

YEAR IN REVIEW



2020

Think entrepreneurship — **think QUT**

QUT Entrepreneurship inspires and amplifies opportunities for individuals to realise their entrepreneurial capabilities.

The small and dedicated team of industry experts, entrepreneurs, learning facilitators and professional staff is led by entrepreneurship expert Professor Rowena Barrett.

The objectives of QUT Entrepreneurship are:

- To collaborate to realise QUT's entrepreneurial potential.
- Ensure entrepreneurship education is available to all.
- Position QUT as the university renowned for entrepreneurship.

By running development programs and building networks across the entrepreneurial ecosystem, the team builds on QUT's heritage as an entrepreneurial powerhouse to empower the next generation of entrepreneurs.



Executive Director's Report

The mission for QUT Entrepreneurship is to provide opportunities for all to engage in entrepreneurial action. As a centre of excellence for action oriented, entrepreneurial practice at the university, we empower individuals to bring ideas to life by developing entrepreneurial mindset through programs, events and mentoring.

Working across the university and beyond, QUT Entrepreneurship aims to collaboratively achieve the Blueprint 6 key priority of Creativity and Entrepreneurship through experiential real world learning opportunities. This is done through

- the delivery of a suite of modularised and contextualised extra-curricular entrepreneurial experiences delivered virtually, in person or in blended mode over a period as short as two hours to as long as two months; and
- working with individuals and teams to motivate, support and build entrepreneurial endeavours and mindset through the application of creativity, critical thinking, team working and problem-solving skills.

Over 2020, the QUT Entrepreneurship

team not only supported QUT students and staff but deliberately turned all resources and support outwards to the entrepreneurial community when the pandemic struck.

In a year when many went quiet and stayed low, we rose up to undertake a lot of impactful and purposeful activity. This included new programs to introduce, educate and expose many to Entrepreneurship. We designed and facilitated multiple Industry Hackathons, a school program for youth engagement, ran design sprints, held a weekly Lunch and Learn with many speakers and listeners from the community, fortnightly community coffee hour and monthly open mic pitch nights. We taught the university's large second year Entrepreneurship unit, ran a week long entrepreneurship immersion program for the EMBA's and worked with over a dozen WIL and Capstone teams from Engineering, CI, Law and Business and connected many students with industry.

We offered Budding Entrepreneur scholarships (worth \$24,000 each over 3 years) to four students joining QUT



Professor Rowena Barrett

in 2021. We delivered the Queensland Connects regional entrepreneurship acceleration program in three regions, hosted two virtual Game Changer events with the SLQ, ran a Startup Weekend with CEA, held a successful 'Too Shy to Try' speed mentoring event with the Office of the Queensland Chief Entrepreneur and participated in or hosted an array of other engagements across Queensland. Most

of our work was undertaken in the virtual environment and the team just adapted the ways we deliver value, create content, build connections and support our community. QUT Entrepreneurship played a critical role in stimulating early stage entrepreneurial action in Queensland and beyond and we **LOVED** the challenge. We can't wait to get going in February 2021 just after we have a little rest over the next few weeks!

QUT Entrepreneurship Student Advisory Group



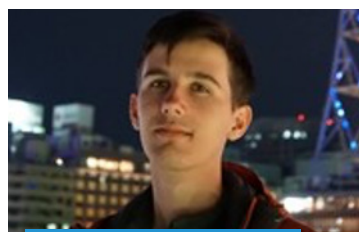
Nathan Bucolo



Maggie Wu



Camille Etchegaray



Edward Williams



Ruo Xuan Goo



Alan Jayaratne

In 2020, a Student Advisory Group was established, to work in parallel with the QUT Entrepreneurship Ecosystem Advisory Group.

The role of the Student Advisory Group role is to provide advice to the Executive Director on strategic issues from students' perspective; to act as a mechanism ensuring QUT Entrepreneurship is attuned to student community trends so their needs and opportunities can be identified and addressed; to facilitate beneficial engagement opportunities, develop networks and provide networking opportunities to benefit students; and to advocate for and share information about QUT Entrepreneurship more widely within the university environment.

Inaugural members of the Student Advisory Group include the following graduating and continuing students:

- Nathan Bucolo – B. Business International (Management/International Business)
- Maggie Wu – B. Bus (Finance)/B. Law
- Camille Etchegaray – B. Science (Biology)/B. Law
- Edward Williams – B. IT (Computer Science)/B. Law
- Ruo Xuan Goo- B. Creative Industries (Visual and Interactive Design)
- Alan Jayaratne- B. Engineering Hons (Mechanical)/B. Business (Management)

Budding Entrepreneurship Scholarship

In 2020 scholarships for innovative individuals engaged in their passion for entrepreneurial action were launched to attract and reward those making a positive difference through establishing and operating an entrepreneurial venture in the for-profit or for-purpose space.

Scholarship holders will work closely with a QUT Entrepreneurship team member to advance and review their progress each semester including participation in relevant entrepreneurial capability and career development programs.

Seventeen applications were received from school leavers engaged in

inspirational entrepreneurial actions. With such an outstanding pool, we were able to increase the number of scholarships on offer from two to four.

Sarah Eisenmenger, founder of Zest Robotics, Jessica Carlile, founder of Attention Dress, Coby Lee, author of *Thrive: A Young Entrepreneur's Guide to Starting a Business* and Elise Berry, founder of Thyme + Rose will be joining us in 2021.

If you were interested in supporting entrepreneurs of the future, then we would love to talk to you about a sponsored scholarship.



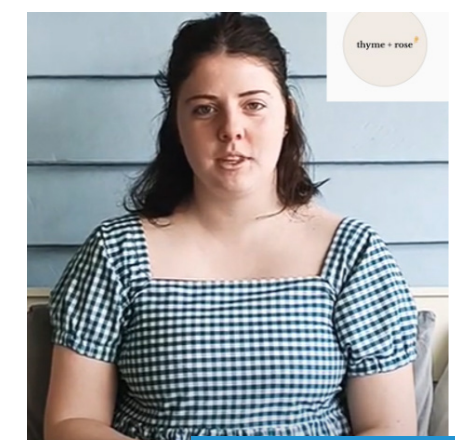
Sarah Eisenmenger



Jessica Carlile



Coby Lee



Elise Berry

Entrepreneurial Alumni

In 2020, Matt Fairhurst, co-founder and CEO Skedulo, was named QUT Outstanding Young Alumnus of the Year.

Matt was the guest at our first in person Entrepreneurial Alumni-in-Conversation

speaker where he met other QUT students, founders and supporters.

We're looking forward to ongoing engagement with Matt and his growing Skedulo team.

MIT COVID Design Challenge

In June-July 2020, six QUT students led by Lily Kennedy (B. Business International), worked virtually as a team to compete against teams across the globe to compete in MIT's Make Impact Consortium (MIC), Mathworks COVID-19 Design Challenge.

The Challenge aimed to engage students in entrepreneurship through community

building and social awareness. Student teams designed, modelled and built CAD solutions around the theme of 'reopening during COVID-19'. The QUT team developed a money laundering solution (a legal way for businesses to clean cash!) and won high praise from the judges being awarded 3rd prize!

Rhyan Llewellyn
Engineering (Electrical)

Lily Kennedy
Business - International
(Public Relations)

Jacob Rankin
Industrial Design

Charles Biddulph
Business (Economics)
& Engineering (Aerospace)

Sebastian Tan Castillo
Industrial Design

Daniel Duskovic
Business (Finance)
& Engineering (Mechatronics)

#QueenslandUniversityofTechnology

QUT Entrepreneurship

QUT Business School **QUT Creative Industries** **QUT Science and Engineering**

Lunch and Learn

If it's Thursday noon then it's **Lunch and Learn** time!

Presenters at the 41 sessions this year included student entrepreneurs, staff from across all QUT faculties and members of the wider entrepreneurial ecosystem. As a free-flowing conversation guided by audience Q&A, Lunch and Learn is a way to not only hear subject matter experts but also create connections within and across the QUT community.

More than 1,200 individuals attended sessions whether on campus or from anywhere in Australia and the world to hear from diverse speakers representing a range of backgrounds, genders, industries, geographies and ages.

In 2021, Lunch and Learn will stay online, and will again be on every Thursday noon. We hope you will join the conversation.



Connecting Online

QUT Entrepreneurship

Programs

At the core of what QUT Entrepreneurship does is something more than just *engage*. It's that other E verb - **EMPOWER**. We shape and facilitate experiences for our audience to own their learning and development. And with the state of constant unpredictability in our world, as 2020 made clear, we doubled down on the importance of empathy, creativity and resilience as an outcome of our programs. We responded to this year's global crisis by ramping up the opportunities for our audience to get involved.

How did we do all this in a world of socially distanced education? Technology (with a dash of patience) played a major role. Our flagship programs: **Spark**, **Fuel** and **Ignite** had a high integration of online apps. Zoom and Slack were heavily utilised, along with a list of incredibly useful tools like Notion, Loom and Miro - all making great additions to the remote workshop experience. These online tools were particularly crucial in the delivery of our project-based learning experiences, through our **hackathons**, **design sprints** and **innovation challenges**. They provided unexpected benefits of efficient team discussion and decision making. Introverted type participants had the opportunity to contribute their ideas without the dominance of an over-communicator. Structured online voting processes also meant there was little to no opportunity to be thwarted by groupthink and endless rounds of debating. The constraints of remote learning gave our participants the opportunity to apply the mindset, skills and tools of entrepreneurial and design thinking.

Transitioning into blended learning and re-introducing in-class modes of facilitation as restrictions eased, allowed us to reflect and revise our program learning design. The **Tminus6 Bootcamp** and **Spark-Health Edition** were in person and on campus and we all experienced the joy of learning side by side with others.

But in the same way we encourage our learners to always be in a loop of continuous improvement, our programs also have space to iterate the user experience. Moving into 2021, QUT Entrepreneurship will be collaborating with more faculties, divisions, alumni and future students, to facilitate programs that empower learners to see opportunity and take entrepreneurial action to shape the future they want to live in.



Feedback

QUT Entrepreneurship collects feedback from all program participants. We make sure we listen and learn before we design new programs and deliveries.

Across all our programs - **Spark, Fuel, Ignite, Next Level, Tminus6 Bootcamp, Iterate** and **Litmus** - more than 80% of participants are Ambassadors (high on satisfaction and recommendation). When asked about program content, facilitators and enjoyment we can see a good measures of participants excitement and intrinsic motivation.

We acknowledge participants are looking for accountability with 'next steps' to their projects, learning, venturing or self-improvement, so watch out for the **Launched** program in 2021.

An internal KPI is to for a Net Promotor Score (NPS) above 72% (the global average for education and training programs). In 2020 the QUT Entrepreneurship NPS was 84%.

Some qualitative feedback is reported below.



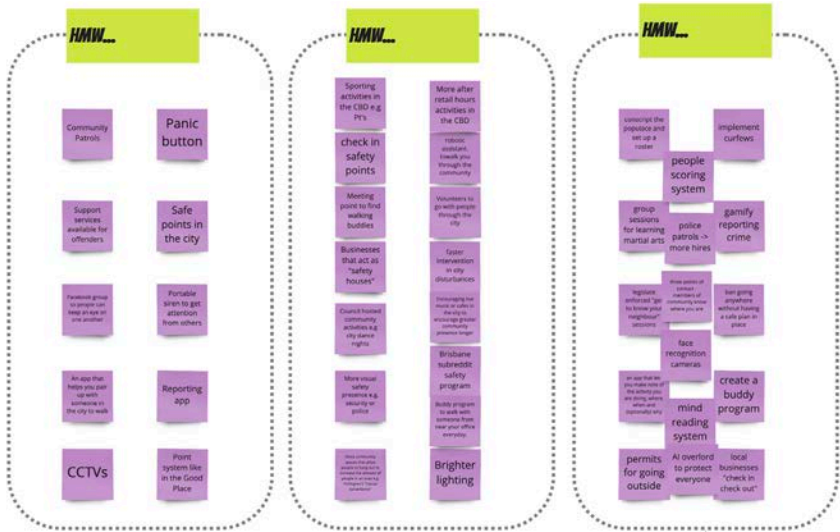
Bachelor of Design student, Cait Hopper, one of the **Fuel** participants posted her product design case study journey on LinkedIn. Here's an element of what she reported:

The ideation stage was a chance to use our skills in creativity and think as broadly as possible for ways in which we could solve the issue of personal safety.

We began with a warm up by suspending disbelief and ideating without restrictions. No idea was too crazy or unrealistic at this stage.



Cait Hopper



The program was amazing. It's the first truly positive experience of group work I've had at uni. The miro board and all the content that was scaffolded there for us was fantastic, the notion videos were really informative and I felt like I had a chance to really implement the things we were learning each week. Facilitator's feedback and the check ins each week were valuable and helped us to keep on track.

Fuel participant

The program was a great introduction to entrepreneurship. It gave me a new perspective, it motivated me to apply it to my field and to start my own business in the future. It also opened my mind about having conversations with people, identifying a problem and thinking of possible solutions.

Spark participant

This was a great introduction for me as an engineering student to the work of QUT Entrepreneurship. The session really opened my eyes to the different aspects of my future and has ignited a spark for my future.

Spark participant

Really fun, made some great contacts, very intensive and challenging but I felt rewarded after I presented, and all my hard work paid off.

T minus 6 participant



Foundry Spaces

The foundry spaces allow like-minded individuals to meet and work on their entrepreneurial ideas, find the support they need and achieve their entrepreneurial goals. The spaces are where a spillover of ideas and experiences are created by a network of students, staff and alumni working together to support one another. Leveraging the power of 'word of mouth', news of the inclusive foundry services are spread. With a new space at Kelvin Grove, staffed by Tim Hui (formerly CEA), the high level of customer service continues to be applied to ensure help is provided that best fits each individual and the stage they are in their entrepreneurial journey.

Online customer service is delivered with the help of QUT Orbit, a foundry Slack channel and a dedicated email. These

ensured that through COVID and while working from home, users could stay in touch as well as maintain access to the entrepreneurial knowledgebase, resources and mentoring. Meaningful mentoring continues throughout this time of crisis and opportunity and connections were maintained through the online community events which were regular platforms for engagement. Weekly virtual check-ins and accountability sessions ensured people were able to keep moving ahead with their ideas and to network with their peers.

All members of the QUT community have access to the foundry spaces - just tap your card at the door.

See you there!

MIT Engagement and Antifragile Speaker Series

QUT's strategic collaboration with MIT sees QUT Entrepreneurship working closely with Professor Bill Aulet's team in the Martin Trust Center for MIT Entrepreneurship. At the height of the pandemic, QUT Entrepreneurship supported the Trust Center's **Antifragile Speaker Series** which included speakers like Arlan Hamilton, Jocko Willink, Tina Seelig and Brad Feld. Many QUT students are amongst the 25,000 people who have logged in and gained value from, listening to the recordings.

More generally the engagement with MIT saw eight QUT students and two staff attend MIT Fuse, StartMIT and the Entrepreneurship Development Program (EDP) in Boston in snowy January. The winning EDP pitch was given by the team led by QUT's Professor Derek Richard, which included Angela Young. The genomic testing idea they developed during the EDP program is now being rolled out across Australia and saving the lives of newborns.

In June, eight QUT ventures participated in the beta test of DIY Delta V, MIT's premier accelerator program. Teams undertook three months of self-paced online learning with support from 16 mentors. Through this program, QUT founders could further validate their ideas and accelerate their ventures.

During Semester 2, Bill Aulet spoke to the 250 QUT students enrolled in MGB227 Entrepreneurship on two occasions, while Trust Center team members Dr Trish Cotter, Paul Cheek, Carly Chase and Kit Hickey also presented at QUT Entrepreneurship Lunch and Learns across 2020.

The engagement goes from strength to strength and in January another 15 QUT students will benefit through virtual participation in the MIT network in the StartMIT and MIT Fuse programs.

We look forward to sharing their stories.

Mentoring

This year we actively grew our mentor pool to 36 mentors, many of whom are QUT alumni founders. While COVID meant moving mentoring sessions online, our mentors and Entrepreneurs-in-Residence were kept busy with more than 200 one-on-one sessions. As a university with diverse degree options, there is considerable variety in ideas covering consumer products, software, social enterprises, and mobile apps. With new QUT Entrepreneurship programs stimulating activity, and people having increased

downtime as they worked from home, we saw an increase in alumni engaging with the EiRs to commercialize ideas and early career researchers looking to understand commercial applications of their research.

We thank our mentor group for continuing to offer their time and expertise to our community as they explore and validate ideas and help accelerate those working on ventures.



Building an entrepreneurial mindset

Our programs consider each individual's fit as a founder, their risk appetite, passion, purpose, emotional resilience and dexterity. We do this because building a business is hard.

Moreover, not everyone needs to be a founder, impact can be made in organisations through a range of different ways including perhaps as the first employee, the CTO or the corporate innovator. The application of the entrepreneurial mindset and skillset is much broader than simply 'starting a business' and we encourage participants to consider the options that suit them.

In **Spark**, whether for a general audience or for a specific one, like **Spark: Health**

Edition, we have been identifying and imparting the concept of the 'everyday entrepreneur'— those who are incredibly entrepreneurial, but who would not identify with that label. All around us are those applying an entrepreneurial mindset whether they are plumbers and sparkies to salon owners, General Practitioners and lawyers with their own practices, freelancers, farmers and intrapreneurs and change makers within corporate landscapes. And yes, the unicorn hunters too.

We're driven by knowing change is the new normal and ambiguity is the only certainty. In this context the entrepreneurial skillset has never been more relevant.

Think entrepreneurship — think QUT



The vision for QUT Entrepreneurship is simple: **Think Entrepreneurship — Think QUT**. This means we continuously strive to be the globally renowned place for anyone seeking to upskill their entrepreneurial capability. Across our recurring regular community events — **Community Coffee, Lunch and Learn** and **Open Pitch Night** — we attracted thousands of participants from here in Brisbane to remote outback Australia, South America to Europe and the Middle East and Africa.

These events have been an important part of the role QUT plays in developing talent for the local and global entrepreneurial and innovation ecosystems. In many ways, what the QUT Entrepreneurship team has done in 2020 has been at the leading edge of that new model of university-community engagement. While we have been ambitious, so too has every individual who has come to us seeking new learning and a better future.

A high performance team

Getting entrepreneurSHIP done

Entrepreneurship: a French word used as a noun that is neither simple to spell nor say! But all it means is the pursuit of opportunity beyond the resources controlled.

Entrepreneurship is a mindset whilst also being the skill of getting innovation to meet commercialisation and produce an outcome. For an organisation to truly embrace entrepreneurial thinking, it requires a commitment to embed a culture full of flexibility, challenge and opportunity, powered by great minds, talent and ability, whilst providing the right support to continue to grow and change with trust, empowerment and support.

The QUT Entrepreneurship team works with others across and beyond the university to unpack the who, why, what and the where of entrepreneurship. Entrepreneurship is an overarching umbrella to immersive learning, resilience

training and a treasure hunt for opportunity. Our programs aim to scene of the many different ways of taking entrepreneurial action and help others design learning and framework for action to thrive.

The success of the team this year has been in delivering new immersive entrepreneurial programs throughout the pandemic without missing a beat. It comes down to being receptive to new ideas, listening, engaging widely and working together. Like everyone else we worked from home for much of the year, but we stayed connected and focussed, operating as a high performing team with an impact-driven purpose and a defined culture of accountability.

So that word many cannot spell and even more mispronounce... it defines what QUT Entrepreneurship is as well as does every day to 'get ship done'.





The Team

Prof Rowena Barrett
Aaron Birkby
Eleanor Carey
Chani De La Warr
Peta Ellis
Graham Fellows
Marvin Fox
Wesley Huffstutter
Timothy Hui
Kathy McCabe
Vibhor Pandey
Javier Rojas
Angela Young

Executive Director
Entrepreneur-in-Residence
Adventurer-in-Residence
Events Officer
Entrepreneur-in-Residence
Manager
Program Facilitator
Entrepreneur-in-Residence
Foundry Community Officer
Project Officer
Foundry Community Officer
Administration Assistant
QUT Foundry Community Coordinator

Contact us

 entrepreneurship@qut.edu.au

 +61 7 3138 1906

    @QUTEship

