

# Entrepreneur Hub Impact Report

2024-2025

Brunel  
University  
of London



**Brunel**  
University  
of London



# Contents

<b>Introduction from the Brunel Entrepreneur Hub</b>	<b>4</b>
<b>The Brunel Summer Start-Up Incubator</b>	<b>6</b>
<b>Embedding Entrepreneurship in the Curriculum</b>	<b>8</b>
<b>Brunel Alumni Awards 2025</b>	<b>19</b>
<b>Brunel Entrepreneur Achievements</b>	<b>22</b>
<b>Graduate Entrepreneurs and Freelancers</b>	<b>24</b>
<b>Entrepreneurship Impact</b>	<b>26</b>
<b>Equality, Diversity, Inclusion</b>	<b>29</b>
<b>Acknowledgements</b>	<b>34</b>
<b>How to get in touch</b>	<b>36</b>



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# Introduction from the Brunel Entrepreneur Hub

**At Brunel University of London, we believe that entrepreneurship is for everyone, whether you go on to start a business, work in industry, contribute to public service or build a freelance career.**

**The Entrepreneur Hub exists to unlock that potential. Our mission is to equip students and graduates with the entrepreneurial mindset, confidence and practical skills they need to thrive in a changing world while creating opportunities for them to test, refine and launch their ideas.**

The 2024–25 academic year has been one of growth, innovation and impact. Through a packed calendar of events, tailored one-to-one consultations, academic collaborations and funding opportunities, we have continued to support the next generation of Brunel entrepreneurs and changemakers.

This year we engaged over 1,100 students through academic collaborations and shoutouts, welcomed hundreds of attendees to events and workshops and provided personalised mentoring to guide founders and freelancers on their journey. Participants explored entrepreneurship from every angle,

from the fundamentals of venture creation to mastering pitching, networking and freelancing, building confidence and skills that will serve them throughout their careers.

The Brunel Summer Start-up Incubator once again provided a powerful launchpad for early-stage entrepreneurs. Participants benefited from tailored mentoring, peer learning and the chance to pitch for investment, leaving the programme with sharper strategies and stronger business models.

This year also celebrated several standout student and graduate achievements. Simone Panella won the AXA Startup Angel 2025 prize, securing £25,000 and mentorship to develop his innovative concussion-management wearable. Jon Fisher continued to build momentum for Peter, his biomedical device supporting people with Parkinson's Disease, by securing major fellowship funding through Cambridge NeuroWorks powered by ARIA. Donya Mansouri represented Brunel internationally, winning the final pitch-off at the EIT Health Top Female Founders Summer School in Vienna and taking part in the UK-Malaysia Sustainable Entrepreneurship Programme. These successes reflect the ambition and quality of Brunel's entrepreneurial community.

# 829

attendees at events and workshops

# 191+

1-2-1 consultations

# 1116+

students reached via academic collaborations and shoutouts

# 35

events and workshops held

# 14

selected to participate in incubator programmes

# 5+

start-ups received funding via Ventura Competition

This was also a year of growth in our partnerships. We were proud to launch a new collaboration with the Melete Foundation, creating a scholarship programme that will provide £5,000 in funding, mentoring and access to a global network of innovators for student-led social enterprises. Through initiatives such as the London Venture Crawl, global competitions like the Hult Prize and collaborative projects including CODEUNITED, a €1.34M EIT project Brunel continues to play a leading role in Europe's entrepreneurial education ecosystem.

We are proud of the creativity, determination and resilience shown by Brunel students and graduates this year. From pioneering health innovations to award-winning designs, their success stories showcase the transformative power of entrepreneurial thinking. This report highlights the people, programmes and partnerships that have made 2024–25 such an inspiring year and have strengthened Brunel's position as a home for inclusive innovation and entrepreneurial growth.

## The Entrepreneur Hub Team



**Emmy Botterman,**  
Entrepreneurship &  
Employability Consultant



**Farida Danmeri,**  
Entrepreneurship &  
Employability Consultant



**Emily Arnold,**  
Entrepreneur Hub Officer

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# The Brunel Summer Start-Up Incubator

**The Brunel Summer Start-up Incubator supports early-stage entrepreneurs through a mix of group sessions, individual mentoring and tailored guidance from internal and external specialists.**

**This year, 13 high-calibre students and recent graduates took part, receiving practical tools and insights in areas such as customer discovery, product development and intellectual property. One-to-one mentoring sessions helped participants identify gaps in their knowledge, strengthen areas for development and address operational challenges as they arose.**

Participants also received support with external competition and funding applications. The programme culminated in an online 'Pitch-Off' event, where participants pitched for a share of £5,000, generously supported by Santander Universities. Alongside venture development, the programme helped participants build transferable skills relevant to a range of future career paths.



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**“I’ve had an incredible experience on the Brunel Entrepreneur Hub’s Summer Incubator Programme, gaining invaluable knowledge and support. I am truly grateful for how they empower young entrepreneurs to launch startups.”**

**Jonny Parker - UG Product Design Engineering (BSc) 2025 Graduate Founder of BrailleForge**



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**“A huge thank you to the Brunel Entrepreneur Hub for their unwavering support throughout this journey. From workshops to international exposure, your guidance has been invaluable.”**

**Donya Mansouri - Brunel Medical Student,  
Founder of Tilapia Face Mask**



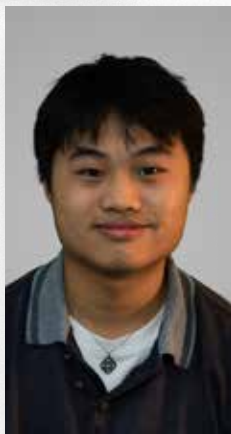
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**“I have really enjoyed participating in the incubator programme, seeing and feeling my progress from last year has been really rewarding. I can’t thank them enough for providing the platform and structure that makes this possible.”**

**Louis DeCleyne - UG Industrial Design and Technology (BA) 2024 Graduate Founder of Sine Health**

### **Self-Employed Placement**

The Entrepreneur Hub continued to support Brunel students undertaking self-employed placements, giving them the opportunity to start and run their own businesses as part of their degree programme. This placement pathway allowed students to gain first-hand experience of entrepreneurship, complementing their studies and developing valuable professional and transferable skills.



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**“My self-employed placement was an incredible learning experience, supported by the Entrepreneur Hub. They guided me in making informed decisions and provided valuable resources, helping me gain deeper insight into the industry and develop essential entrepreneurial skills”**

**Daniel Chan - UG Digital Media (BSc)**

# Embedding Entrepreneurship in the Curriculum

Embedding employability, enterprise and entrepreneurship across the curriculum contributes to stronger outcomes for graduates, the economy and society. The Entrepreneur Hub collaborates with academic teams to ensure these skills are integrated into degree programmes through tailored workshops and activities across a range of subjects.

The Hub has continued to collaborate with academics including Dr Ruaidhri Mannion, Music Programme Lead and Lecturer on the undergraduate music module to support the development of practical and entrepreneurial thinking among students. It has also worked in partnership with Eleni Iacovidou, Senior Lecturer in Environmental Management, on the MSc Sustainability, Entrepreneurship and Design programme and with the Department of Mathematics to embed entrepreneurship into the second-year module MA2690 “Professional Development and Project Work”.

## Case Study: Entrepreneurial Thinking in Mathematics at Brunel

The Entrepreneur Hub has worked closely with the Department of Mathematics to embed entrepreneurship into the second-year module “Professional Development and Project Work” (MA2690). Now in its second year, this collaboration has introduced students to entrepreneurial thinking through expert-led sessions, followed by an assessment focused on applying these principles.

The results have been clear in the quality of student projects. Flo Kirsten-Foster developed Exact Eats, an app for healthy meal budgeting. Humerah Saeed created OncoFinance, a platform to support cancer patients with financial planning. Lucy Watkins launched SaveXpert, an interactive tool to help children understand money management.

Professor Stephen Langdon, Associate PVC – Academic Planning & Strategic Projects, described the initiative as “invaluable in broadening students’ vision of future employment possibilities.”



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



## **Innovator Founder Visa Workshop**

### **The Impact Entrepreneur Series featuring Lylo and Red Bull**

In October, the Entrepreneur Hub launched its first Impact Entrepreneur Series with an online session featuring Brunel graduates Joanna Power and Paramveer Bhachu, founders of LYLO. They shared their entrepreneurial journey, from winning the Red Bull Basement 2020 Competition as students to becoming champions of sustainability, delivering TEDx talks and winning multiple awards. The session, held in collaboration with the Red Bull Basement team, inspired participants to submit their own ideas for the 2024 competition, offering them the chance to access mentorship, industry networks and a place at the Global Final in Tokyo.



## **Be Your Own Boss After Graduation**

In October, the Entrepreneur Hub hosted “Be Your Own Boss After Graduation,” an online session designed for international students and recent graduates exploring entrepreneurship in the UK. The session covered Entrepreneur Hub support, ideation and the Business Model Canvas, visa considerations and included a live Q&A. Participants left with a clearer understanding of their next steps and practical guidance for turning their business ideas or freelance skills into viable post-graduation careers.



## **Becoming an Entrepreneur Workshop**

In October, the Entrepreneur Hub delivered an interactive Becoming an Entrepreneur Workshop led by experienced start-up professional Stuart Hartley. The session introduced participants to the key traits and skills of successful entrepreneurs, encouraged them to reflect on whether entrepreneurship was the right path for them and equipped them with practical techniques for spotting opportunities by identifying real-world problems and frustrations.





### **Impact Entrepreneur Workshop with Eirini Metaxotou**

As part of CareersFest24, the Entrepreneur Hub hosted an online Impact Entrepreneur Workshop featuring Brunel graduate freelancer Eirini Metaxotou. Eirini shared her journey of building a business focused on creating social and environmental impact, offering practical tips and insights participants could apply to their own ventures. The session concluded with a live Q&A, giving attendees the chance to explore ideas and ask questions directly.

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**“As a sustainability generalist and a carbon literate citizen, I embarked on a freelancing journey following my master’s graduation. I collaborate with organisations to ignite impactful change across a diverse range of projects. Whether I’m delivering sustainability workshops to upskill and engage employees, crafting innovative business development strategies for sustainability-focused companies, creating engaging sustainability content to captivate social media audiences, or mentoring individuals pursuing careers in sustainability, my mission is clear: Make sustainability approachable, understandable, inclusive and most importantly, the new cool!”**

**Eirini Metaxotou, Sustainability, Entrepreneurship and Design 2023 Graduate**

### **Innovator Founder Visa Workshop**

In October 2024, the Entrepreneur Hub hosted an online Innovator Founder Visa Workshop with immigration lawyer Helena Sheizon from Kadmos Consultants. The session provided participants with a clear overview of the visa's two-stage application process, explained the role of endorsing bodies and explored what makes a business idea innovative, scalable and viable. Attendees also learned about alternative pathways, such as graduate visas and self-sponsorship and gained clarity on when legal support is helpful in the process.

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### **Hult Prize Competition Introduction**

In November, the Entrepreneur Hub hosted an online Hult Prize Competition Introduction session, inviting Brunel students to take part in the university-led on-campus round of the global Hult Prize. Participants learned how the competition empowers students to launch innovative social enterprises tackling the world's biggest challenges, aligned with the UN Sustainable Development Goals. The session outlined the competition process, including pitching to expert judges and the opportunity for the winning team to receive \$1M USD in funding to bring their idea to life.

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### **Business Model Canvas Workshop**

Across November 2024 and February 2025, the Entrepreneur Hub delivered Business Model Canvas Workshops as part of the Venture Competition 2025 support series. Led by sustainable design engineer and entrepreneur Erica Purvis, these sessions guided participants through refining their business ideas, exploring customer needs, value propositions and revenue models and developing professional business plans. Open to all Brunel students and graduates, the workshops equipped attendees with a powerful tool to visualise and strengthen their ventures, whether preparing for the Venture Competition or developing independent projects.





### **Perfect Your Video Pitch Workshop**

Running in January and throughout March 2025, the Entrepreneur Hub delivered the Perfect Your Video Pitch Workshop as part of the Venture Competition 2025 support series. Led by pitching expert Andrew Mossop, the sessions guided participants through crafting compelling video pitches, from content and structure to delivery techniques. Open to all Brunel students and graduates, the workshops helped participants refine their competition applications, strengthen presentation skills and gain confidence in communicating their business ideas effectively.

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### **Introduction to Freelancing Workshop**

In February, the Entrepreneur Hub ran the Introduction to Freelancing Workshop, delivered online by Kay Kukoyi of Purposeful Group. The session introduced participants to the essentials of freelancing, including business models, pricing strategies, legal considerations and common pitfalls to avoid.

Attendees also gained practical tips, tools and resources to help them set up, organise and grow their freelance businesses, with plenty of opportunity for questions and discussion.



## Be Inspired: Brunel Entrepreneurs 2025

In January 2025, the Entrepreneur Hub hosted its annual Be Inspired: Brunel Entrepreneurs showcase, bringing together over 80 attendees from across the university for an afternoon of inspiration, insight and networking.

The event opened with a lively panel discussion on Entrepreneurship in Times of Change, featuring four diverse and accomplished panellists: Amelia Bell (Red Bull UK), Harry Darkly (Biohm), Paris Reveira (That Good Hair) and Priscilla Vivian (Vivify Therapy & Flourishing Founder). The panel, facilitated by start-up mentor and communications expert Andrew Mossop, explored how entrepreneurship is evolving in a fast-changing world, offering practical insights and answering audience questions in real time.

Following the panel, attendees explored the Brunel Entrepreneur Hub Exhibition, where current students and recent graduates showcased their ventures, shared their entrepreneurial journeys and offered peer-to-peer advice. Exhibiting start-ups included Daniel Chan (Small Corner), Joey Pang (WebSprint), Louis Decleyn (Sine), Sammy Soudan (Dishify) and Tia Phillips (Eye in the Sky).

The event celebrated entrepreneurship at Brunel, inspired the next generation of student founders and freelancers and strengthened connections across the entrepreneurial community.





### **Mastering Networking Skills for Building a Professional Reputation Workshop**

In February 2025, the Entrepreneur Hub hosted the Mastering Networking Skills for Building a Professional Reputation Workshop, led by Karl O'Dare of Ignite Business Consultancy. Participants learned how to communicate effectively, build meaningful relationships, network online and follow up professionally to strengthen their reputation. The interactive session gave attendees practical tools and confidence to expand their networks and unlock new personal and professional opportunities.



### **Be Your Own Boss – International Session**

In March, the Entrepreneur Hub delivered the Be Your Own Boss – International Session as part of International Employability Week. Designed for graduating overseas students, the online workshop explored next steps for starting a business or freelancing in the UK or abroad after graduation. The session covered Entrepreneur Hub support, ideation and the Business Model Canvas, visa considerations and featured an overview of international Brunel entrepreneurs, followed by a live Q&A.





## London Venture Crawl 2025

On 12 March, the Entrepreneur Hub took 18 Brunel students on the London Venture Crawl, joining 13 other universities for a full-day tour of the capital's entrepreneurial ecosystem. The 11-hour event featured visits to Santander Work Café, Digital Catapult, Red Bull UK and Makerversity at Somerset House, where students heard from industry leaders, experienced live tech demos and networked with inspiring Brunel graduate and other entrepreneurs including Jonathan Fisher (Peter), Chloe So (PulpaTronics) and Jeffrey Oyinlola (Pick Up The Mic).

The day ended at King's College London with the London-wide Pitch-Off Competition, where Brunel graduate Christopher D'Souza returned as a judge and student Urooj Kamran Azmi confidently pitched her business idea Rise London to an audience of over 200 attendees.

The experience gave students unparalleled exposure to London's innovation landscape, built their confidence in networking and pitching and inspired them to take the next steps on their entrepreneurial journeys.



### **Be Inspired: Alumni Entrepreneurial Journey with Sean Hayes**

In April, the Entrepreneur Hub hosted Be Inspired: Alumni Entrepreneurial Journey with Sean Hayes, founder of More Connection Co. Sean shared his entrepreneurial journey with Brunel students and graduates, offering insights into building and growing a business and inspiring attendees to take the next steps in their own ventures.



### **Brunel Software Innovation 2025: Entrepreneur Hub Awards**

In March, the Entrepreneur Hub was proud to sponsor and present two Entrepreneur Hub Awards at Brunel University London's annual Software Innovation event, where Computer Science students showcased innovative projects to peers, staff and industry professionals. After listening to pitches and conducting Q&A sessions, the Hub awarded prizes to:

- **Predicting Multiple Sclerosis Progression with AI-Powered Insights – Level 3 Individual Project** by Harpreet Reehal (£250 prize)
- **HarvestHub – Level 2 Group Project** by Mkhonziwenkosi Nhliziyo, Gurpreet Bimbira, Shahram Butt, Ali Omer, Kishan Kumar Poonyth, Hasnain Ahmad, Rakibul Bhuiya and Fatima Badr Abdullah Al-Katheri (£50 per group member)



The event highlighted the exceptional talent and creativity of Brunel's Computer Science students and reinforced the Entrepreneur Hub's commitment to supporting innovation and entrepreneurial thinking across disciplines.



## Brunel Venture Competition 2025: Meet the Winners

In March 2025 the Entrepreneur Hub proudly delivered the Brunel Venture Competition 2025, our flagship start-up funding competition supported by Santander Universities and the Brunel Development Fund. The competition attracted 49 video submissions from students and graduates across the university, each presenting a two-minute pitch. From these 27 applicants progressed to stage two and submitted Business Model Canvas applications with tailored support provided through workshops and mentoring to prepare them for the finals.

On Thursday 27 March 12 finalists pitched their ideas live to a panel of expert judges: Emmy Botterman (Entrepreneur Hub) Anil Puri (WeSprint Partner and Brunel graduate entrepreneur) Ayo Abbas (Founder Abbas Marketing) and Priscilla Vivian (Founder Vivify Therapy and Flourishing Founder) competing for a share of £15,000 to take their businesses to the next level.

### Our 2025 Winners:

- **Jonathan Fisher – Peter (£5,000):** A wearable biomedical device supporting people with Parkinson's Disease to regain mobility during symptom flare-ups.
- **Lauren Harrison – The Bellatrix Project (£3,000):** A venture supporting female survivors of intra-familial childhood sexual abuse throughout their healing journey.
- **Louis DeCleyne – Sine Health (£3,000):** A wearable device optimising resilience to stress through discreet breathing guidance designed for high-stress professions.
- **Donya Mansouri – Tilapia Face Mask (£2,000):** An innovative biocompatible burn treatment using tilapia-infused face sheets to accelerate healing and reduce scarring.
- **Jonny Parker – BrailleForge (£2,000):** A 3D braille printer enabling teachers to produce custom STEM learning materials for visually impaired students.

Other outstanding finalists included Davis Onyancha Nyakundi (JAWABU), Ilias Pajoheshfar (SYFN), Joey Pang (WebSprint Control), Md Abdur Razzak (ZenVolt), Syed-Nabeel Kadir (Simsurge Innovation Lab), Tia Phillips (Eye in the Sky) and Urooj Kamran Azmi (Prophecy).

All finalists were invited to join the Entrepreneur Hub's online Summer Start-up Incubator where they received specialist mentoring and guidance to further develop their ventures. The competition highlighted the creativity, impact and entrepreneurial talent within the Brunel community.



### EIT CODEUNITED Project

In May, Brunel University London became a partner in CODEUNITED, a €1.34M project funded through the EIT Higher Education Initiative. Coordinated by Aalto University, CODEUNITED brings together five European universities: EDHEC Business School, Brunel University London, LAB University of Applied Sciences and KTH Royal Institute of Technology, along with industry partners maze impact, West London Business and COGNIT.

At Brunel, the Entrepreneur Hub is one of the collaborating teams contributing to the project. CODEUNITED aims to create a more connected and collaborative university innovation ecosystem by reducing duplication, improving coordination and linking student entrepreneurship activities with wider campus resources. Through this work Brunel is helping to develop new inclusive educational offerings that embed entrepreneurial thinking across all levels of study and give students greater access to opportunities that prepare them for entrepreneurial careers.

### Melete Foundation Partnership

In 2025 Brunel University London partnered with The Melete Foundation to launch a new scholarship programme for student-led social enterprises, delivered through the Brunel Entrepreneur Hub. Starting in the 2025–2026 academic year the programme will be open to all Brunel students and will provide winners with £5,000 in funding, tailored mentoring and access to Melete's global network of innovators. The scholarships are designed to support bold, sustainable ideas with the potential to create meaningful and lasting impact.





# Brunel Alumni Awards 2025



## Brunel Alumni Awards 2025

On 11 June, the Entrepreneur Hub proudly attended the Brunel Alumni Awards 2025 to celebrate the achievements of the Brunel alumni community and present this year's Venture Competition Awards. We were delighted to welcome back 2018 Product Design graduate Anil Puri for the third year running to present the Entrepreneur Hub Awards. Anil's entrepreneurial journey began when he won the Venture Competition in 2020, securing £5,000 to grow his business Pet Instincts, which has continued to thrive. Today, Anil is Managing Director at WeSprint, a global venture-building agency advising on commercial, investment and technology growth for innovation-driven ventures.

We were thrilled to recognise the following Outstanding Entrepreneurs at the awards ceremony:

- **Donya Mansouri**  
Founder of Tilapia Face Mask
- **Jonathan Fisher**  
Founder of Peter
- **Jonny Parker**  
Founder of BrailleForge
- **Lauren Harrison**  
Founder of The Bellatrix Project
- **Louis DeCleyne**  
Founder of Sine Health

This inspiring event brought together alumni, students and staff to celebrate entrepreneurship at Brunel, spotlighting the creativity, resilience and innovation of our entrepreneurial community.





### **EIT Health Top Female Founders Summer School**

In July 2025 the Entrepreneur Hub proudly supported a Brunel student to attend the prestigious EIT Health Top Female Founders Summer School for the second consecutive year. Donya Mansouri, a second-year undergraduate Medicine (MBBS) student and founder of Tilapia Revive, was selected to take part in this fully funded programme alongside 83 women from across the world. The Summer School is designed to empower the next generation of female entrepreneurs in healthcare, combining online learning modules in June with an intensive in-person week in Vienna from 14 to 18 July.

Participants from medicine, engineering, life sciences and business came together to tackle global healthcare challenges through innovation and entrepreneurship. The programme covered healthcare systems, business model innovation, design thinking, leadership development, pitch training and mentoring. The programme concluded with a final pitch competition, where Donya's presentation of Tilapia Revive impressed the judges and secured her the top prize.



### **Sustainable Entrepreneurship Programme**

In August, Brunel University of London nominated a student to attend the fully funded Sustainable Entrepreneurship Programme in Kuala Lumpur, Malaysia as part of its new membership in the UK-Malaysia University Consortium (UKMUC). The week-long programme brought together 25 students from across the consortium to explore the foundations of entrepreneurship, focusing on ideation, creation and management of sustainable enterprises using problem-solving methodologies. Open to students from all disciplines, the programme encouraged international collaboration and innovation in addressing global challenges. Donya's business, Tilapia Revive, is developing the Tilapia Face Mask (TFM), an innovative biocompatible burn treatment using tilapia-infused face sheets to accelerate healing, reduce scarring and minimise pain, offering an affordable and sustainable alternative to conventional burn care.

Donya shared that the programme allowed her to connect with global changemakers, exchange ideas on circular economy solutions and explore ways to translate insights into real-world innovation. This achievement highlights Brunel's growing presence on the global entrepreneurship stage and the Entrepreneur Hub's commitment to empowering students to turn bold ideas into meaningful impact.



**“To me entrepreneurship isn’t just about business, it’s about understanding people, embracing diverse perspectives and learning how collaboration across borders can lead to powerful solutions. I had the privilege of ending my summer in Malaysia as part of UKMUC, an experience that has truly reshaped how I view sustainable entrepreneurship and innovation. A huge thank you to the Brunel Entrepreneur Hub for their unwavering support throughout this journey. From workshops to international exposure your guidance has been invaluable.”**

### **The Design Factory**

#### **IBM SkillsBuild AI & Immersive Technologies Design Challenge**

In 2025 the Entrepreneur Hub partnered with Brunel's Design Factory London to deliver the IBM SkillsBuild AI & Immersive Technologies Design Challenge, bringing together multidisciplinary teams of students to reimagine how IBM SkillsBuild could integrate AI, Virtual Reality and Augmented Reality to create more engaging learning experiences. Participants completed IBM's Enterprise Design Thinking and AI learning modules before conducting user research, ideating and prototyping solutions. Teams developed concept mockups and presented their proposals in a high-impact five-minute pitch, showcasing innovative approaches to enhancing student engagement with SkillsBuild. This collaboration gave students a unique opportunity to work with real-world industry tools, apply design thinking methodologies and strengthen their entrepreneurial and digital innovation skills.



# Brunel Entrepreneur Achievements

Our entrepreneurs have secured competitive grants, pitch funding and scholarships while gaining places on national and international accelerator programmes. Their success demonstrates the strength of Brunel's entrepreneurial ecosystem and the impact of the support provided by the Entrepreneur Hub.

## Christopher D'Souza – Pro-prep

Won Bright SCIdeas 2025 for his innovative protein technology start-up with potential to transform drug discovery. Christopher was recognised for his cutting-edge research and entrepreneurial approach to commercialising science.



## Donya Mansouri – Tilapia Revive

Selected for the EIT Health Top Female Founders Summer School in Vienna where she won the final pitch-off. Donya also achieved the highest score in the UK-Malaysia Sustainable Entrepreneurship Programme and secured a fully funded trip to Kuala Lumpur to represent Brunel on a global stage.



## Francis Jones – Snapgrade

Currently participating in Conception X, a prestigious venture development programme that transforms PhD research into commercially viable start-ups.



## Victor Harabari – Reneural

Collaborating with the NHS to transform stroke rehabilitation and recently secured £475,000 to scale groundbreaking neurorehabilitation technology.



## Georgia Williams and Joshua King – Zeal

Winners of the prestigious iF Design Award 2025, gaining international recognition for their innovative design work and entrepreneurial creativity.



### **Jon Fisher – Peter**

Shortlisted for the James Dyson Award, selected as a Red Bull Basement Competition finalist and awarded £100,000 through the Cambridge NeuroWorks Fellowship to further develop his wearable biomedical device supporting people with Parkinson's Disease.



### **Lauren Bell – Cosi Care**

Received a £10,000 investment from James Watt after delivering a compelling pitch via Instagram, allowing her to scale her venture supporting people with eczema and skin conditions.



### **Sophie Copley – Little Journey**

Featured by BBC News for her work innovating healthcare experiences for children through Little Journey. Sophie's innovation has been adopted in 25% of the NHS and in a further 16 countries worldwide, supporting young patients and their families through healthcare procedures.



### **Simone Panella – Dyamotech**

Won £25,000 in the AXA Startup Angel 2025 competition, including a year's business insurance and mentoring, for his wearable concussion-management innovation. Earlier this year he was also named Young Entrepreneur of the Year at the Hillingdon Business Awards for developing wearable tech that helps prevent sports-related head injuries.



### **Solveiga Pakškaitė – Mimica**

Winner of the Food Chain Innovation UK Challenge and invited to compete in the Global Final hosted by Lineage, the world's largest cold-chain logistics provider. Mimica's solutions help reduce food waste through accessible freshness indicators.



# Graduate Entrepreneurs and Freelancers

Recognised in The Big Issue Top 100 Changemakers for their contributions to innovation, creativity and social impact.



## **Joanna Power and Paramveer Bhachu, founders of Lylo**

Environment and Climate category



## **Jeffrey Oyinlola, founder of Pick Up The Mic**

Media and Campaigns category



## **Jemmar Samuels, creator of the Collective Punishment Campaign**

Media and Campaigns category







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# Entrepreneurship Impact

**In 2024–2025, 61 self-reported or known Brunel graduate-founded companies were active.**

**We acknowledge this is an estimate, as some founders may have registered their businesses outside the reporting period or chosen not to share their registrations with the Entrepreneur Hub. Supported by HEIF funding, the Brunel Entrepreneur Hub provided targeted guidance and resources to graduate founders, helping turn ideas into thriving ventures.**

These results underline Brunel's strong contribution to entrepreneurship and knowledge exchange, preparing graduates to create lasting economic and social impact.

## **Summer Incubator Impact**

Participants expressed a highly positive view of the incubator programme, highlighting its value in strengthening their entrepreneurial skills and confidence. The overall assessment score was 4.8 out of 5, indicating strong satisfaction and perceived impact.

## **Change in Self-Reported Confidence Scores Before and After the Incubator Programme**

Participants reported increased confidence across all indicators following the incubator programme. The largest gains were seen in developing a sales strategy, setting up financial controls and applying to funding opportunities, while smaller yet positive improvements were noted in areas such as pitching and defining business goals. Overall, results indicate a clear enhancement in participants' entrepreneurial readiness and practical skills.



INDICATOR	PRE-PROGRAMME MEAN (SELF- REPORTED, OUT OF 5)	POST-PROGRAMME MEAN (SELF- REPORTED, OUT OF 5)	PERCENTAGE INCREASE (%)
To determine business goals and vision	3.9	4.3	10.0
To set personal and professional objectives	4.0	4.8	20.0
To develop a business model	3.6	4.4	21.0
To create a sales strategy (first customer)	3.2	4.2	32.0
To develop marketing and branding	3.5	4.2	18.5
To set up financial controls (P&L forecast)	3.3	4.1	25.3
To produce a pitch deck	4.0	4.6	15.0
To deliver a pitch	3.7	4.4	18.0
To apply to funding opportunities	3.6	4.6	26.5
To validate your idea	4.0	4.8	20.0
To identify next steps in your entrepreneurial journey	3.8	4.6	20.5

**UN Sustainable Development Goals (SDGs) Supported by Incubator Startups**

The incubator startups supported 11 of the 17 UN Sustainable Development Goals (SDGs). Most focused on Good Health and Well-Being (SDG 3) and Reduced Inequalities (SDG 10), with others linked to innovation, sustainability, and justice. Fewer addressed Gender Equality, Responsible Consumption, Climate Action or Partnerships for the Goals.

UN SDG	FREQUENCY
Good Health and Well-Being (SDG 3)	6
Quality Education (SDG 4)	2
Gender Equality (SDG 5)	1
Affordable and Clean Energy (SDG 7)	2
Decent Work and Economic Growth (SDG 8)	2
Industry, Innovation, and Infrastructure (SDG 9)	3
Reduced Inequalities (SDG 10)	5
Sustainable Cities and Communities (SDG 11)	3
Responsible Consumption and Production (SDG 12)	1
Climate Action (SDG 13)	1
Peace, Justice, and Strong Institutions (SDG 16)	3
Partnerships for the Goals (SDG 17)	1

# Equality, Diversity, Inclusion

The Entrepreneur Hub is committed to creating an inclusive environment that reflects the diversity of Brunel's student and graduate population. Equality, diversity and inclusion are embedded within the Hub's approach and align with the university's broader strategic priorities.

By recognising and valuing different perspectives, the Hub supports individuals to develop their entrepreneurial potential and contribute to a more inclusive and innovative economy. This work forms part of the university's wider responsibility to prepare students for success in a global and interconnected world.

## Gender

Male students accounted for 57.3% of Entrepreneur Hub participants compared with 53.9% of the overall student population, while female students accounted for 42.5% compared with 45.8%.

GENDER	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Female	42.5%	45.8%
Male	57.3%	53.9%
No data	0.3%	0.3%

Ethnicity

Asian Indian students formed the largest group of Entrepreneur Hub participants (32.1%), a notably higher proportion than their overall representation in the student population (17.1%). Participation from Black African students (12.3%) was broadly consistent with their overall share (12.1%), while White British students (9.5%) were underrepresented compared with 12.3% of all students. Data for other ethnic groups showed smaller variations.

ETHNICITY	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
White - English, Scottish, Welsh, Northern Irish or British	9.5%	12.3%
White	0.6%	0.0%
White - Irish	0.3%	0.7%
White - Gypsy or Irish Traveller	0.0%	0.0%
White - Roma	0.3%	0.3%
Any other White background	5.0%	5.5%
Black - Caribbean	0.6%	1.9%
Black - African	12.3%	12.1%
Black - Other	0.8%	0.8%
Asian - Indian	32.1%	17.1%
Asian - Pakistani	7.3%	8.4%
Asian - Bangladeshi	3.4%	3.0%
Asian - Chinese	5.0%	11.0%
Asian - Other	7.0%	10.5%
White/Black Caribbean	0.6%	0.6%
White/Black African	0.6%	0.7%
White and Asian	1.1%	1.1%
Other Mixed	2.8%	1.9%
Arab	4.7%	5.3%
Other	4.5%	2.7%
No data	1.4%	5.0%

**BME**

Students from Black and minority ethnic (BME) backgrounds accounted for 78.5% of Entrepreneur Hub participants compared with 73.4% of the overall student population, while White students represented 15.6% compared with 19.0%.

WHITE AND BME	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
White	15.6%	19.0%
BME	78.5%	73.4%
Unknown / no data	5.9%	7.6%

**Disability**

Students declaring a disability accounted for 17.9% of Entrepreneur Hub participants compared with 14.3% of the overall student population. The most reported conditions among participants were learning differences (4.7%) and mental health conditions (4.5%), both slightly higher than the wider student population.

DISABILITY	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
None	82.1%	85.7%
Social Communication	0.6%	0.6%
Visual Impairment	0.6%	0.3%
Hearing Impairment	0.0%	0.3%
Long-term Illness	2.2%	1.5%
Mental Health	4.5%	3.4%
Learning Difficulties	4.7%	4.6%
Mobility	0.8%	0.3%
Other	0.6%	0.9%
Multiple Disabilities	3.9%	2.4%
Development	0.0%	0.0%

Level of Study

Postgraduate taught students made up the majority of Entrepreneur Hub participants (53.9%) compared with 33.8% of the overall student population, while undergraduate participation (40.8%) was lower than their overall representation (55.4%). Other course groups accounted for small proportions of participants.

COURSE GROUP	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Apprenticeship	0.0%	2.5%
Associate	0.0%	1.0%
Continuing Education	0.8%	1.2%
PGCE/PGCERT (Teaching Training inc. QTS)	0.0%	0.3%
Postgraduate Researchers	4.5%	5.8%
Postgraduate Taught	53.9%	33.8%
Undergraduate	40.8%	55.4%

Widening Access

Students from widening participation (WP) backgrounds accounted for 20.4% of Entrepreneur Hub participants, compared with 26.0% of the overall Brunel student population. For this report, WP students are defined as those from low-income households (below £25,000), care leavers, carers, estranged students, refugees and individuals living in areas ranked in Quintile 1 of the Government’s Index of Multiple Deprivation (IMD).

WIDENING PARTICIPATION	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Not WP	79.6%	74.0%
WP	20.4%	26.0%



College

Participants were most commonly from the College of Business, Arts and Social Sciences (CALSS) at 44.1% and the College of Engineering, Design and Physical Sciences (CEDPS) at 39.1%, both higher than their overall student representation. Participation from the College of Health, Medicine and Life Sciences (CHMLS) was lower at 14.5% compared with 27.1% of all students.

COLLEGE	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
CALSS	44.1%	35.8%
CEDPS	39.1%	32.4%
CHMLS	14.5%	27.1%
N/A Outside of College Structure	2.2%	4.6%

Fee Status

Overseas students accounted for 63.1% of Entrepreneur Hub participants compared with 44.3% of the overall student population, while home students represented 27.7% compared with 47.2%. European student participation was broadly consistent at 9.2% compared with 8.5%.

FEE STATUS	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Channel Islands	0.0%	0.0%
European	9.2%	8.5%
Home	27.7%	47.2%
Overseas	63.1%	44.3%

# Acknowledgements

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- Anil Puri, Managing Director, WeSprint
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- Stuart Hartley, Founder of Incrementa Consulting
- Tim Brooker, Accountant, Beyond Numbers

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- Eirini Metaxotou, Sustainability, Entrepreneurship and Design Graduate
- Harry Darkly, Biohm
- Paris Reveira, Founder of That Good Hair
- Priscilla Vivian, Founder of Vivify Therapy and Flourishing Founder
- Sean Hayes, Founder of More Connection Co

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- Chloe So, Founder of PulpaTronics
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