

Entrepreneur Hub Impact Report

2025-2026

Brunel University of London







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Introduction from the Brunel Entrepreneur Hub

900+
attendees at events and workshops

270+
1-2-1 consultations

915+
students reached via academic collaborations and shoutouts

39
events and workshops held

14
start-ups participated in our online incubator programme

5
start-ups received funding via Venture Competition

4
start-ups received funding via our partnership with the Melete Foundation

11
received free expert support in IP, Marketing and Finance

At Brunel University of London, we aim to make entrepreneurship an accessible career and development pathway for students and graduates. The Entrepreneur Hub supports students to develop entrepreneurial skills, explore freelancing and self-employment, test new ideas and build businesses and social ventures. For graduates, the Hub provides continued support as ventures develop, helping founders access expertise, funding opportunities and connections that can support their next stage of growth.

During 2025–26, the Hub delivered a wide range of activities across the University. Students and graduates accessed one-to-one consultations, workshops, mentoring, competitions, curriculum-based activities and opportunities to engage with entrepreneurs, businesses and external organisations. 1846+ students and graduates engaged with the Hub during the year, with activities covering business modelling, pitching, marketing, finance, networking, freelancing, social impact and venture development.

Our academic collaborations continued to bring entrepreneurship into students' degree programmes. The partnership with Mathematics entered its third year, alongside continued work with undergraduate Design and Biosciences. These collaborations allow students to apply entrepreneurial methods to ideas arising from their disciplines and consider their potential outside the classroom. Mathematics student Ivan Barros De Almeida provides one example: an idea initially developed through a module assignment progressed into Amplified Creative Therapy, securing £6,000 through Brunel's Venture and Melete competitions before joining the Summer Start-up Incubator.

Funding and structured venture support remained important areas of activity. The Brunel Venture Competition awarded £10,000 across five ventures, while the first Melete Social Impact Competition provided four £5,000 scholarships to student-led ventures addressing social and environmental challenges. Three Brunel graduate-founded businesses each received a further £5,000 in equity-free funding through the Santander X Scale-up Awards. The eight-week Summer Start-up Incubator supported 14 students and recent graduates through group sessions, specialist mentoring and individual guidance, concluding with a Pitch-Off and £6,500 in funding.

Brunel students and graduates also gained recognition through external competitions and programmes. Student ventures reached the Red Bull Basement UK National Final and Hult Prize Nationals, while Brunel students and graduates were part of a winning team at the NVIDIA Hackathon. Graduate founders achieved significant milestones during the year. Lauren Bell secured $1 million in investment through the 43North competition, alongside a further $25,000 People's Choice Award for Cosi Care, while Georgia Williams and Josh King's Zeal became the first mobility aid brand stocked by Selfridges. WASE, Lylo, That Good Hair, More Connection Co., Braille Forge and other Brunel-founded ventures also secured external funding, awards and recognition.

External engagement continued to give students access to organisations and entrepreneurial communities outside Brunel. The London Venture Crawl introduced students to businesses and innovation spaces across London, while our work with Design Factory London enabled multidisciplinary student teams to respond to live industry briefs from Wembley Stadium and Heathrow. These activities complemented the Hub's workshops and competitions by giving students direct exposure to different businesses, founders and approaches to innovation.



European engagement was particularly prominent during 2025–26. Through CODEUNITED, Brunel worked with university and industry partners across Europe to exchange approaches to entrepreneurship education and university innovation, with activity involving Aalto University in Finland, Lab University of Applied Sciences in Denmark KTH Royal Institute of Technology in Sweden and EDHEC Business School in France. Brunel also welcomed a delegation from Tampere University and Tampere's wider entrepreneurship community in March. Later in the year, young entrepreneurs from Catalonia visited Brunel through the iFest Senior Acceleration Programme, creating further opportunities to share approaches and hear directly from student founders.

Our international engagement also included opportunities to present Brunel's entrepreneurship provision to visitors from outside Europe. The Entrepreneur Hub shared its work with a delegation from the University of Technology and Applied Sciences (UTAS), Oman, highlighting the support available to students and graduates and Brunel's wider approach to entrepreneurship and innovation. Together, these European and international activities have increased opportunities to exchange practice, develop institutional relationships and connect Brunel's entrepreneurship activity with organisations working in different innovation environments.

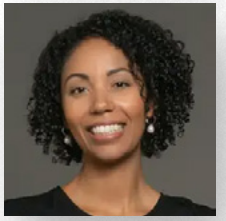
Across the year, we have continued to connect curriculum activity, practical venture development, specialist expertise, funding and external opportunities. We have also maintained support for graduate founders as their businesses progress, with several of this year's achievements coming from entrepreneurs whose relationship with the Hub began during their studies at Brunel.

We are proud of the progress made by Brunel students and graduates during 2025–26 and grateful to the academics, mentors, partners and colleagues who contributed their time and expertise. This report presents the year's activity, its impact and the achievements of the students and graduates we have supported.

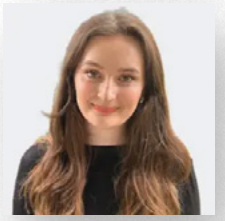
The Entrepreneur Hub Team



Emmy Botterman, Entrepreneurship & Employability Consultant



Farida Danmeri, Entrepreneurship & Employability Consultant



Emily Arnold, Entrepreneur Hub Officer

The Brunel Summer Start-Up Incubator

The Brunel Summer Start-up Incubator provides early-stage entrepreneurs with a structured programme of group workshops, one-to-one mentoring and tailored support from both internal and external specialists.

This year, 14 high-calibre students and recent graduates participated, gaining practical knowledge and tools across key areas including customer discovery, product development and intellectual property. Individual mentoring enabled participants to explore areas for further development, build their knowledge and work through practical challenges as their ventures progressed.

Participants were also supported to identify and apply for external competitions and funding opportunities. The programme concluded with an online 'Pitch-Off', where participants presented their ventures for the opportunity to secure a share of £6,500. Beyond supporting the development of their businesses, the incubator enabled participants to strengthen a range of transferable skills that can be applied across different career pathways.



"The Entrepreneur Hub does not wait for your idea to be impressive. They back it while it is still fragile. That is when backing actually counts."

Jawad Noori – Bachelor of Science (BSc) Computer Science, Student Founder of SunCircle

"The Summer Incubator sharpened how I talk about ANCHOR Inclusion. Eight weeks of honest feedback took me from an idea I believed in, to a business I can evidence."

S Asha, MSc Psychology Student Founder of ANCHOR Inclusion





"The Incubator pushed me to do the work I'd have shortcut - getting clear on what I'm really building. The honest feedback was worth more than any polish."

Joe Jarlett, MSc Psychological Sciences Graduate. Founder of GroundedNinja

"The Pitch-Off, Summer Incubator and continued support from the Entrepreneur Hub beyond the programme have helped me turn SwUp from research into a stronger, more impact-focused venture."

Jetmira Uka - Mechanical and Aerospace Engineering (PhD). Founder of SwUp



Self-Employed Placement

The Entrepreneur Hub continued to support Brunel students completing self-employed placements, enabling them to develop and manage their own ventures alongside their degree studies. Through this pathway, students gained practical experience of running a business while strengthening their entrepreneurial, professional and transferable skills in a real-world setting.







"My experience has been nothing but positive. I can't recommend it enough. The staff from the entrepreneur hub are utterly supportive. Their expertise and knowledge helped me have the confidence to take on this new challenge."

Will Hyde - BSc Digital Media. Freelance Graphic Design

"I really enjoyed the programme this year, all the support and assistance given"

Zain Al-Nadiri – BSc Computer Science. Founder of Connectops LTD



Embedding Entrepreneurship in the Curriculum

The Entrepreneur Hub works in partnership with academic colleagues to bring entrepreneurial learning directly into students' degree programmes. Through curriculum-based sessions and activities, students are encouraged to approach their subject areas with greater creativity, commercial awareness and an understanding of how their knowledge can be applied beyond the classroom.

The Hub entered its third year of working with the Department of Mathematics, delivering entrepreneurship-focused activity for second-year undergraduate students. Established collaborations also continued within Undergraduate Design and Biosciences, giving students across different disciplines opportunities to explore entrepreneurial approaches alongside their core academic learning.

This work has been delivered in collaboration with Dr Gudrun Stenbeck, Dr Busayawan Lam and Professor Stephen Langdon, strengthening the Hub's ongoing relationships with academic departments and its contribution to entrepreneurship education across the university.



Case Study: From Mathematics Assignment to Funded Social Venture

The Entrepreneur Hub's collaboration with the Department of Mathematics continues to demonstrate how embedding entrepreneurship within the curriculum can help students turn academic projects into real-world ventures. For undergraduate Mathematics student Ivan Almeida, a module assignment provided the opportunity to develop and pitch a business idea using tools including the Business Model Canvas.

Ivan developed Amplified Creative Therapy (ACT), a social venture designed to support student wellbeing through creative forms of self-expression, including music, media, gardening and sport. Inspired by his own experiences, Ivan recognised an opportunity to provide students with additional ways to express themselves alongside existing support services.

Working with Professor Stephen Langdon and the Entrepreneur Hub, Ivan refined his business model, strengthened his pitch and explored funding opportunities. He went on to secure third place in the Brunel Venture Competition, receiving £1,000, before winning a further £5,000 through the Melete Social Impact Fund.

With £6,000 in funding secured, Ivan is now beginning to pilot the initiative and continuing to develop ACT through the Brunel Summer Start-up Incubator. His journey demonstrates how curriculum-based entrepreneurship can provide a pathway from an initial classroom idea to a funded venture with the potential to create meaningful social impact.

Anne-Sophie Kaloghiros, Reader in Mathematics/Operations Research and Head of the Department of Mathematics, said:

"Embedding entrepreneurship within the Mathematics degree can be transformative for students: it broadens their career perspectives, and boosts their professional confidence. Working with the Brunel Entrepreneur Hub, students experience how to use mathematical thinking to address real-world challenges spanning education, technology, wellbeing and sustainability."

Dr Anne-Sophie Kaloghiros
Reader in Maths / Ops and
Head of Department of Mathematics



Earn as You Learn: The Students' Guide to Freelancing & Side Hustles workshop

In October, as part of CareerFest 2025, the Entrepreneur Hub hosted an online workshop led by Kay Kukoyi, Founder of Purposeful Group, supporting students and graduates to explore freelancing and side hustles. The session provided practical guidance on pricing, business models, legal considerations and managing a freelance business, equipping participants with tools to navigate self-employment with greater confidence.



Building Resilience: Strengthening Your Employability and Entrepreneurial Skills

In October, as part of CareersFest 2025, the Entrepreneur Hub hosted an online resilience workshop led by Brunel graduate Enkelenta Sgkouni. The session explored practical approaches to managing challenges and uncertainty, covering resilience, reframing rejection, self-talk and goal setting, while equipping participants with tools to strengthen their confidence and personal and professional development.



Making Social Impact: Hult Prize & Melete Competition Introduction

In November, the Entrepreneur Hub hosted an online workshop introducing students to social impact entrepreneurship and opportunities to fund their ideas. The session explored the Melete Social Impact Competition and the Hult Prize, providing guidance on developing sustainable social ventures and accessing funding, mentorship and wider networks.



Business Model Canvas Workshop

In November and February, the Entrepreneur Hub delivered Business Model Canvas workshops led by Erica Purvis, Founder of Studio Technical Nature. The sessions supported students and recent graduates to develop and refine their business or freelance ideas by exploring customers, value propositions, delivery and revenue models, while also helping participants prepare for the Venture Competition and Melete Social Impact Competition.



Perfect Your Video Pitch Workshop

In November and March, the Entrepreneur Hub delivered online video pitching workshops led by Andrew Mossop, founder of The Training Ground and experienced start-up mentor and communications specialist. Drawing on over 30 years' experience in marketing and communications, Andrew supported participants to structure compelling pitches, communicate their ideas clearly and build confidence in their delivery, while preparing applicants for the Venture Competition and Melete Social Impact Competition.



CODEUNITED – Strengthening Entrepreneurship Education Across Europe

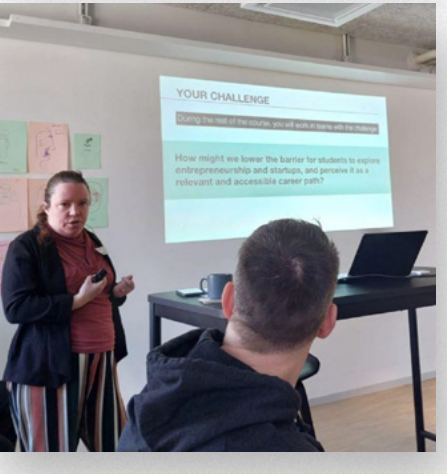
Brunel is a partner in CODEUNITED, a €1.34 million project funded by the EIT Higher Education Initiative, bringing together four higher education institutions and three industry partners across five European countries. The project aims to strengthen entrepreneurship education by improving collaboration across university innovation ecosystems and developing more inclusive approaches that connect students, staff and wider entrepreneurial communities.





CODEUNITED Phase 1 Meeting at Aalto University

In December, Emmy Botterman represented the Entrepreneur Hub at Aalto University in Finland for the CODEUNITED Phase 1 Review. The meeting brought consortium partners together to reflect on progress during the first phase of the project, share learning and consider priorities for the next stage. It also provided an opportunity to strengthen relationships across the European partnership and continue developing collaborative approaches to entrepreneurship education.



CODEUNITED – Partner Visit to KTH, Stockholm

As part of CODEUNITED, Farida Danmeri, alongside Brunel colleagues Jonathan Bainbridge and Gautham Lal, joined consortium partners for a two-day visit to KTH Royal Institute of Technology in Stockholm. The programme explored practical approaches to reducing barriers to entrepreneurship for students and staff across European universities. A workshop with Openlab Stockholm introduced design-led methods for addressing complex challenges, while a visit to KTH Innovation provided insight into its approach to supporting research commercialisation and early-stage ventures. The visit also explored how KTH connects idea development with wider investment and innovation support, providing valuable opportunities to exchange practice with colleagues from across the CODEUNITED partnership.



CODEUNITED Partner Visit to EDHEC Business School, Paris

Emmy Botterman represented the Entrepreneur Hub during a CODEUNITED partner visit hosted by EDHEC Business School in Paris. The programme provided an opportunity for consortium partners to exchange approaches to entrepreneurship, innovation and university-based venture support. Sessions explored EDHEC's experience of translating academic research into new ventures and how entrepreneurial activity can contribute to the wider university innovation ecosystem. Participants also heard from RING Capital about the role of investment and alumni engagement in supporting early-stage and impact-driven businesses.

Further contributions included research from Aalto University on mapping university entrepreneurship ecosystems and insights from West London Business on entrepreneurship support structures across West London. Breakout discussions enabled partners to share experiences around student engagement, diversity and participation in entrepreneurship, contributing to continued learning and collaboration across the CODEUNITED network.



Be Inspired: Brunel Entrepreneurs 2026

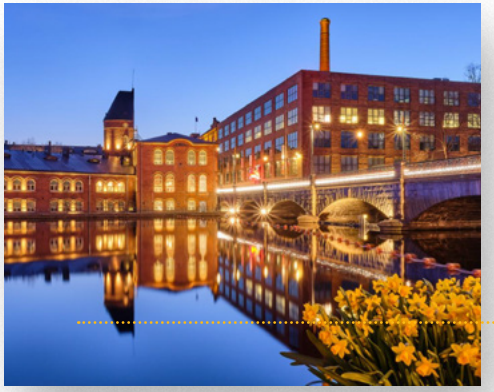
In February, the Entrepreneur Hub hosted its annual Be Inspired: Brunel Entrepreneurs showcase, centred on the theme Breaking the Mould: The Unconventional Entrepreneur. The event featured a keynote from Mia Collins, entrepreneur and 2025 BBC Apprentice contestant, followed by a panel discussion with Brunel entrepreneurs Donya Mansouri, Sean Hayes and Nelson Eyidi, facilitated by Andrew Mossop, founder of The Training Ground. Speakers shared their diverse entrepreneurial journeys and insights into building ventures across health, technology and social impact.

The event also featured the Brunel Entrepreneurs Exhibition, showcasing ventures and freelance work from current students and graduates including Azim Raja, Donya Mansouri, Sean Hayes, Nelson Eyidi, Will Hyde and Zain Al-Nadiri. Attendees had the opportunity to meet founders, explore their innovations and build connections across Brunel's entrepreneurial community



Mastering Networking: Strengthening Your Employability and Entrepreneurial Skills

In February, the Entrepreneur Hub hosted an online networking workshop led by Karl O'Dare of Ignite Business Consultancy (UK). The session equipped students and recent graduates with practical techniques to build confidence, communicate effectively and develop meaningful professional relationships to support their career progression and business growth.



Welcoming Tampere University to Brunel

In March, Emmy Botterman and Farida Danmeri represented the Entrepreneur Hub during a two-day visit from a delegation from Tampere University and Tampere's wider entrepreneurship ecosystem.

The Hub presented Brunel's entrepreneurial lifecycle of support, including its incubator programmes, support for freelancers, competitions and engagement with external partners. The visit provided an opportunity to exchange approaches to entrepreneurship and innovation and showcase how Brunel supports students and graduates at different stages of their entrepreneurial journey.



London Venture Crawl 2026

In March, 30 Brunel students joined students from 12 other London universities for the annual London Venture Crawl, exploring the capital's entrepreneurial ecosystem. The 10-hour programme included visits to the Santander Work Café, Impact Hub London, British Library Business & IP Centre and Makerversity, where students heard from founders and industry professionals, toured innovative workspaces and developed their networking skills. The day concluded at King's College London with a live Pitch-Off attended by over 200 people. Brunel was represented by Jawad Noori, founder of SunCircle, whose 90-second venture pitch was recognised as 'Highly Commendable' by the judges. The experience provided students with valuable exposure to London's start-up and innovation community while building their entrepreneurial confidence and connections.



Mastering Negotiations: Strengthening Your Employability and Entrepreneurial Skills

In March, the Entrepreneur Hub hosted an online negotiation workshop led by Kay Kukoyi, Founder of Purposeful Group. The session introduced participants to the fundamentals of effective negotiation and its importance across both professional and entrepreneurial settings. Participants explored different negotiation styles, communication techniques and the role of psychology and behaviour in achieving positive outcomes. The workshop provided practical tools to help students and recent graduates approach negotiations with greater confidence and awareness.





Brunel Venture Competition 2026

The Brunel Venture Competition 2026, supported by CODEUNITED (EIT Higher Education Initiative) and the Brunel Development Fund, attracted a record 78 video submissions from students and recent graduates. Following the first stage, 28 applicants developed a Business Model Canvas, supported by workshops from Erica Purvis, founder of Studio Technical Nature, and Andrew Mossop, founder of The Training Ground. Ten finalists then pitched live to a judging panel comprising Emmy Botterman, Farida Danmeri, Anil Puri and Tinesh Chhaya, competing for a share of £10,000.

Five ventures secured funding:

- **Md Abdur Razzak, co-founder of ZenVolt team received £4,000**
- **Jetmira Uka, founder of SwUp, received £3,000**
- **Azim Raja, founder of Teek It received £1,000**
- **Ivan Barros De Almeida, founder of Amplified Creative Therapy (ACT) received £1,000**
- **Kris Sah, co-founder of Ruum received £1,000**

The other outstanding finalists were

- **Adjoa Ofosu-Amaah (Numa & Co), Joe Jarlett (GroundedNinja), Emily Ankers (The Beta Club), John Lloyd Territorio (Glassbox Security) and Hayley Sellu (Thymos)**

All ten finalists were invited to join the Brunel Summer Start-Up Incubator, providing continued access to specialist mentoring and guidance to further develop their ventures. The competition once again showcased the breadth of entrepreneurial talent across Brunel and provided students and graduates with funding and support to move their ideas closer to market.



Melete Social Impact Competition 2026

In March, Brunel University of London delivered its first Melete Social Impact Competition in partnership with the Melete Foundation, supporting student entrepreneurs developing ventures with the potential to create positive social impact. Seven finalists pitched to Lady (Kitty) Chisholm, Sir John Chisholm, Emmy Botterman and Farida Danmeri for £5,000 scholarships to develop their ventures further. Participants were supported throughout the competition with Business Model Canvas workshops led by Erica Purvis, founder of Studio Technical Nature, and pitching training from Andrew Mossop, founder of The Training Ground.

Four students were selected as winners: Abaya Kofi Mensah, founder of Mobivision Clinic, providing accessible eye-care services to rural communities in Ghana; S Asha, founder of Anchor Inclusion, supporting inclusive SEND practice in mainstream schools; Jawad Noori, founder of SunCircle, developing peer-to-peer solar energy sharing for fuel-poor households; and Ivan Barros De Almeida, founder of Amplified Creative Therapy (ACT), a peer-led creative wellbeing programme.

The other outstanding finalists were Kazem Mohammadzadeh, Rooman Fatima and Ramazan Vakili. The competition showcased student-led solutions spanning health, education, sustainability and wellbeing, while strengthening Brunel's commitment to supporting entrepreneurship as a vehicle for positive social change.



Brunel Entrepreneur Hub at the UK–Netherlands Higher Education Mission

In March, Farida Danmeri represented the Entrepreneur Hub at the British Council UK–Netherlands Higher Education and Research Partnerships Mission in Amsterdam, which brought together around 50 leaders from UK and Dutch universities, research organisations and innovation ecosystems. The mission provided an opportunity to share Brunel's work in entrepreneurship and innovation, while learning from approaches across the Dutch higher education ecosystem and exploring opportunities for future collaboration. The programme included a visit to VU Amsterdam's StartHub and Demonstrator Lab, providing insight into its approach to supporting entrepreneurship, early-stage ventures and research commercialisation.



Be Your Own Boss After Graduating

In April, the Entrepreneur Hub hosted an online workshop for international students interested in starting a business or pursuing freelance work in the UK after graduation. The session introduced participants to Entrepreneur Hub support, ideation and the Business Model Canvas, alongside an overview of relevant visa considerations. A live Q&A gave students the opportunity to explore their options and gain greater clarity on potential entrepreneurial pathways after graduating.

Brunel Entrepreneur Hub Winners Celebrated at SPD Star Awards 2026

In May, the Entrepreneur Hub celebrated the achievements of its student and graduate entrepreneurs at the annual Student Professional Development (SPD) Star Awards 2026, held at the Eastern Gateway Auditorium. The ceremony recognised winners from the Brunel Venture Competition and Melete Social Impact Competition, celebrating their innovation, entrepreneurial potential and commitment to creating social and economic impact.

Brunel graduate entrepreneur Anil Puri returned for the fourth consecutive year to present the Entrepreneur Hub awards. A former Venture Competition winner and founder of Pet Instincts, Anil is now Managing Director at WeSprint, demonstrating the longer-term impact of Brunel's entrepreneurial support.

The Entrepreneur Hub's Outstanding Entrepreneurs were:

- **Md Abdur Razzak and team (ZenVolt)**
- **Jetmira Uka and team (SwUp)**
- **Azim Raja (Teek It)**
- **Ivan Barros De Almeida and team (Amplified Creative Therapy)**
- **Kris Sah and team (Ruum)**
- **Abaya Kofi Mensah (Mobivision Clinic)**
- **S Asha (Anchor Inclusion)**
- **Jawad Noori (SunCircle)**

The celebration was also attended by Councillor Reeta Chamdal, Mayor of the London Borough of Hillingdon, and outgoing Mayor Philip Corthorne. Bringing together students, graduates and university staff, the evening provided an opportunity to recognise entrepreneurial achievement and celebrate the growing contribution of student-led innovation across Brunel.



Red Bull Basement UK National Final 2026

In May, two Brunel student start-ups reached the Red Bull Basement UK National Final 2026, showcasing their ventures alongside emerging student entrepreneurs from across the country. Brunel was represented by Aman Sah and Isaiah Paul, founders of Ruum, and Jawad Noori, founder of SunCircle. Ruum is a 3D second-hand furniture marketplace designed to make buying and selling furniture faster and more trusted, while SunCircle is a peer-to-peer energy-sharing platform connecting solar panel owners with nearby households to reduce energy costs and keep energy within local communities.

Ahead of the final, both teams received specialist pitching support from Andrew Mossop, founder of The Training Ground, helping them refine their presentations for the national stage. Brunel's connection to Red Bull Basement was further strengthened by alumni Joanna Power and Paramveer Bhachu, founders of Lylo, who returned as judges after winning the Red Bull Basement International competition in 2020. Brunel alumnus Jonathan Fisher, founder of Peter and winner of the 2024 UK national title, also attended the event.

The achievements of Ruum and SunCircle highlighted the strength of Brunel's growing start-up community and demonstrated how current students, graduates and established founders continue to support and inspire one another across the entrepreneurial ecosystem.





Ruum Progresses to Hult Prize UK Nationals 2026

In May, Brunel student venture Ruum, founded by Aman Sah and Isaiah Paul, progressed to the Hult Prize UK Nationals. Their selection provided the team with another opportunity to present their venture on a national platform and connect with the wider student entrepreneurship community. The achievement marked an important milestone for the founders as they continued to develop and gain recognition for their early-stage venture.



Brunel 60: Entrepreneurs in Action at Brunel Research Jamboree 2026

In June, the Entrepreneur Hub delivered Brunel 60: Entrepreneurs in Action as part of the Brunel Research Jamboree 2026, celebrating student and graduate entrepreneurship alongside the University's wider research and innovation community. Opened by Jonathan Bainbridge, Associate Director of Student Professional Development, the showcase featured Abdur Razzak (ZenVolt), Donya Mansouri (Tilapia Revive), Ivan Barros De Almeida (ACT) and Kris Sah (Ruum). Each entrepreneur delivered a five-minute pitch, sharing their venture, entrepreneurial journey and the challenges and opportunities they had encountered. The session highlighted the creativity, resilience and ambition of Brunel's emerging founders and demonstrated how entrepreneurial thinking is being translated into innovative, real-world ventures.

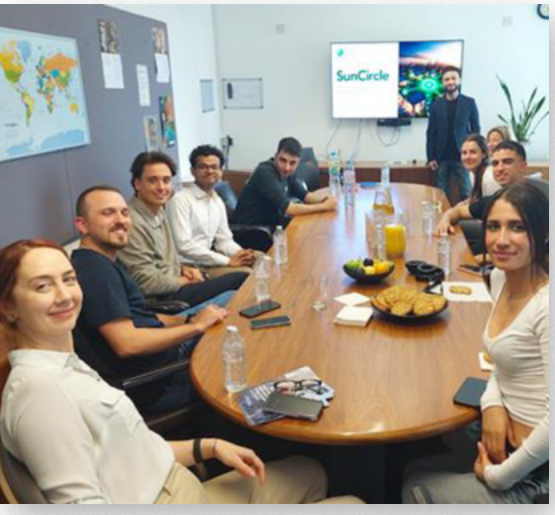


Santander Start-up Scale-up Awards

In June, three Brunel graduate-founded start-ups were awarded £5,000 each in equity-free funding through the Santander Open Innovation, Brunel Entrepreneur Hub Start-up Scale-up Awards. The programme targeted early-stage ventures already demonstrating market traction through revenue, users, pilots or strategic partnerships and supported founders preparing for their next stage of growth. Applicants submitted two-minute video pitches demonstrating their progress and how the funding could accelerate their development.

The three winning ventures were Zeal Lifestyle, founded by Georgia Williams and Joshua King, which is reimagining assisted living through stylish, lightweight walking mobility aids; That Good Hair, founded by Paris Reveira, a sustainable, plant-powered haircare brand for textured hair and scalp conditions; and Peter, founded by Jonathan Fisher, a wearable biomedical device supporting people with Parkinson's Disease to regain mobility when experiencing freezing of gait.

Each venture received £5,000 to support its next milestone, including areas such as product development, customer acquisition, market testing and scaling operations. The awards recognised Brunel founders who have progressed beyond the initial idea stage and are translating innovative concepts into commercially viable businesses, while demonstrating the Entrepreneur Hub's continued commitment to supporting graduate ventures as they grow and scale.



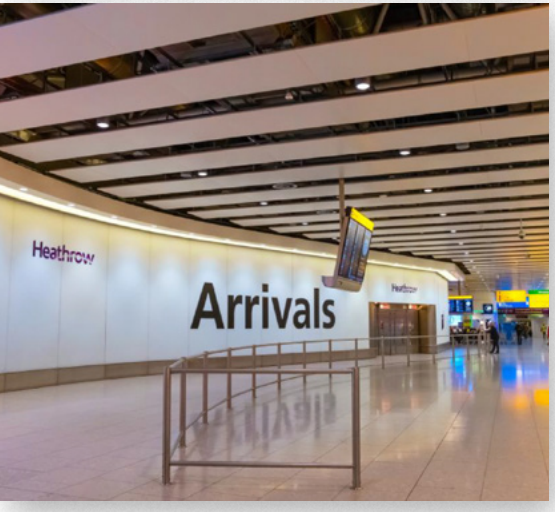
Welcoming Catalonia's Next Generation of Entrepreneurs to Brunel

In June, the Entrepreneur Hub welcomed young entrepreneurs from Catalonia to Brunel as part of the iFest Senior Acceleration Programme, led by Impact Hub London. The visit provided an opportunity to showcase how the Hub supports students and graduates to develop start-ups, explore freelancing and pursue entrepreneurial careers. Brunel student entrepreneurs Aman Sah and Jawad Noori also presented their early-stage ventures to the visiting delegation. The exchange enabled entrepreneurs from Brunel and Catalonia to share ideas and explore common approaches to addressing social and environmental challenges through entrepreneurship.



Sharing Brunel's Entrepreneurship Provision with UTAS Oman

In July, Emmy Botterman represented the Entrepreneur Hub during a visit from a delegation from UTAS, Oman, sharing an overview of Brunel's student entrepreneurship and innovation provision. The visit provided an opportunity to showcase the Hub's activities and approach to supporting student entrepreneurs, while highlighting areas of shared interest in student entrepreneurship and innovation.



The Design Factory – Wembley Stadium & Heathrow Design Challenge

In July, the Entrepreneur Hub partnered with Brunel's Design Factory London to deliver an industry-focused design challenge centred on briefs from Wembley Stadium and Heathrow. Multidisciplinary student teams explored how AI, emerging technologies and digital innovation could enhance the passenger journey at Heathrow and transform fan experiences at Wembley. Challenges ranged from creating more seamless and inclusive airport experiences to reimagining stadium tours, digital fan engagement and opportunities to attract international audiences. Students applied design thinking and entrepreneurial approaches to develop innovative solutions to these real-world industry challenges.



Vice Chancellor's Award for Staff

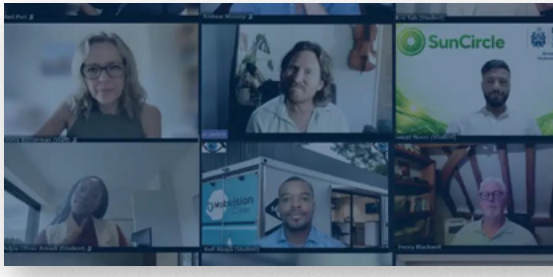
In July 2026, Farida Danmeri, Entrepreneurship and Employability Consultant, received Brunel University of London's Vice Chancellor's Award for Staff, recognising her work in entrepreneurship education and measurable impact on student outcomes.

Future Founders Shine at Brunel Summer Incubator Pitch-Off 2026

In July, the Entrepreneur Hub concluded its eight-week Summer Start-up Incubator Programme with an online Pitch-Off, where 12 student and graduate entrepreneurs representing 10 ventures competed for a share of £6,500. Following a summer of specialist group and one-to-one mentoring, participants delivered 90-second elevator pitches followed by a Q&A to judges Emily Arnold, Emmy Botterman, Farida Danmeri, Andrew Mossop, Anil Puri and Erica Purvis.

S Asha (Anchor Inclusion) received the Best Idea to Impact Award, while Ivan Barros De Almeida (ACT), Jawad Noori (SunCircle) and Jetmira Uka (SwUp) received Best in Class Awards. Emily Ankers (The Beta Club) was recognised with the Best Pitch Award. Commendation Awards were presented to Abaya Kofi Mensah (Mobivision Clinic), Adjoa Ofosu-Amaah (Numa & Co), Kris Sah and Isaiah Uwaspaul (Ruum), Joe Jarlett (GroundedNinja) and John Lloyd Territorio, Khalid Ismail and Priyanshu Ahirwar (Glassbox Security).

The Pitch-Off showcased ventures spanning education, wellbeing, sustainability, healthcare, technology and cybersecurity, reflecting the breadth of entrepreneurial talent within the cohort. Beyond funding, the programme enabled participants to refine their business models, strengthen their entrepreneurial skills and learn from specialist mentors and their peers. The event celebrated the progress made throughout the summer and provided each venture with further support to continue developing towards real-world impact.



Brunel Entrepreneur Achievements

Brunel entrepreneurs have continued to gain external recognition, securing funding and accessing competitive opportunities to develop and scale their ventures. These achievements reflect the ambition of Brunel's entrepreneurial community and the role of the Entrepreneur Hub in supporting founders as they progress beyond the university.

Lauren Bell – Cosi Care



Won $1 million in investment through the 43North startup competition in Buffalo, New York, alongside an additional $25,000 People's Choice Award. Brunel Design graduate Lauren Bell founded Cosi Care to provide innovative itch-relief solutions for children and adults living with eczema and other chronic skin conditions. The international recognition marks a significant milestone for a venture that began at Brunel, where Lauren won £5,000 through the Venture Competition in 2019, and supports Cosi Care's expansion into the US market.

Paramveer Bhachu and Joanna Power – Lylo



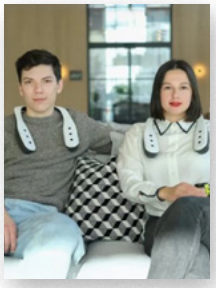
Named in the 2026 Startups 100 Index, which recognises some of the UK's most innovative and high-potential emerging businesses. Brunel graduates Joanna Power and Paramveer Bhachu founded Lylo to develop sustainable solutions that reduce water and energy consumption, including an innovative washing machine that reuses waste shower water. The recognition marks an important milestone as the team continues to develop, test and validate the technology for future growth.

Tom Fudge – WASE



Won the People's Choice Award at the 2025 New Energy Challenge Finals, held during Slush in Finland. Founded by Brunel MSc Sustainability, Entrepreneurship and Design graduate Tom Fudge, WASE develops decentralised wastewater treatment technology that converts organic waste into clean water and renewable biogas. The recognition reflects the company's growing international profile as it continues to scale its technology across European and US markets.

Anastasia Georgievskaya – Scentient



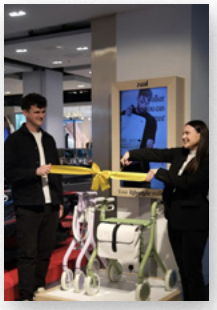
Featured in Forbes for her work with co-founder Ivan Novikov developing immersive scent technology through Scentient. The company is developing a wearable interface that synchronises controlled scents with virtual and augmented reality experiences, with applications across areas including training, wellness and fragrance. The recognition highlights the innovative work of the Brunel Biological Sciences graduate in bringing sensory technology into emerging digital experiences.

Sean Hayes – More Connection Co.



Named Startup of the Year at the 2025 Plus X Innovation Changemaker Awards for More Connection Co., which is developing technology to improve human connection during video calls. Brunel MSc Psychology graduate Sean Hayes also successfully raised £9,517 from 199 backers through Kickstarter, supporting the continued development of the venture and its MoreConnectCam technology.

Josh King and Georgia Williams – Zeal Lifestyle



Became the first mobility aid brand to be stocked by Selfridges, with Zeal's lifestyle walkers launching at its flagship Oxford Street store. Founded by Brunel design graduates Georgia Williams and Josh King, Zeal is reimagining mobility aids through inclusive design, combining functionality with contemporary aesthetics. The milestone builds on the venture's earlier participation in the Brunel Incubator Programme and success in the Brunel Venture Competition and represents an important step in bringing mobility products into mainstream high-street retail.

Jonny Parker – Braille Forge



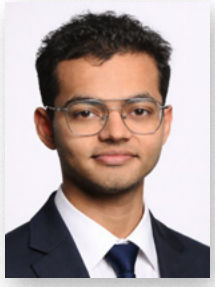
Awarded £2,500 at the Ford Family Foundation's Ignite Competition 2025 for Braille Forge, his venture making tactile STEM learning more accessible to visually impaired students. The Brunel Product Design Engineering graduate is developing affordable 3D braille printing technology that enables educators to produce bespoke learning materials on demand. Jonny was one of six finalists selected from 70 applications across the UK for the social enterprise competition.

Paris Reveira – That Good Hair



Awarded £12,000 at the Foundervine Immerse Catalyst Showcase to support the growth of That Good Hair, an inclusive haircare brand for people with textured hair and sensitive scalps. The funding will support the venture's transition towards outsourced manufacturing and further scaling of its operations.

Aman Sah – AI Innovation and Entrepreneurship



Part of a team that won the NVIDIA Hackathon, alongside Brunel student Sahid Mujavar, Brunel alumnus Zohaib Estesham and Cardiff University student Eshita Agarwal. Aman also received an individual award from the Minister for AI at the National AI Awards, recognising achievement and innovation in artificial intelligence. Alongside his success in AI, Aman progressed with Ruum to both the Red Bull Basement UK National Final and the Hult Prize UK Nationals, demonstrating growing recognition for his entrepreneurial work.

Jemmar Samuels – Collective Punishment Campaign



Named a 2025 Olive Morris Award winner for her work through the Collective Punishment Campaign, which raises awareness of the impact of parental imprisonment on children and families. Brunel Politics and Sociology graduate Jemmar Samuels has drawn on lived experience to advocate for greater social, financial and psychological support for affected families and wider systemic change.

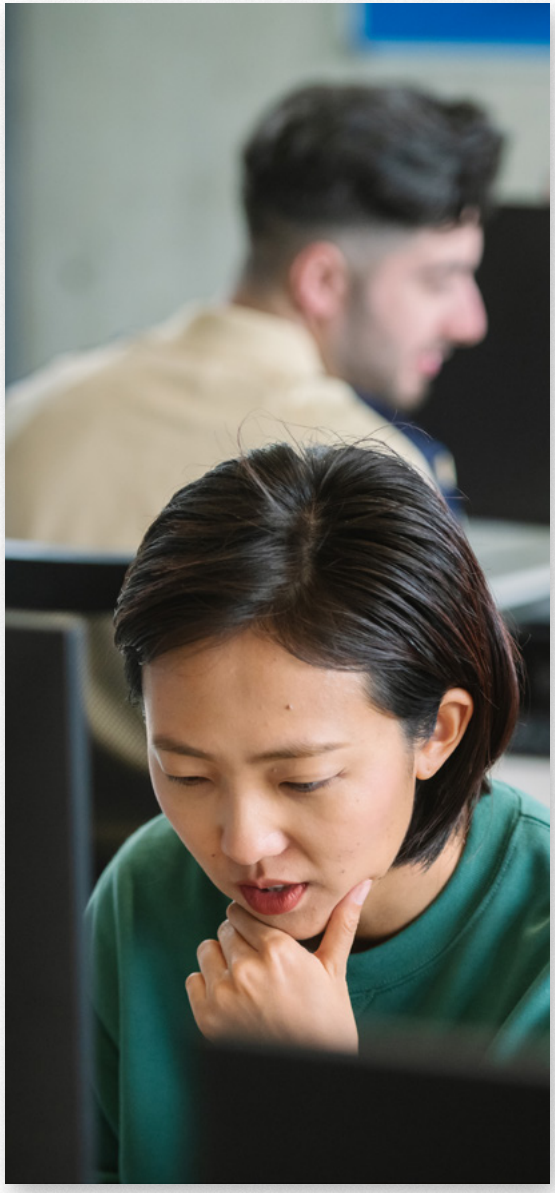
Entrepreneurship Impact

In 2025–2026, 77 Brunel graduate-founded companies known to and supported by the Entrepreneur Hub were recorded as active, including 14 new company registrations during the reporting year.

As these figures are based on known and self-reported activity, they may not capture every business established by Brunel graduates. With support from HEIF funding, the Entrepreneur Hub continued to provide practical guidance and opportunities to help graduate founders establish, develop and grow their ventures. The figures demonstrate the ongoing contribution of Brunel entrepreneurs to business creation, innovation and wider economic and social impact.

Summer Incubator Impact

Participants expressed a highly positive view of the incubator programme, with an overall assessment score of 4.8 out of 5, consistent with last year's result and indicating strong satisfaction and perceived impact.



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

Participants reported increased confidence across the majority of entrepreneurial skills measured. The largest gains were seen in setting up financial controls, developing a business model and creating a sales strategy, with further positive improvements in marketing, personal and professional goal setting and identifying next steps in their entrepreneurial journey. Overall, the findings demonstrate a clear strengthening of participants' practical enterprise knowledge and readiness to progress their ventures.

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	3.8	4.3	13%
To establish short- and long-term personal and professional objectives	3.7	4.3	16%
To develop a business model	3.3	4.3	30%
To develop a sales strategy (get a first customer)	3.0	3.8	27%
To develop a marketing plan	3.3	4.0	21%
To set up financial controls (build a basic Profit & Loss forecast)	2.7	3.9	44%
To produce a pitch deck	3.8	4.2	11%
To deliver a pitch	4.0	4.2	5%
To apply to funding competitions, incubators and accelerator programmes	4.2	4.3	2%
To develop personal branding	3.7	4.1	11%
To identify next steps in your entrepreneurial journey	3.8	4.2	11%

UN Sustainable Development Goals (SDGs) Supported by Incubator Startups

This year's incubator startups aligned with 10 of the 17 UN Sustainable Development Goals (SDGs), reflecting a strong emphasis on health, inclusion and innovation. The most frequently represented was Good Health and Well-Being (SDG 3), identified by eight ventures. Reduced Inequalities (SDG 10) was identified by four ventures, followed by Industry, Innovation and Infrastructure (SDG 9), with three.

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

Equality, Diversity, Inclusion

Entrepreneurship should be an opportunity open to everyone. The Entrepreneur Hub works to reduce barriers to participation and ensure that Brunel's diverse student and graduate community can access the support, networks and opportunities needed to develop their ideas. Through inclusive programme design, accessible activities and engagement with students from a wide range of backgrounds, the Hub aims to broaden participation in entrepreneurship and enable different voices, experiences and perspectives to shape new ventures and solutions.

In doing so, the Hub supports a more representative entrepreneurial community and strengthens Brunel's contribution to inclusive innovation and economic and social impact.

Gender

Female students accounted for 45.8% of participants compared with 45.7% of all students, while male students represented 54.0% of both groups.

GENDER	ACTIVITY STUDENTS	ALL STUDENTS
Female	45.8%	45.7%
Male	54%	54%
No data	0.2%	0.3%

Ethnicity

Asian Indian students formed the largest group of Entrepreneur Hub participants (31.3%), substantially higher than their representation in the overall student population (15.3%). Black African students (15.4% compared with 13.7%), Asian Pakistani students (11.6% compared with 8.3%) and Asian Bangladeshi students (4.7% compared with 3.5%) were also represented at higher levels. In contrast, Asian Chinese students (3.4% compared with 12.4%) and White British students (5.4% compared with 11.6%) were underrepresented among Hub participants.

ETHNICITY	ACTIVITY STUDENTS	ALL STUDENTS
White - English, Scottish, Welsh, Northern Irish or British	5.4%	11.6%
White	0.0%	0.0%
White - Irish	0.2%	0.8%
White - Gypsy or Irish Traveller	0.0%	0.0%
White - Roma	0.6%	0.3%
Any other White background	3.4%	5.7%
Black - Caribbean	1.3%	1.9%
Black - African	15.4%	13.7%
Black - Other	0.2%	0.7%
Asian - Indian	31.3%	15.3%
Asian - Pakistani	11.6%	8.3%
Asian - Bangladeshi	4.7%	3.5%
Asian - Chinese	3.4%	12.4%
Asian - Other	8.6%	9.5%
White/Black Caribbean	0.0%	0.6%
White/Black African	0.2%	0.7%
White and Asian	0.4%	1.2%
Other Mixed	2.4%	1.9%
Arab	3.9%	5.5%
Other	3.9%	2.9%
No data	3.2%	3.5%

Disability

Students declaring a disability accounted for 15.6% of Entrepreneur Hub participants, broadly comparable with 14.9% of the overall student population. Multiple disabilities were more commonly reported among Hub participants (5.4% compared with 2.9%), while learning differences accounted for 4.1% compared with 4.6% of all students. Mental health conditions were reported by 2.1% of participants compared with 3.2% of the wider student population.

DISABILITY	ACTIVITY STUDENTS	ALL STUDENTS
None	84.4%	85.1%
Social Communication	0.6%	0.8%
Visual Impairment	0.6%	0.3%
Hearing Impairment	0.2%	0.3%
Long-term Illness	1.5%	1.6%
Mental Health	2.1%	3.2%
Learning Difficulties	4.1%	4.6%
Mobility	0.2%	0.4%
Other	0.9%	0.9%
Multiple Disabilities	5.4%	2.9%
Development	0.0%	0.0%

Level of Study

Postgraduate taught students made up the largest proportion of Entrepreneur Hub participants (51.0%), substantially higher than their representation in the overall student population (31.4%). Undergraduate students accounted for 42.6% of participants compared with 57.6% of all students, while postgraduate researcher participation was broadly proportionate (5.6% compared with 5.9%).

COURSE GROUP	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Apprenticeship	0.6%	2.2%
Associate	0.2%	0.8%
Continuing Education	0.0%	1.7%
PGCE/PGCERT (Teaching Training inc. QTS)	0.0%	0.5%
Postgraduate Researchers	5.6%	5.9%
Postgraduate Taught	51%	31.4%
Undergraduate	42.6%	57.6%

Widening Access

Students from widening participation (WP) backgrounds accounted for 22.7% of Entrepreneur Hub participants, compared with 26.3% of the overall student population. Non-WP students represented 77.3% of participants compared with 73.7% of all students. 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	77.3%	73.7%
WP	22.7%	26.3%

College

Participants were most commonly from the College of Engineering, Design and Physical Sciences (CEDPS), accounting for 42.0% of Entrepreneur Hub participants compared with 34.6% of the overall student population. Brunel Business School (BBS) students were also represented at a higher level (25.5% compared with 16.7%). In contrast, participation from the College of Health, Medicine and Life Sciences (CHMLS) was lower at 15.8% compared with 28.4% of all students.

COLLEGE	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
BBS	25.5%	16.7%
CALSS	14.3%	15.4%
CEDPS	42%	34.6%
CHMLS	15.8%	28.4%
N/A Outside of College Structure	2.4%	4.9%

Fee Status

Overseas students accounted for the majority of Entrepreneur Hub participants (63.2%), substantially higher than their representation in the overall student population (44.4%). Home students represented 30.2% of participants compared with 50.7% of all students, while European students accounted for 6.6% compared with 4.8% of the wider student population.

FEE STATUS	TOTAL ENTREPRENEUR HUB USERS	TOTAL UNIVERSITY POPULATION
Channel Islands	0.0%	0.0%
European	6.6%	4.8%
Home	30.2%	50.7%
Overseas	63.2%	44.4%

Acknowledgements

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- Andrew Mossop – The Training Ground
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- Erica Purvis – Studio Technical Nature
- Alexander Reip – Nurvian

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- Sir John Chisholm – Melete Foundation
- Mia Collins – MiMeals
- Nelson Eyidi – Oikono
- Sean Hayes – More Connection Co.
- Kay Kukoyi – Purposeful Group
- Donya Mansouri – Tilapia Revive
- Karl O'Dare – Ignite Business Consultancy (UK)
- Enkelenta Sgkouni – Wellbeing Coach/ Counsellor

Partners and Supporting Organisations

- Aalto University
- British Council
- British Library Business & IP Centre
- Brunel Development Fund
- Brunel University of London
- CODEUNITED – EIT Higher Education Initiative
- EDHEC Business School
- EIT Higher Education Initiative
- Generalitat de Catalunya / iFest
- Hult Prize
- Impact Hub London
- King's College London
- KTH Royal Institute of Technology
- LAB University of Applied Sciences
- Makerversity
- Melete Foundation
- Openlab Stockholm
- Red Bull Basement
- Santander Universities
- UTAS (University of Technology and Applied Sciences), Oman
- Wembley Stadium
- West London Business

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