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Student & graduate enterprise & entrepreneurship The ICE and Honeypot experience

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Student & graduate enterprise & entrepreneurship
The ICE and Honeypot experience

https://twitter.com/HudHoneypotIce

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Initiatives:

**INNOVATION**

**CREATIVE EXCHANGE**

- Bridging the gap between design and engineering through the creation of a network of exchange to develop a legacy of learning.

- Providing a rich network for innovation, design and entrepreneurship in engineering and design – a “honeypot” of rich ideas.
## Aims VP scheme

- Creativity – Generation of ideas
- Innovation – successful exploitation of ideas
- Design – Links creativity and innovation

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<thead>
<tr>
<th>Outputs</th>
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<th>Total opportunities</th>
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<tbody>
<tr>
<td>Enhance the creativity, design and innovation content in undergraduate teaching</td>
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<tr>
<td>ADA</td>
<td>C&amp;E</td>
<td>Total</td>
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<td>Encourage inter-disciplinary design activity</td>
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<td>Greater awareness of and contact with industry and business</td>
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<td>ADA</td>
<td>C&amp;E</td>
<td>Total</td>
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<td>1</td>
<td><strong>19</strong></td>
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<tr>
<td>Encourage UG endeavour in developing creative, innovative design proposals</td>
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<td></td>
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<tr>
<td>ADA</td>
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24 hour challenge

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<td>2014 challenge: Sustainable solutions for global challenges</td>
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24 HOUR DESIGN CHALLENGE
Safety in Xtremes

The Challenge
The challenge is to reduce the risk of injury and immediate death in situations where you need to be able to activate a product, but are otherwise unable due to pain or stress. Due to pain affecting your ability to think or function, the challenge is to create a product that acts as a barrier or a Second Skin to your wound.

The Idea
Our concept is to create a new material containing a PH sensitive polymer. This reacts when an alkali is introduced, which will result in a PH change making the product insoluble. The concept is that the product will activate the chemical reaction, with the addition of just the right level of alkali. The reaction will be triggered by the wound, and will be implanted into the wound, thus creating an environment which would give in some colour change around the wound.

The Solution
Second Skin is designed to provide a form of isolation first aid in extreme situations to allow down time of blood. The concept of this product is to act as a temporary measure until further medical assistance can be sought. The isolation to ensure these fluids are not lost can be made into clothing to be worn by the police and emergency services. This will be worn as a basic layer under their clothing.

In future production we want to develop Second Skin to add protection to garments.

“Don’t just the packaging that requires alteration but also our lifestyle and habits of consumption”
Comments from the events:

“....in the 24 hours we were given I have been given a massive insight into how completely separate skill sets can come together to generate an idea”.

“....I really enjoined the challenge and it was good to start viewing things from different discipline angles”.

“This design challenge was great. I love working with all of my team who were from different specialisms”. (April 2013)

“I believe I learned a lot from my peers… and this experience will benefit me in future group projects”

“It was really helpful to speak to the different tutors… and pick their brains about our ideas, as I would never normally come into contact with tutors from these courses” (Feb 2014)
Judging the 24-hour design challenge was a pleasure and revealed an impressive arsenal of talent the University of Huddersfield has amongst the students. Each multi-disciplined team presented well thought out and researched concepts which impressed the judging panel and stimulated much debate. Being spoilt for choice meant the pressure was put back on the panel when it came to us choosing a winner.

In my experience, great ideas occur when a creative person or team is constrained by time and/or budget. When placed under pressure, right brain instinct coupled with pragmatic decision making, causes inventive and exciting concepts and solutions. Events like the 24hr Design Challenge are a great example of where you'll see this in action.

David Bailey Creative Director UX&D, BBC Future Media
http://www.hud.ac.uk/news/visitors/interviews/davidbaileycreativedirectoruxdgelwiththebbc.php
HoneyPot
Winners from HP1
- Software Development studio
- 2 graphic Design students (ADA)
- 2 Computer systems (C&E)

<table>
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Winners from HP2
- Solar Powered UAV
- 4 PD (1 first year) and 2 Mech Eng
Feedback from the students:

“Honeypot would be a great concept if it were inter-university”

“Very good networking tool for student enterprise – perhaps a summer project”

“Consider including final year students as many final years are perhaps more ready for enterprise activity”

(Oct 2013)
Challenges

• Factors out of our control, outsourcing
• Legal contracts first – IP, NDC
• Outside curriculum (engaging the students)
• Networking across courses – mix them up
• Confidence to apply for funding – first experience
• Mentor’s from specific disciplines – at the right time

Opportunities

• Lots of opportunities – companies, guest lectures
• Positive impact on student experience
• Workshop in June with two schools aimed at staff
Final word:
“...defiantly glad I did [attend this guest lecture]”
(Innovation lecture Jan 2014)

POC “…should be arranged for individuals not only for teams”
(POC April 2014)

“I will be applying for placements again after almost giving up!
(branding yourself for employment April 2014)

“...today was thoroughly interesting and very relevant to my
studies...I feel informed and [it] will leave me with a lot to think
about, and a fresh boost of creativity” (UX&D function March 2014)

“...really useful for my course... it should be an annual event”
(Award winning design Nov 2013)

“This session has opened my mind into thinking differently about
the consumer and how to appeal to them more” (Feb 2013)