued to work with HCfE after graduation, designing and producing a range of baseball caps for their Entrepreneurship Vibes event.”

Charlie Reeve, founder of Reeves of Henley

Charlie’s clothing is currently sold through equestrian events, country shows, independent retailers and its own e-commerce website. To find out more about Reeves of Henley and view their products, visit https://www.reevesofhenley.com

Julia Kala Shares Story of Community Interest Company BrightFuture

Julia Kala, President of the Entrepreneurship Society and one of the winners of the Henley Greenshoots Seed Finance Award Scheme 2019, has been working hard to form a community interest company (CIC) called BrightFuture. Julia took some time to share her reasons for establishing BrightFuture and how HCfE has helped her along the way...

Julia Kala

Charlie Reeve Offers Insider Insight into Entrepreneurship Hub

HCfE’s Entrepreneurship Hub, set up in October 2018, is a hive of student activity, with students able to share the space, collaborate together and build the foundations for a successful business. One student who regularly utilised the Hub was Charlie Reeve, who studied BA Entrepreneurship before
“The inception of BrightFuture is from my own life experiences. I would not personally have overcome my adversities and achieved what I have so far if it had not been for the support from those around me. Unfortunately, not everyone has a strong support network in their life – according to the Fiscal Studies Projections there are expected to be 5.2 million children living in poverty in the UK by 2022. Therefore, I want to establish an organisation that can help children by empowering them and their families. The aim is to provide a supporting hand in order to give their parents and carers the confidence to be successful parents and provide a loving and caring environment for their children to shine.

“My entrepreneurial journey within Henley Business School started with the Student Enterprise module, followed by the 2018 Entrepreneurship Vibes event. This led me to discover all resources available within the school and introduced me to Jurek Sikorski. HCfE’s Executive Director, as well to past students who have become successful business leaders, such as Tim Brownstone from KYMIRA.

Since then I joined the Entrepreneurship Society and booked an appointment at HCfE’s Business Idea and Start-Up Clinic, which gave me the opportunity to share my concept for BrightFuture with an experienced entrepreneur. Seeing my idea through another person’s eyes highlighted areas which required further improvement and gave me the confidence that the idea had potential.

“I have massively expanded my network and connected with many individuals, further helped by joining the Entrepreneurship Hub, a quiet office-space exclusively for students to develop a business idea. I was able to use this space to work, share ideas with other students looking to develop their own business idea and continue to receive mentoring from Jurek. This enabled me to apply for the IDEAFEST Student Business Idea Competition and the Henley Greenshoots Seed Finance Award Scheme. For Greenshoots I had the privilege to be selected as one of the five winners.

“Currently BrightFuture is in the final stage of defining its legal terms. I am preparing for BrightFuture’s first social action, scheduled in December 2019, which would aim to help up to 25 families from Reading.”

Julia Kala, founder of BrightFuture

Bright Future is looking for individuals and organisations with a desire to change the world and collaborate. Those interested in volunteering are all welcome, whatever their background or expertise. To find out more about Bright Future Project, go to https://www.brightfutureproject.com

Announcements

HCfE is pleased to announce the following new roles for its faculty:

Dr Lebene Soga has been appointed as the Programme Director for the BA International Management and Business Administration Programme, whilst Prof Marcello Mariani has been jointly appointed as the Leadership, Organisations and Behaviour Research Development Lead for Entrepreneurship and Organisation Studies. Marcello will be sharing the Research Development Lead title with Prof Karen Jansen, who covers the areas of Organisational Behaviour, Leadership and Coaching.

Submit a story

The editors welcome articles and news items of interest from faculty, students and staff on any topic related to Henley Centre for Entrepreneurship for publication in this newsletter.

News items should be emailed to:

a.j.baker@henley.ac.uk

For further information, visit:

https://www.henley.ac.uk/hcfe