



Transforming Society Through  
Social Science Innovation

**Aspect project report:**

# **Ecosystem Mapping Project**

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**Aspect**

24 February 2021

# Project overview



**The next 2 slides state the aims and deliverables agreed with the project sponsors, based on the original proposal.**

## **Aims**

- Liaise with Entrepreneurship CoP members at each university to identify student entrepreneurial offerings
- Work with each university to research and document the entrepreneurial offerings currently available
- Produce information suitable for the universities and ASPECT to display on their websites
- Coordinate with Entrepreneurship CoP members (and others) to identify Case Studies highlighting Social Sciences Entrepreneurship
- Work with CoP members to promote and encourage “Entrepreneurs Uncovered” submissions

## **Scope clarification**

- Initial scope was the 7 ASPECT universities but expanded to cover 11, including new Aspect Members.

## **Assumptions**

- Mapping existing offerings will provide opportunities to share good practice across ASPECT Universities
- University-specific deliverables will be signed-off by each CoP member (to confirm accuracy)
- Any website development will be done by the current site owners

# Project overview



## Aims:

- Liaise with CoP members to identify the range of student entrepreneurship offerings.
- Produce supporting information in usable formats, suitable for the universities and Aspect to display on their websites
- Coordinate with CoP members to identify case studies highlighting Social Sciences Entrepreneurship
- Promote and encourage 'Entrepreneurs Uncovered' submissions

Desk research and  
interviews



Design & pilot of  
simple map approach



Identify, interview founder,  
document & approve



Interview Oxford & compile  
approach document



## What we delivered:

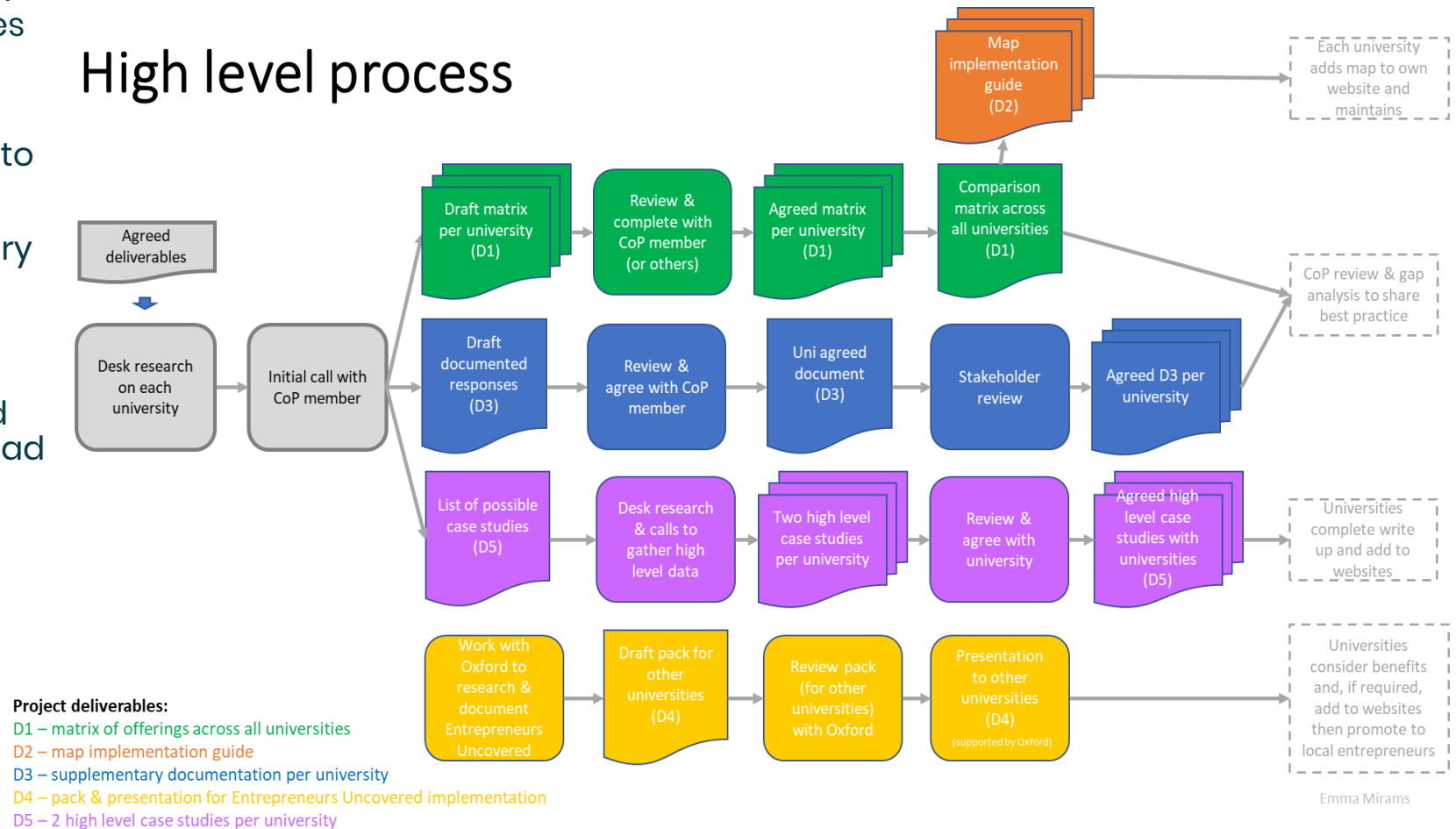
- A comparison matrix of offerings across 11 Aspect universities – inc. collated responses to 10 supporting questions
- Guide to implement a map of offerings
- 2 Social Sciences Case Studies per University
- 'How to' guide to facilitate Entrepreneurs Uncovered (EU) implementation

## Activity to date

- Project scope increased by 50%, in terms of the number of universities included (11 instead of 7).
- The project approach that was followed is shown in the diagram to the right.
- The project has completed delivery of D1 – D4 (see previous slide) on schedule.
- Deliverable D5 (Case Studies) increased in scope, as it delivered fully written up case studies, instead of the high level summaries originally planned.

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## High level process



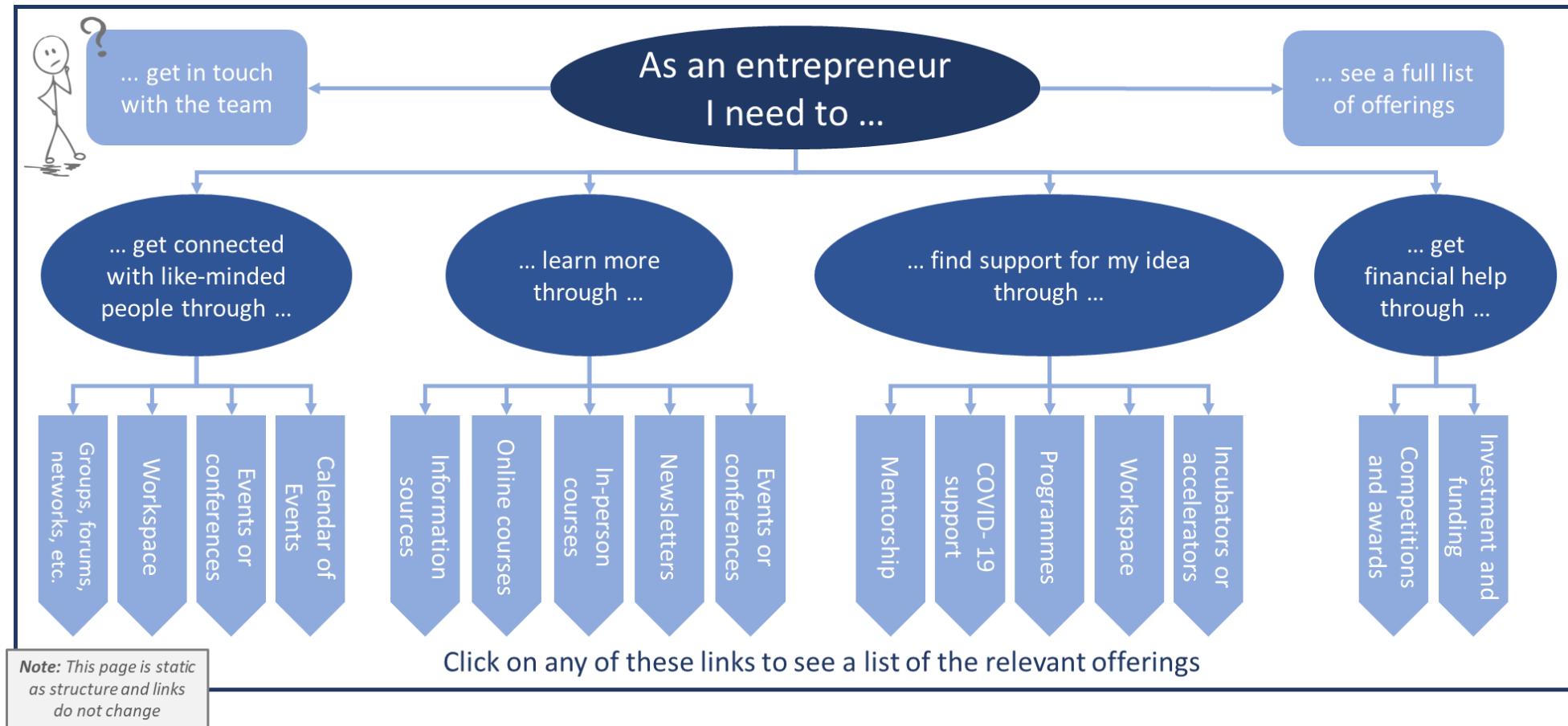
# Master Matrix sample view



COUNT		95	67	32	35	23	15	36	30	28	16	26
I am, or want to be, an entrepreneur and what I need now is ...		OXFORD	LSE	SUSSEX	MANCHESTER	CARDIFF	SHEFFIELD	BRISTOL	YORK	GLASGOW	RCA	CRANFIELD
Title of offering		Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering	Title of offering
I need to ... LEARN MORE	INFORMATION SOURCES	Enterprising Oxford: Supporting Entrepreneurial Connectivity	LSE Generate	SINCUebrite	MEC general In-Bax	Enterprise & Start-up team	Entrepreneurship Service	Barocamp Enterprise Team	Enterprise at York Start-Up Guide	Student Enterprise Startup Support	InnovationRCA Twitter	Bottany Centre for Entrepreneurship
		Oxford Hub	LSE Generate FAQs	SINCBank an Appointment	MEC Enterprise Resource Centre	Bank an introductory start-up meeting	Sheffield Entrepreneurship Twitter	Appointment with Barocamp Enterprise Team	Information for International Students	Careers Service	InnovationRCA LinkedIn	Bottany Centre initial meeting
		Building a Business	Appointment with LSE Generate	SINCBank	MECUebrite	Cardiff University Alumni	Sheffield Entrepreneurship Facebook	Bristol Careers Service Blog	Enterprise at York Bank an Appointment	Adam Smith Business School		Bottany Centre for Entrepreneurship Twitter
		Entrepreneurship e-activity map	LSE Generate In-bax	SINCEvents	MEC Twitter	Cardiff University Enterprise Blog	Entrepreneurship Success Stories	Bristol Careers Service Twitter	Start-Up Visa	Student Enterprise Service enquiries & appointments		Bottany Centre for Entrepreneurship Instagram
		Startup Tips Videos	LSE Generate Twitter	SINCTwitter	MECFacebook	Big Ideas Wales	Sheffield Alumni	Bristol Careers Service Facebook	Enterprise at York Resources	Student Enterprise resources		Bottany Centre for Entrepreneurship LinkedIn
		Entrepreneur Uncovered Series	LSE Generate Facebook	SINCFacebook	MEC news articles		Entrepreneur Induction programme	Bristol Barocamp Twitter	Enterprise at York	Student Enterprise Meet the Team		
		University of Oxford Entrepreneurship Support Listing	LSE Generate Instagram	SINCMembers Directory	MEC YouTube			Barocamp list of resources	Enterprise at York LinkedIn	Glasgow startup Care Studies		
		Saïd Business School: Skoll Centre for Social Entrepreneurship	LSE Generate Success Stories	Entrepreneurship & Startups - Bank an appointment	MEC Meet the Team			Bristol Careers Service Instagram	York Management School: Careers and Employability Team	Glasgow Alumni Network		
		Saïd Business School: Entrepreneurship Centre	LSE Alumni	Entrepreneurship & Startups Team	MEC drop-in			SETquared business resources for startups	York Unlimited			

# Map Implementation Guide (2 of 2)

## Suggested layout of hub page



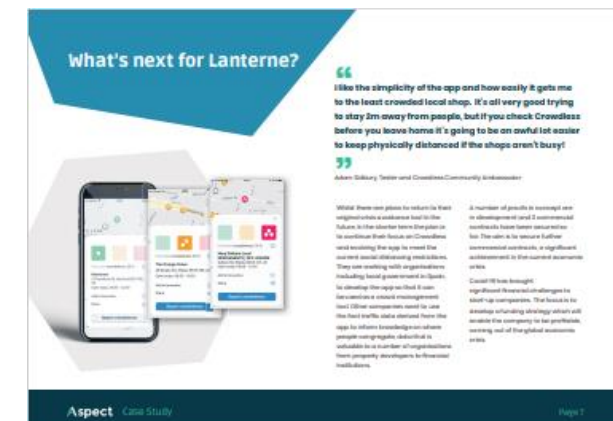
## Master Matrix structure



I am, or want to be, an entrepreneur  
and what I need now is ...

I need to ... GET CONNECTED	CALENDAR OF EVENTS
	GROUPS / FORUMS / NETWORKS / HUBS / SOCIETIES
GET CONNECTED & LEARN MORE	REGULAR CONFERENCES / SERIES / WORKSHOPS / EVENTS
I need to ... LEARN MORE	ONLINE COURSES
	IN-PERSON COURSES
	NEWSLETTERS
	INFORMATION SOURCES
I need to ... FIND SUPPORT	COVID-19 SUPPORT
	PROGRAMMES
	INCUBATORS OR ACCELERATORS
I need to ... FIND SUPPORT & GET CONNECTED	WORKSPACE
I need to get some ... FINANCES	COMPETITIONS / AWARDS
	INVESTMENT / GRANTS / FUNDING

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# Entrepreneurship Uncovered Guide (1 of 2)

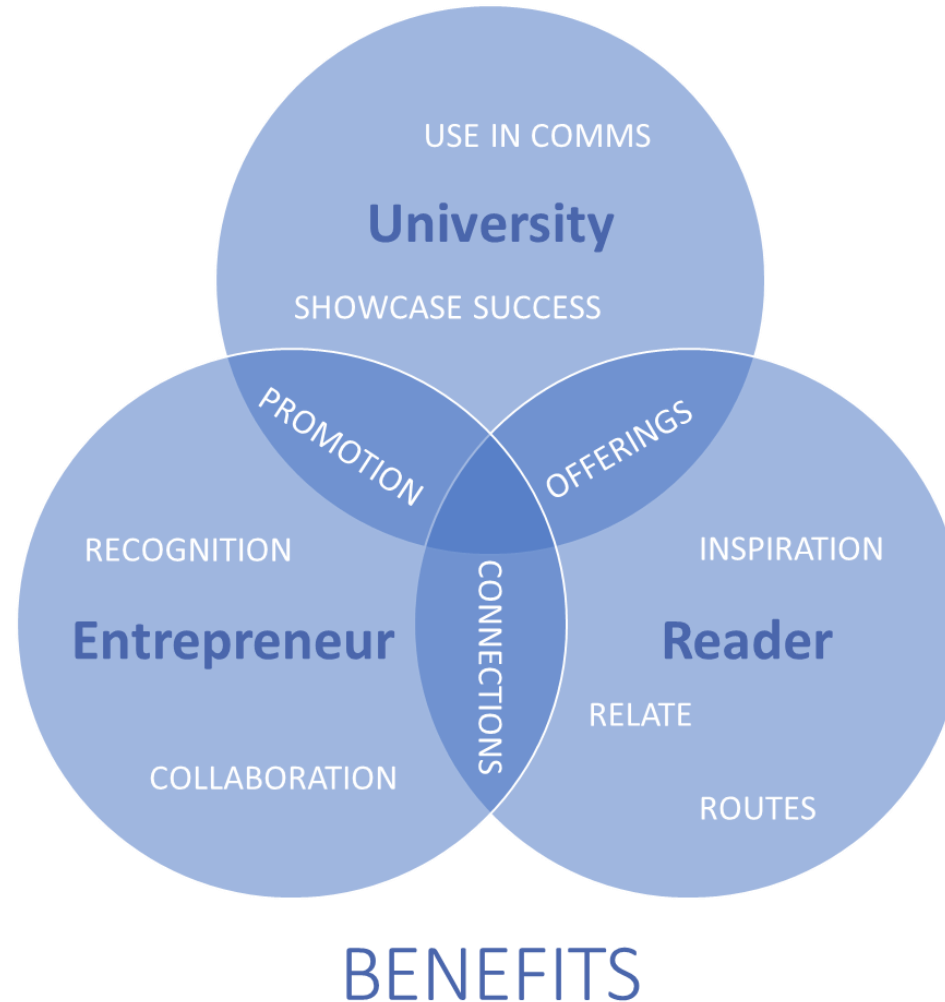
Aspect

## Reasons for implementing an Entrepreneurs Uncovered Series

New way to engage

Illustrate different routes;  
remove barriers

Promote own/local  
entrepreneurs



# Entrepreneurship Uncovered Guide (2 of 2)



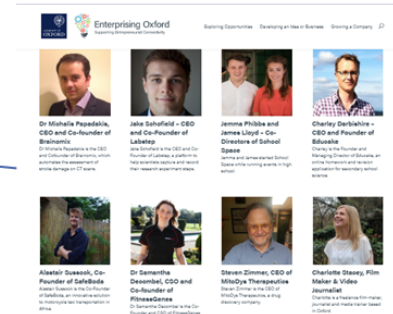
## How to implement an Entrepreneurs Uncovered Series



See Oxford's list

**Entrepreneur Uncovered of the Week**  
Alexander Wankel, Founder of Rooted Quinoa MilQ

[READ THE INTERVIEW](#)



Consider Googleforms or a simple Word doc

Maybe mandate for some?

Links from key pages, newsletters, etc.

## Questions & feedback



What have we learned:

- Approximately 20% of entrepreneurship offerings across all universities are specific to Social Sciences
- All universities offer very similar programmes and support for their entrepreneurs
- Most universities offer support across multiple centres (i.e. not just one central entrepreneurship centre)
- Resourcing (funding and people) and capacity is quite varied across the universities

A few suggestions:

- We could possibly consider using some future Aspect funding to supplement existing university resources, so they can implement their own map and the Entrepreneurs Uncovered series (or any other outputs from workshops).