

# OUTCOME

## ENTREPRENEURSHIP: STARTING FROM POINT ZERO - 2012



# Stages

- St. Petersburg
- London
- Manchester



# **Saint-Petersburg Centre for entrepreneurship Russia**

## **Directions**

- ✓ Raising money for entrepreneurs
  - ✓ Building entrepreneurial culture
  - ✓ Training programs
- 

## **Partners**

- ✓ E&Y
- ✓ Centre for entrepreneurship and executive development
- ✓ International Business Leaders Forum

# Saint-Petersburg Sberbank



**Centre of  
business  
development**

Trainings

Lectures

Workshops

**Bank loans**

Mortgage based loans

Franchising programs for start ups

**Web site « Delovaya sreda»  
(« Business environment»)**



ИНГРИЯ  
ТЕХНОПАРК

# Saint-Petersburg Business incubator «Ingria»

Platform for  
creating new  
IT business

HackDay

# Saint-Petersburg “Zone Space”

Co-working centre for launched businesses and start ups

- Networking
- Mutual beneficial cooperation
- Mentoring
- One-to-one business advice

# **Saint-Petersburg**

## **What we did?**

- ✓ Made market research and defined our target audience
- ✓ Found big variety of platforms for start ups
- ✓ Structured the content for opportunities map
- ✓ Understood the problem of poor promotion
- ✓ Realized the lack of information about creating your own business

**Absence of unified place for entrepreneurs to upgrade and develop their businesses**

# Stages

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- **Manchester**





# London Cambridge centre for Entrepreneurial Learning

Entrepreneurial ecosystem “Cambridge entrepreneurial cluster”

- Cambridge cooperation
- Investor community (business angels, venture capitalists)
- Workshops (business Tuesday)
- Professional support (law and accounting)

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## Cambridge university enterprise network

- CUE-Cambridge university enterprise (academic)
- CUETEC-Cambridge university technology and enterprise club (student)

# London London School of Business and Finance

Teaching course:  
«How to launch your own business»



Community of students



Who has own business



# London London Metropolitan University Accelerator



- A lot of business projects based in incubator
- Participation of alumni as mentors for start up
- Free working space for two years
- Teambuilding outside the incubator

## Strong partners:

- ✓ERDF (European Regional Development Fund)
- ✓LKIC (London Knowledge Innovation Centre)
- ✓TIC (Thames Innovation centre)
- ✓LDA (London Development Agency)

# London

# London Metropolitan University



y viable business plan

ental policy, networking skills, pitching ideas)

# London

## British library

### Business and Intellectual Property centre

BRITLIB  
LIBRARY

- ▣ Centre for entrepreneurship
- ▣ Free industry guides
- ▣ Swap skills desk
- ▣ Necessity to find market for your ideas
- ▣ No barriers to be involved in the centre activities (except the age limit – 16 years old)

# London Schlumberger

- ▣ Technical carriers development
- ▣ The possibility of growth to the company
- ▣ HR management planning
- ▣ Corporative culture
- ▣ Technical safety
- ▣ Internships for students

**Schlumberger**

# London

## UNIVERSITY OF EAST LONDON

- ✓ TEAM
- ✓ Connection with business
- ✓ Location
- ✓ Mentoring
- ✓ Free place for working (1 year)
- ✓ Promotion

**UEL**  
University of  
East London



# London

## Key findings

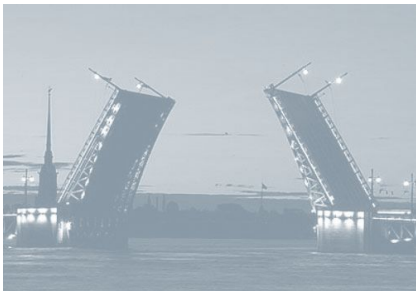
- Importance of academic knowledge as well as experience
- Networking power
- Necessity of market research and finding your niche
- SWOT analysis of your personality
- Huge role of financial support from banks, government and partners
- Working with alumni





# Stages

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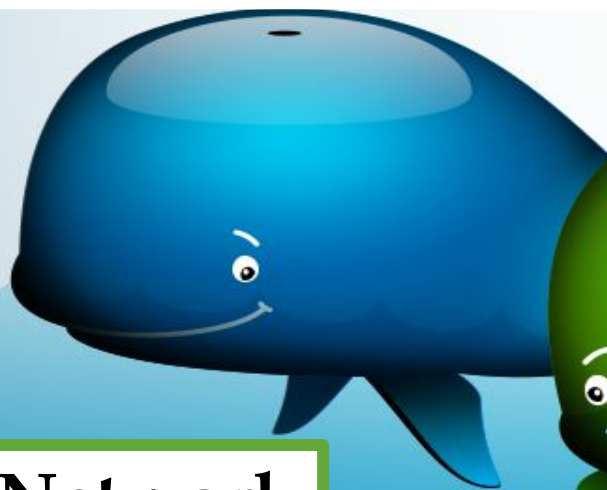
# Manchester New Economy

- ▣ Directions:
  - research
  - skills and employment
  - project development
- ▣ Development economic intelligence
- ▣ Creation and improvement working skills
- ▣ Rising investment

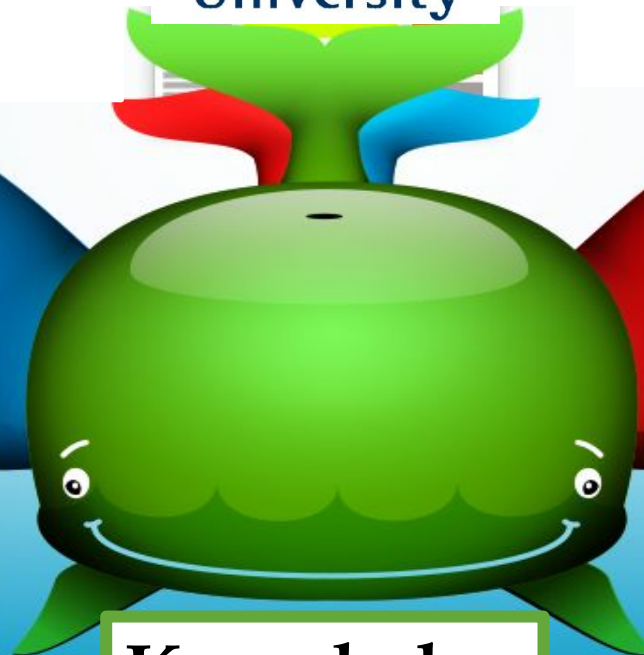
# Manchester Manchester Metropolitan University



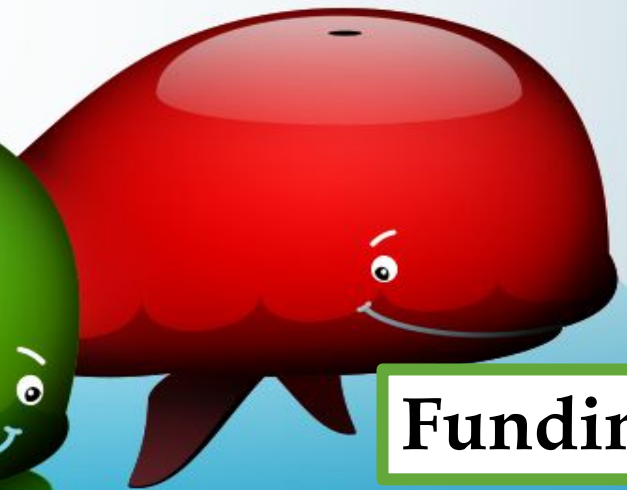
Manchester  
Metropolitan  
University



Network



Knowledge



Funding

# Manchester

## Manchester Metropolitan University

- Supporting businesses and entrepreneurs
- Feedback
- Peer-to-peer learning
- Participation in the program is available to all
- A range of businesses the centre works with
- Huge science park
- Concept of Entrepreneurship
- Maintaining motivation

# THE ENTERPRISE PROGRAMME

STUDENT SUPPORT @ MMU

Free  
Business  
Support from  
Idea to  
Trading

Do you have a  
business  
idea but don't know  
where to begin?

Do you want  
to apply your skills  
and start your own  
company?

ENTERPRISE BUS

FREE FOR STUDENTS  
& GRADUATES

We are here to help  
Jump on the Enterprise Bus  
today and start your Journey

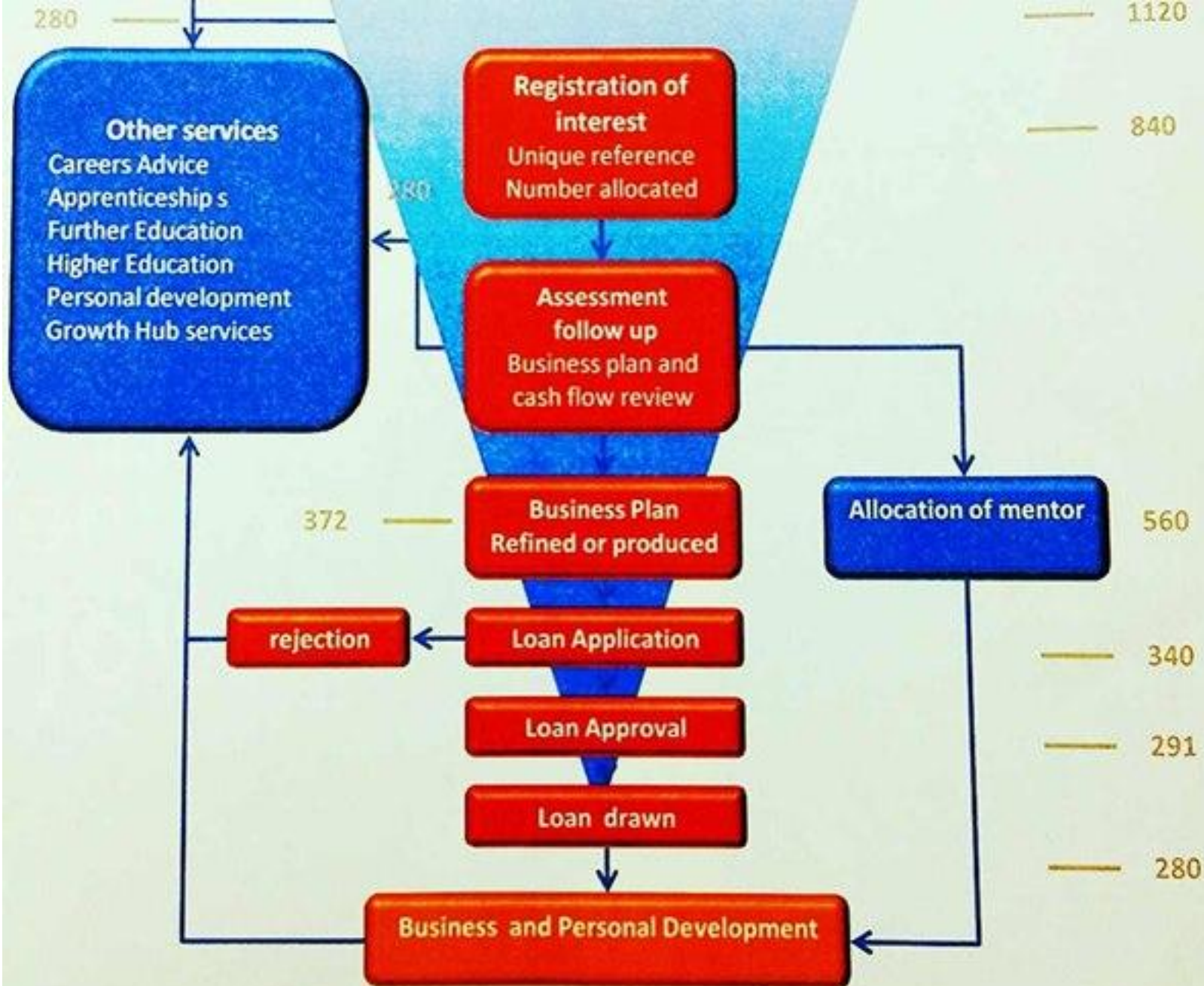
New directions

Going freelance

Enterprise factory

Develop 1 to1's

Enterprise academy



# Manchester Innospace

- MMU business incubator
- The main course:
  - Innovation creativity
  - Groups activities
  - Producing business plan to experts
  - Constructive feedback
  - Qualified managers of centre
  - Collaboration between business and academics
  - Open minded staff



# Manchester

## Key findings

- Motivated and inspired staff
- Getting latest feedback
- Collaboration with university
- Social activity
- Finding key issues in order to attract and retain our target audience
- Building strategic partnerships
- Communication + skills = succes







Workshop

Alumni

Mentors

Collaboration

Information

Skills

Partners

Promotion

Market research

Funding

Networking

Events



**POWER**

# APPRECIATIONS

## **Cambridge University Centre**

Orsolya Ihasz - Programme Manager

## **London School of Business and Finance**

Asmik Magakian - Global Events

Roy Butcher - Academic Dean

Elena Kaverina - Regional Director, CIS

## **London Metropolitan University**

Richard Celm - Accelerator manager

Simon Boot - Student Enterprise Development Manager

## **Schlumberger. The Headquarters.**

Natalia Smirnova - Personnel Manager, Global Accounts & London HQ

## **British Library: Business and IP Centre.**

Neil Infield - Business and IP Centre manager

## **The University of East London. The Knowledge Dock Business Centre**

Linsey Cole - Development manager

**THANK  
YOU!**

