

March 2010

Innovative ideas unveiled for University of Bristol's £35,000 New Enterprise Competition

The University of Bristol held an event [today] to reveal the seven finalists short listed to go through to the next stage of the its £35,000 New Enterprise Competition 2010.

The competition, designed to inspire new high growth business ideas and entrepreneurial talent, attracted stiff competition with entries of innovative business ideas across all faculties of the University. Only seven of the project were short listed to go through to the final stages with the chance of winning the overall prize. The competition will also allow one student wild-card entry to be determined by the University's student run enterprise body – BUBA (Bristol University Business Angels) out of the unsuccessful applicants.

One of the projects that made the short list was developed by University of Bristol undergraduate student James Cornford (Department of Mechanical Engineering) who developed an innovative and sustainable solar refrigeration technology which aims to improve the efficiency and profitability of farming in rural India.

Another finalist, Rona Campbell, a member of staff in Social Medicine, put forward DECIPHer-ASSIST, an intervention which reduces adolescent smoking take up which was developed in collaboration with Cardiff University.

Other short listed projects include:

- Automated Transportation – a technology which allows dynamic bus routing
- A system of power saving wireless networks
- A virtual looping and effects station designed for use in the music industry
- Software which allows children to create short animated films using their own toys
- A medical image overlay toolkit which will allow simultaneous visualisation of multiple images

The New Enterprise Competition is launched every autumn and is open to students, staff and recent graduates of the University. There is a substantial prize fund in the region of £35,000 including cash, free professional advice and managed office space at the Bristol SETSquared Centre to help make businesses a commercial success.

Speaking at the event, Dave Jarman, Enterprise Skills and Education manager at the University of Bristol, said: "This year we had 47 entries to the competition and the standard was extremely high. We short listed seven of these to go onto the final which was no mean feat. The standard of entries continues to get higher each year and we're proud to be able to offer an entrepreneurial outlet to those with enterprising ideas."

A panel of experts from the sponsoring organisations including Bristol City Council, Business Link, Deloitte, EADS, Edwards, Ginko Investments Ltd, IP Group, Osbourne Clarke, North Bristol NHS Trust, Santander, SETSquared Business Acceleration Centre and the Wyvern Seed Fund, will judge the best entries from those submitted. Successful entries will then be

invited to submit full business plans. Winners will be awarded cash prizes and support to help bring their ideas to the market place.

Winners of the 2010 New Enterprise Competition will be revealed at the University's Enterprise gala dinner on 29th June in the Wills Memorial Building.

During the short listing event, three new members were also inducted into the University's Enterprise Roll of Honour.

These included Dan Turner. Dan Turner is an alumnus of the University (BSc Physics, 1988) and is co founder of ByBox Holdings Ltd. ByBox started with a mission to transform logistics by delivering to electronic locker-banks instead of home addresses. In 2008, ByBox was the winner of the Deloitte EMEA Fast 50 award for the fastest growing private technology company in Europe.

Other Roll of Honour inductees include Eldar and Roy Tuvey. Eldar and Roy Tuvey are brothers who graduated from the University of Bristol with BSc Economics (1992 and 1996 respectively). The Tuveys are co-founders of ScanSafe, an Internet security company designed to keep malware off corporate networks and allow businesses to control and secure the use of the Internet.

... ENDS

Notes for editors

Sponsors

The 2009 New Enterprise Competition is sponsored by [Bristol City Council](#), Bristol [SETsquared Business Acceleration Centre](#), [Business Link](#), [Deloitte](#), EADS, [Edwards](#), [Ginko Investments](#), [IP Group](#), [North Bristol NHS Trust](#), [Osborne Clarke](#), [Santander](#), and the [Wyvern Seed Fund](#).

About the University of Bristol

The University of Bristol is committed to combining its excellence in research and innovation with a vibrant enterprise culture. The University is working with government, industry and other partner organisations to encourage the growth of knowledge based businesses in the South West.

In particular, Bristol has joined forces with the Universities of Bath, Southampton and Surrey to establish the SETsquared Partnership to encourage enterprise, build new businesses and work more effectively with industry. As research-intensive universities, these enterprise activities derive from their research base, although support is also available to entrepreneurs from outside the universities. With a combined research staff of 6,400 and research budget of £266 million, the resulting contribution to the UK 'knowledge economy' is far greater than could be achieved individually. The partnership offers:

- Enterprise training and education
- Support for new businesses from within and external to the universities
- Access to innovative research that could lead to new products and processes

www.bristol.ac.uk/research

For further information please contact:

Sadia Rooney, Marketing & Communications Manager, Research Enterprise & Development, University of Bristol, Senate House, Tyndall Avenue, Bristol BS8 1TH, tel (0117) 928 8676 or email sadia.rooney@bristol.ac.uk