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Student & graduate enterprise & entrepreneurship The ICE and Honeypot experience

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Entrepreneurial University Leaders Programme
24th April 2014

Student & graduate enterprise & entrepreneurship
The ICE and Honeypot experience
https://twitter.com/HudHoneypotIce

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Initiatives:

• 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

<table>
<thead>
<tr>
<th>Outputs</th>
<th>students</th>
<th>Total number of opportunities</th>
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</thead>
<tbody>
<tr>
<td><strong>Enhance the creativity, design and innovation content in undergraduate teaching</strong></td>
<td>ADA: 291, C&amp;E: 49</td>
<td>340</td>
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<tr>
<td><strong>Developing understanding of the innovation process</strong></td>
<td>ADA: 4, C&amp;E: 15</td>
<td>19</td>
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<tr>
<td><strong>Encourage inter-disciplinary design activity</strong></td>
<td>ADA: 117, C&amp;E: 71</td>
<td>188</td>
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<tr>
<td><strong>Greater awareness of and contact with industry and business</strong></td>
<td>ADA: 18, C&amp;E: 1</td>
<td>19</td>
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<tr>
<td><strong>Encourage UG endeavour in developing creative, innovative design proposals</strong></td>
<td>ADA: 67, C&amp;E: 16</td>
<td>83</td>
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24 hour challenge

<table>
<thead>
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<th></th>
<th>students</th>
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<tbody>
<tr>
<td></td>
<td>ADA</td>
</tr>
<tr>
<td>2013 challenge: Safety in extremes</td>
<td>28</td>
</tr>
<tr>
<td>2014 challenge: Sustainable solutions for global challenges</td>
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The Challenge
The challenge is to design a system to prevent injury and protection of skin in extreme environments. Due to tasks that must be done in extreme and dangerous areas, the challenge task is to create a product that acts as a barrier or a form of protection. The design is targeted for use in extreme environments where skin protection is crucial.

The Idea
Our concept is to create a non-woven textile containing a pH sensitive polymer. This textile will be designed to change color when a visible indicator reaches a certain point. The textile will also have a scenario where it could be used in extreme environments to stop blood from a wound.

The Solution
Second Skin

- Contracts around the wound when blood from injury activates base alkali and contracts.
- Waterproof layer protects central layer from accidental.
- Holochromatic fibres change colour on reaction to pH, clearly showing injury zone.
- Slows down blood loss.
- Emergency services given more time to respond.

eat me.

"It’s not 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/davidbaileycreativdirectoruxdgelwiththebbc.php
HoneyPot

Winners from HP1

- Software Development studio
- 2 graphic Design students (ADA)
- 2 Computer systems (C&E)

<table>
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<tr>
<th></th>
<th>students</th>
<th>projects</th>
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<tr>
<td></td>
<td>ADA</td>
<td>C&amp;E</td>
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<td>Honeypot 1 Oct-Dec 2013</td>
<td>25</td>
<td>26</td>
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<td>Honeypot 2 Feb-April 2014</td>
<td>45</td>
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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)