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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<tbody>
<tr>
<td>Enhance the creativity, design and innovation content in undergraduate teaching</td>
<td>291</td>
<td>340</td>
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<tr>
<td>Developing understanding of the innovation process</td>
<td>4</td>
<td>19</td>
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<tr>
<td>Encourage inter-disciplinary design activity</td>
<td>117</td>
<td>188</td>
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<tr>
<td>Greater awareness of and contact with industry and business</td>
<td>18</td>
<td>19</td>
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<tr>
<td>Encourage UG endeavour in developing creative, innovative design proposals</td>
<td>67</td>
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24 hour challenge

<table>
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<td></td>
<td>ADA</td>
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<td>2013 challenge: Safety in extremes</td>
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<td>2014 challenge: Sustainable solutions for global challenges</td>
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University of Huddersfield
inspiring tomorrow's professionals

The Challenge
The challenge is to reduce the risk of injury and subsequent death for any person working in a high-risk environment. Due to the high risk of injury, the challenge is to design and create a product that acts as a barrier for a Second Skin to your wound.

The Idea
Our concept is to create a new material containing a pH sensitive polymer. This reacts with an alkali solution, which will result in a pH change making the barrier invisible. The concept is that the product will activate the chemical reaction. A pH sensitive polymer is used to react with an alkali solution. The polymer will then highlight the wound a respondent material reacts with water and which will give a visual colour change around the wound.

The Solution
Second Skin is designed to provide a form of wound protection in high-risk situations to show down loss of blood. The concept of this product is to act as a temporary measure until further medical assistance can be sought. The solution is to create a new material that can be made into clothing to be worn by police and ambulance crews. This will be used as a base layer under their uniforms. In future production we want to develop Second Skin to add protection to everyday wear.

24 HOUR DESIGN CHALLENGE
Safety in Xtremes

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

eat me.

“Its 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)
“David Bailey” - April 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)

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<tr>
<th></th>
<th>ADA</th>
<th>C&amp;E</th>
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<th>ADA</th>
<th>C&amp;E</th>
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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]”
(IInnovation 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)