



# STUDENT ENTERPRISE IMPACT REPORT

AUGUST 2024 – JULY 2025

BE INSPIRED | BE INVOLVED | BE ENTERPRISING

Produced by Research and Knowledge Exchange



Swansea University  
Prifysgol Abertawe

# MEET THE STUDENT ENTERPRISE TEAM

The student enterprise team are based in Research and Knowledge Exchange Services (RKE). They are responsible for delivering the Welsh Government’s Youth Entrepreneurship strategic programme, aligned to the institutional Enterprise Strategy 2023-28, by supporting students and graduates to become more entrepreneurial and providing them with the mindset, experiences and skills needed to start their own business, freelance career or social enterprise. They also support the delivery on commitments for commercial driven activities, new business growth and civic mission as set out in the Research Wales Innovation Fund (RWIF).

WE ARE...



**Emma Dunbar**  
Associate Director  
of Knowledge  
Exchange



**Kelly Jordan**  
Student  
Enterprise  
Manager



**Angus Phillips**  
Student  
Enterprise  
Officer



**Joel Bowen**  
Student  
Enterprise  
Administrator

## CONTACT US...

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- [Enterprise\\_SwanUni](#)
- [Swansea-university-enterprise](#)
- [Enterprise\\_SwanUni](#)

### Welsh Government Youth Entrepreneurship Grant

The student enterprise team is supported by Welsh Government as part of the Young Persons Guarantee to encourage and support young people to be more entrepreneurial and help those interested in starting a business take their ideas forward.

### Research Wales Innovation Fund (RWIF)

MEDR (Commission for Tertiary Education and Research) has provided the Research Wales Innovation Fund to sustain existing innovation activities at Swansea University and increase capacity to support organisations across the region.

### Santander Universities

As one of the 75 Santander Universities, Swansea University receives funding to support Education, Employability and Enterprise. **£15,000** of this supports students to start businesses, which is awarded through the university’s Big Pitch competition.

## OUR VISION

### INSTITUTIONAL ENTERPRISE STRATEGY 2023-2028

Enterprise and entrepreneurship are at the heart of innovation at Swansea University. As a research-intensive institution, our vision is to be a leading global university that is renowned for empowering individuals to create a positive change in the world through enterprise, innovation, partnership, knowledge exchange, and transformative community engagement. We seek to create a lasting legacy of impact and added value that enriches the lives of individuals and communities, now and in the future.

## OUR MISSION

- Enhance** our enterprise and entrepreneurial reputation by advancing an **open, trusted** and **dynamic environment** for **collaboration, creativity**, and **opportunity-taking** within our staff and student community, and with our partners.
- Nurture talent** and **prioritise diversity, equality**, and **inclusion**, ensuring that everyone has the opportunity to contribute and succeed.
- Support the delivery** of **collaborative** and **translational research & innovation, enterprise creation**, and **cutting-edge solutions** that will impact on some of the world’s most pressing challenges.
- Position Swansea University as the **partner of choice in the UK** whilst responding to the **needs of our region** and **delivering for the public good**.

## Triple E Innovation and Entrepreneurship Activators of the Year 2025 Global Finalist

**2<sup>nd</sup> in Wales & 15<sup>th</sup> in the UK**  
for newly registered businesses

School of Management accredited **The Small Business Charter** and **Charter for Inclusive Entrepreneurship**

Triple E **Innovative & Entrepreneurial University of the Year 2024 European Runner-up**

Shortlisted for the Times Higher Education **Outstanding Entrepreneurial University** Award 2021 & 2023



# COMMITTED TO OUR STUDENTS ACROSS ALL DISCIPLINES

We have created a framework to support our students “Entrepreneurial Journey” by providing an environment of inclusivity and accessibility to help our students develop their entrepreneurial skills, mind-set and resilience to encourage business start-ups.



## 14,810 ENGAGED

Students introduced to entrepreneurship through awareness raising talks, activities and careers events.



## 1,542 EMPOWERED

To explore and develop their entrepreneurial capacity through workshops, hackathons and entrepreneurial initiatives.



## 508 IDEAS VALIDATED

Through test trading and mentoring.



## 189 NURTURED

To start through 1-2-1 business advice meetings.

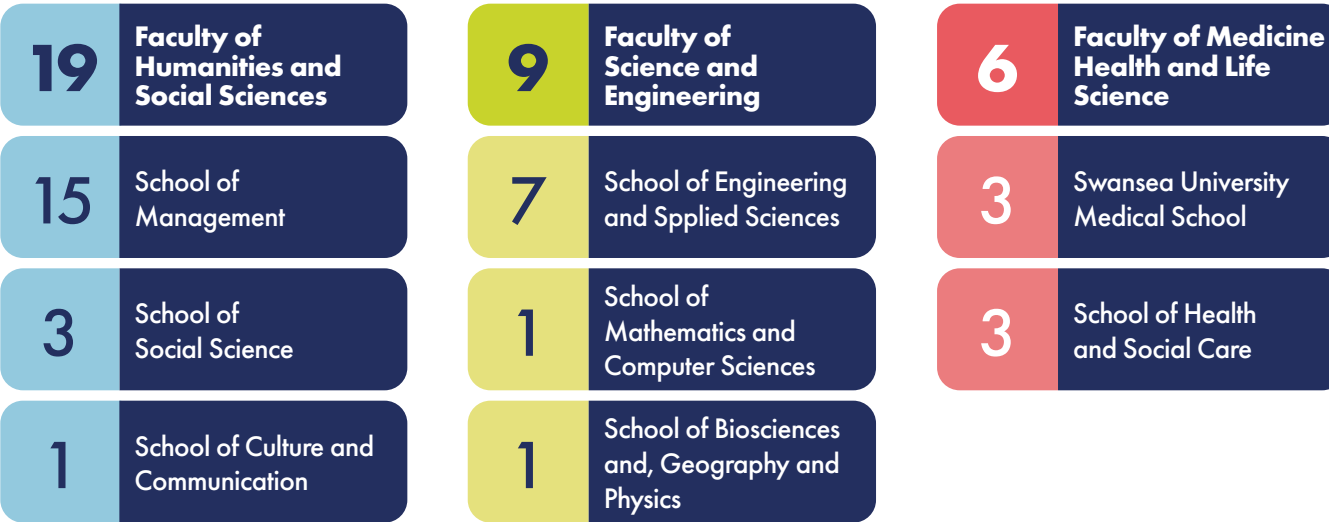


## 110 BUSINESSES STARTED



# COMMITTED TO ENTERPRISE IN THE CURRICULUM

**1,387 students:** enrolled on 34 modules focused on enterprise, entrepreneurship or innovation



### Career Development Course

Accessible and integrated resources coupled with a programme of workshops, training sessions and seminars to enhance the skills relevant to the enterprise activity. Examples include our “Career Development Course”, which students and recent graduates can voluntarily undertake units to enhance their employability. “Starting your Own Business” is one of the **16** units, in which **60** individuals undertook.

### Student Enterprise Launches Canvas Hub

In January 2025, a dedicated Student Enterprise Hub on Canvas was launched, the University’s central learning platform. Designed to increase visibility and accessibility, the Hub makes it easier for students to discover and engage with enterprise support alongside their academic studies. The Hub features a growing collection of tools and resources to support student and graduate entrepreneurs, including start-up guides, event calendars, workshop recordings, case studies, the Enterprise Catalyst quiz, and links to local start-up support. Since launch, **20** students have self-enrolled, with engagement expected to grow as the Hub becomes embedded into student life.

### “Entrepreneurial” Graduate Attributes through curriculum transformation

As part of Swansea University’s ongoing curriculum transformation, courses will now embed the development of graduate attributes, equipping students with the mindset and skills to contribute as innovative global citizens.

- Subject Professionals
- Collaborative Leaders
- Effective Communicators
- Innovative Thinkers
- Address Global challenges







# INSPIRING ENTREPRENEURSHIP

**Swansea University joins WE Innovate National, the UK’s first university-led network dedicated to supporting female entrepreneurs**



Spearheaded by Imperial College London, the WE Innovate National initiative brings together founding partners including Queen’s University Belfast, the University of Glasgow, Durham University, and Swansea University. Based on Imperial’s successful WE Innovate programme, the national rollout will support **150** women-led teams annually, offering masterclasses, expert mentoring, business coaching, and peer support, culminating in a competition with a **£30,000** prize fund. Each university will deliver its own regional version, feeding into a national Demo Day and supported by a new UK-wide WE Network to connect female entrepreneurs with mentors, investors, and industry leaders.

Swansea University’s participation reflects its strong commitment to inclusive enterprise, with senior leaders emphasising how the programme aligns with the university’s Enterprise Strategy by expanding access to structured, high-quality support for women-led ventures. The initiative not only aims to encourage participation but also accelerate the growth of women founders, contributing to a more diverse and sustainable innovation ecosystem across UK Higher Education.

## Young Entrepreneurs Scheme (YES) Competition

A team of five postgraduate researchers travelled to London to represent Swansea University in the prestigious YES (Young Entrepreneurs Scheme) competition, an international programme designed to raise awareness of commercialisation among Master’s and PhD students, postdoctoral researchers, research fellows, and technicians. The team presented an innovative idea aimed at reducing the impact of Parkinson’s disease. Although they did not progress to the final, they gained valuable experience and insight into entrepreneurship within STEM.

*Being part of YES24 was a fantastic experience. It has helped me to understand the standards and requirements for a successful business in STEM. Being able to see real people who have achieved or are on the path to achieving their goals has been truly informative and inspirational.*

**Freya Hamblin**  
EngD Materials, Modelling & Manufacturing





# BUILDING COMMUNITIES OF ENTREPRENEURS

We run events and initiatives to build communities of entrepreneurs amongst our students and graduates, including opportunities for students and societies to lead their own Enterprise focused activities, creating an inclusive, accessible and connected entrepreneurship community.

5

EVENTS TO DEVELOP PGR ENTREPRENEURS

40

EVENTS TO BUILD NETWORKS AND COMMUNITIES

144

LAUNCHPAD USERS

## Bringing Entrepreneurship to the Heart of Campus Life

The student enterprise pop-up stands are frequently seen across both campuses promoting upcoming enterprise events, services, and encouraging entrepreneurship. These regular pop-ups, as well as attending careers fairs, Freshers, Graduation and employability events, help put a “face to the name,” making them approachable and familiar to the student population. Hotspots across campus are populated with life-size cutouts of recent student entrepreneurs, including QR codes to access videos of their start-up journey and links to enterprise support.



Angus Phillips Student Enterprise Officer



Joel Bowen Student Enterprise Administrator



## Creating Changemakers through Hackathons

### INVENT FOR THE PLANET



Invent for the Planet (IFTP) is a 48-hour global innovation challenge, led by Texas A&M University, one of Swansea's strategic partners. Swansea remains the only UK university invited to participate, with over **200** students having taken part since 2018.

Students form local teams to tackle urgent global challenges such as climate change, energy, and sanitation. Each team develops a prototype and elevator pitch, with the winning solution put forward for a chance to compete at the Grand Final in Texas. Swansea teams have twice reached the final, first in 2019 and most recently in 2023, when team H2Grow were crowned global winners.

In 2025, **40** students from **11** countries participated from across the Faculty of Science and Engineering. The event was run by the student enterprise team and Academic Partnerships, with funding from the Research Wales Innovation Fund. **£3,500** was awarded in prizes from Engineers in Business Fellows and the Royal Academy of Engineering.

Our Swansea winning team Waste2Watts addressed poor sanitation in slum housing with a biotransformer toilet that converts waste into biofuel.

Judges included senior representatives from Swansea University, TATA Steel, and RAEng. Participants praised the event for its intensity, collaboration, and real-world relevance.

#### Feedback from student participants:

*I enjoyed the experience thoroughly, met great people and improved my project management and presentation skills. It did take quite a bit of work and limited sleep but was absolutely worth it!*

*It gave me the opportunity to work with a number of amazing people, to gain new experiences and, as an engineering student, expand my view of the real world.*

## WELL-BEING OF FUTURE GENERATIONS HACKATHON

Students from the Faculty of Humanities and Social Sciences participated in a high-energy hackathon centred on the Well-being of Future Generations (Wales) Act. Students worked in teams to develop enterprise-led solutions aligned with the Act's goals, such as a healthier, more resilient, and globally responsible Wales.

In just one day, students tackled real-world challenges in areas like mental health, sustainability, community cohesion, and economic inclusion. The event culminated in pitches to a panel of social enterprise founders and faculty judges, with teams showcasing innovation, teamwork, and social awareness.

Feedback from students and partners was overwhelmingly positive, praising the event for making the Act tangible and relevant through practical, student-driven enterprise activities.

This hackathon not only highlighted students' potential as changemakers but also demonstrated the importance of embedding sustainability and social responsibility in enterprise education.





## Meet & Mingle Networking Events



The Meet & Mingle networking series continued, partnering with **Tramshed Tech** in Autumn, in their newly opened premise in Swansea's historic Palace Theatre. The event included a tour of the recently opened premise, which provides co-working space & initiatives for start-ups, followed by open-floor networking amongst the **21** students in attendance and several local entrepreneurs.

The series continued in Spring with the student enterprise team partnering with **Tanya May**, Spanish lecturer and an active community volunteer, to host "**Passion to Action**", a networking event focused on social entrepreneurship. Many of Tanya's students had expressed interest in launching socially impactful ventures, inspiring the collaboration. The event brought together third sector business owners, **20** students, and community members to share experiences, explore opportunities, and discuss ways to drive social enterprise and positive change across the region.



## Student Trading Opportunities

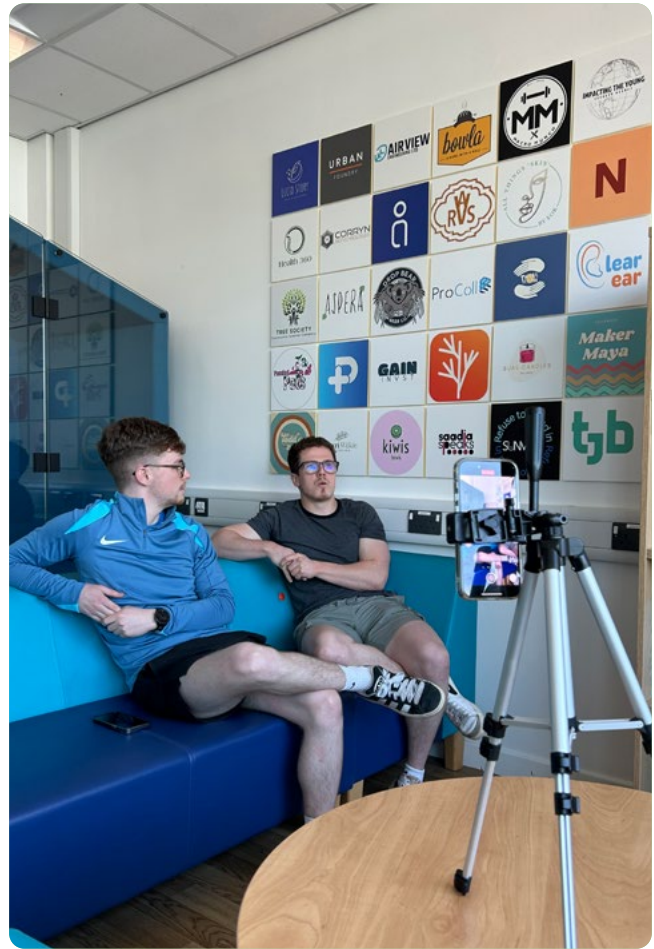
Test-trading opportunities provided on campus through the Student Trade Stands and quarterly Makers Markets, alongside regional pop-up events, offer students the opportunity to test, validate, and sell their products directly to the public. For many, this is their first real-world business experience, offering invaluable market feedback.

This year, **17** students traded on-campus and locally, helping to develop the local independent trader community and enhance their crucial sales techniques. With around **775** students and staff coming to the Makers Markets, over **£4,000** was generated by traders.



## The Student Launchpad

The Launchpad, an on-campus co-working space, functions as a critical support hub. It blends formal one-to-one guidance with informal peer networking, creating an open and safe space where innovation feels both visible and viable. The space, as well as regular **Meet & Mingle** networking events, plays a key role in embedding enterprise into everyday student life and broadens student-founder connections.



## Start-Up Case Study Videos

To encourage more students to consider entrepreneurship whilst at university and beyond graduation, we have continued to produce our series of video case studies, spotlighting recent student and graduate founders over the last few years.



## Swansea University's Career Boost

Swansea puts inclusivity and accessibility at the heart of its approach. Every initiative is supported by Career Boost, a Medr funded project that offers targeted support to those from under-represented groups. This helps provide additional support, from funding to resources, to students

who traditionally face barriers to entrepreneurship. Examples include an additional **£4,500** offered to under-represented groups through the Big Pitch competition and tailored events to help breakdown silos and make entrepreneurship accessible for all.



# COMMITTED TO SUPPORTING PARTNERS AND STAKEHOLDERS

6 REGIONAL PARTNER EVENTS SUPPORTED

21 ALUMNI ENGAGED IN ACTIVITY

## 4TheRegion Start-Up Expo 2025



Held at Swansea Arena on March 5th, the 4TheRegion Start-up Expo brought together business support organisations, funders, and advisers to showcase the support available for aspiring entrepreneurs from across South West Wales.

As a key partner, Swansea University collaborated on the organisation of the event and delivered Steps to Start-up workshops on the day. The Expo featured inspirational keynote talks, panel discussions, stalls, and networking opportunities.

The team were delighted to see several Swansea students and graduates, alongside over **200** members of the public engaging with enterprise and taking their first steps into the world of entrepreneurship.

## Agor Innovations “AI for Business” Event



The University’s Agor Innovations team hosted an AI event at the newly opened Tramshed Tech in Swansea’s Palace Theatre, showcasing how businesses can harness the power of Artificial Intelligence. The event included talks and panel discussions with AI experts and academics, including a session on **“Using AI to develop business plans”** presented by **Student Enterprise Manager, Kelly Jordan**.

## British Business Bank’s “Access to Finance Roadshow”

Swansea University hosted the British Business Bank’s **“Access to Finance Roadshow”**, designed to help businesses unlock their potential through strategic funding options available to them. Local business owners, the

Student Enterprise Team, colleagues and several student start-ups were in attendance, discovering various finance options for multiple business sectors.

## Brynteg Comprehensive Pupils Immerse in University Life at Swansea Bay Campus



In a collaboration between Swansea University’s **Faculty of Humanities and Social Sciences**, and **Brynteg Comprehensive**, over **300** pupils and staff visited the Bay Campus for a day of immersive learning. The event began with two large lectures in the Great Hall, followed by twenty interactive enterprise seminars exploring themes relevant to pupils’ academic and personal development.

**Dr. Gerad Oram** led a session on the wartime history of South Wales, while the student enterprise team introduced pupils to enterprise, innovation, and sustainability, encouraging teamwork and problem-solving through workshops.

*All our pupils thoroughly enjoyed the day. They were engaged and fully participated... Many commented on how impressed they were with the campus and the learning they undertook. Lots said they could not wait to go to Swansea University for real.*

**Nicola Lane**, from Brynteg’s humanities cluster.





# SUPPORTING OUR START-UPS

We support students through their start-up journey and help those already in business to grow, through start-up grants, business advice consultations, interactive workshops, business bootcamps, mentorship and more.

**1 BUSINESS BOOTCAMP**

**27 STUDENTS ON BUSINESS BOOTCAMPS**

**2 HACKATHONS**

**3 START-UP COMPETITIONS**

## Entrepreneur-In-Residence

Chris James brings over three decades of entrepreneurial and consultancy expertise, having launched eight businesses and held directorships across **14** companies. His experience spans technology, retail, software, marketing, professional services, and the third sector. Throughout his 35-year consultancy career, Chris has advised academic institutions, development agencies, and more than **400** SMEs, helping them grow, adapt, and innovate in fast-changing environments.

This year, Chris has supported **133** students and graduates with 1-2-1 startup meetings to guide them on their business journey. He also ran monthly masterclass sessions on financial planning, business registration and pitching.



Chris James

*After multiple meetings with Chris, I'm excited to share that my business is now at a stage where it's ready to receive funding.*

**Radiya Fazly**  
Medical Pharmacology Student

*Thanks to Chris' help, I just reached a milestone with my business, PD Grip! I just made my first £1,000 in sales so wanted to thank him so much for all the support.*

**Mateo Tadic**  
PD Grip Founder & Chemical Engineering Graduate

## The Founders Fund

This year, the Founders Fund was launched, which provides students and graduates with the opportunity to apply for **£500, £1,000 or £3,000** towards launching, developing or scaling up their enterprises. Since its launch, we have awarded over **£15,000** towards **18** student and graduate entrepreneurs. The funding opportunity was designed to break down barriers, helping start-ups to grow from their infancy, surpass the 3-year survival rate, have a positive impact and support economic growth in the region.



## Swansea University's Business Bootcamp 2025



The intensive four-day bootcamp equipped students and graduates with the skills, mindset, and tools to develop and launch their business ideas through hands-on workshops, expert mentoring, and real-world challenges, each day featured inspiring talks from entrepreneurial alumni. Feedback praised the bootcamp's interactive and supportive environment, expert-led sessions on topics like cash flow and branding, and the opportunity to build confidence, networks, and friendships. The programme has led to the creation of new start-ups, advanced several others toward launch, and offered participants follow-up 1-2-1 mentoring and support.

## The Big Pitch

Sponsored by Santander Universities UK, the competition supports student start-ups and showcases some of their innovative ventures. The annual competition saw **14** pitches from budding entrepreneurs. The judging panel included University Alumni Ben Reynolds, Urban Foundry Founder, Kim Mamhende from the Centre for African Entrepreneurship and Hannah Worth, Bowla Ltd Founder.

- **£7,000 awarded to 6 businesses**
- **11 businesses awarded mentorship**
- **9 spaces on bespoke accelerator programmes**



*I learnt lots on business and developed my business plan, but I wasn't expecting to make so many friends and expand my network.*

**Jasper Charter**  
Business Management

*Safe environment, good atmosphere, good for asking questions and learning, no shame and no judgement.*

**Victoria Farrow**  
Media and Communication

*The sheer volume of information provided, honest opinions and networking opportunities was outstanding. Plus, having guest speakers come in who have been supported by the student enterprise team has been really refreshing to see the different type of businesses and approaches people have had.*

**Amber Rowsell**  
Civil Engineering

**Feedback from student participants:**

*The diversity of pitches and opportunities being discussed was outstanding.*

*Amazing event, I like that it's a place for same minded people who want to build businesses.*

## Santander Founders Flash Fund

In the months that followed the **Big Pitch**, a further **£8,000** was awarded to an additional **13** students who applied to the Santander Founders Flash Fund, to support the development of their business.



# £38,905 INVESTMENT INTO ENTERPRISE

£15,000

FROM SANTANDER UNIVERSITIES UK TO SUPPORT BUSINESS LAUNCH AND GROWTH



£15,650

FROM RESEARCH WALES INNOVATION FUND (RWIF) TO SUPPORT BUSINESS LAUNCH AND GROWTH



£4,500

FROM THE CAREER BOOST TEAM TO SUPPORT UNDERREPRESENTED STUDENTS TO START-UP



£3,000

FROM ENGINEERS IN BUSINESS TO SUPPORT INVENT FOR THE PLANET



£255

FROM ALUMNI TO SUPPORT ENTERPRISE INITIATIVES



Swansea University  
Prifysgol Abertawe

£500

ROYAL ACADEMY OF ENGINEERING TO SUPPORT INVENT FOR THE PLANET



Royal Academy  
of Engineering

# COMMITTED TO STAFF

133 STAFF CHAMPIONS OF ENTREPRENEURSHIP TO DATE

The university continues to build its internal communities, working together to create synergies and linkages across the university’s three faculties and professional departments. This ensures we support the sharing of best practices, resources and cross faculty teaching, to break down traditional boundaries and silos in order to empower others to deliver entrepreneurship.

## Enterprise Education training for Academic staff

“Creating Innovative thinkers & entrepreneurial graduates: How to embed innovation & enterprise into your curriculum.”

To support the curriculum transformation, aimed at embedding innovative and entrepreneurial attributes in all graduates, a two-day enterprise education workshop led by renowned expert Emeritus **Professor Andy Penaluna**. The course equipped academic staff with practical tools to foster innovation in their teaching and student learning, aligning with the university’s

creating “innovative thinkers” Graduate attribute. Drawing on EU Joint Research Centre competency models and frameworks such as the OECD policy, and QAA guidance, the workshop covered areas including innovation-focused assessment, intellectual property, and the neuroscience of learning for innovation. Staff praised the course for its depth and applicability, with many planning to integrate its insights into their teaching.



Professor Andy Penaluna

## SALT Conference - Enterprise Education Workshop

Aligned with the curriculum transformation and the introduction of the institution’s Graduate Attributes, the team collaborated with Deputy Pro-Vice Chancellor for Employability and Skills, Professor Gavin Bunting, and Careers and Employability Lead, Simeon Smith, to deliver an interactive Graduate Attributes Hackathon workshop as part of the university’s Annual SALT Conference.

Over **200** attendees from across the University formed multidisciplinary groups to design a hackathon challenge that all their students could engage with. They explored how to involve stakeholders such as industry, alumni, and strategic partners to enrich the experience, as well as how such an activity could be assessed.

The event received positive feedback and successfully demonstrated how this type of activity can encompass all five Graduate Attributes. The presenting team will follow up on the ideas generated and offer support to those interested in running similar initiatives in their modules.

SUSALT 2025 - ENHANCING OUR PRACTICE: SHARE · LEARN · CREATE



17th Annual SALT Learning and Teaching Conference  
The 17th Annual SALT Learning and Teaching Conference took place at Singleton Campus on Thursday 10th July 2025. You can browse the interactive timetable below to find session recordings, slideshows, abstracts, posters and more.

[staff.swansea.ac.uk/academies/salt/what-we-do/conference/2025](https://staff.swansea.ac.uk/academies/salt/what-we-do/conference/2025)



Macro Shack Founder, Joe Austin



# CELEBRATING SUCCESS

## Triple E Awards Finalist 2024 & 2025

Swansea University has received international recognition two years running through the prestigious Triple E Awards, which celebrate excellence in entrepreneurship and engagement in higher education. In 2024, the University was Runner-Up Innovative & Entrepreneurial University of the Year, a category recognising institutions that have implemented pioneering ideas, products, or solutions with meaningful impact. Although the award went to the University of Dundee, Emma Dunbar, Associate Director of Knowledge Exchange, proudly represented Swansea at the ceremony in Lisbon.

In 2025, the student enterprise team were shortlisted as finalists for the Innovation and Entrepreneurship Activators of the Year award. Their entry, “Swansea University’s student enterprise team driving entrepreneurial excellence on campus and beyond,” highlighted their exceptional contribution to fostering entrepreneurial mindsets among students, staff, and the wider community. The team was thrilled to be acknowledged on the global stage for their continued commitment to embedding innovation and enterprise across the institution.



## UK Start-Up Awards 2025

Three graduates and business founders, each supported during and post their time at the University, have picked up awards at this year’s regional rounds of the UK Start-up Awards 2025, including Welsh Start-up of the Year.

The winners include:

- Alex Coldea, Dill – Wales Start-up of the Year & AI Start-up of the Year
- Dan Eedy, Kiwis - Food & Drink Start-up of the Year
- Hannah Worth, Bowla - Young Entrepreneur of the Year

## Swansea University rising in Higher Education Business & Community Interaction Survey (HEBCI) rankings

Entrepreneurship is embedded in the student experience at Swansea University, supported by a vibrant ecosystem of mentoring, funding, and enterprise activities. From hackathons and workshops to tailored support and enterprise modules across all faculties, students are empowered to turn ideas into real ventures. This strong

foundation has led to national recognition, rising to **2<sup>nd</sup> in Wales** and **15<sup>th</sup> in the UK** for student and graduate start-ups (HEBCI 2023/24). Business survival rates have also soared, with a 90% increase in three-year survival, moving Swansea from 60<sup>th</sup> to **35<sup>th</sup> in the UK**, a testament to its growing community of innovators.



# SPOTLIGHTING START-UPS

## Joelle Drummond – Drop Bear Beer, Founder

Alumni Entrepreneur Honoured for Industry Impact and Inclusivity



At the December 2024 Graduation, Swansea University awarded an Honorary Master of Arts to alumna Joelle Drummond, recognising her exceptional achievements in entrepreneurship, ethics, and sustainability.

A BA French and Italian graduate, with a master’s in Translation and Interpreting, Joelle co-founded the trailblazing Drop Bear Beer Co. in 2019 with her wife, Sarah McNena.

As the world’s first female and LGBTQIA+ founded alcohol-free brewery, Drop Bear Beer challenges stereotypes in a traditionally male-dominated industry. The company is also Wales’s first certified B-Corp brewery, with a strong commitment to social impact, 50% of its workforce identify as queer, and the business maintains a charity partnership with Galop, supporting LGBTQ+ victims of abuse and violence.

Featured in the University’s all-staff newsletter, Joelle reflected:

Having had the privilege of graduating twice from Swansea University, receiving an honorary fellowship is a profound honour. I am thrilled at the prospect of continuing to work with the University to deepen the connection between education, entrepreneurship and the most cutting edge of industry.

Find out more about Joelle from our Annual Alumni Sails magazine, this year themed on Entrepreneurs in Food and Drink.



## Alex Coldea – Dill, Founder

Dill Named Wales Start-up of the Year & AI Start-up of the Year



Dill, an AI-driven smart labelling platform founded by Swansea University Computer Science graduate, Alex Coldea, was crowned Best Start-Up in Wales at the Wales Start-Up Awards 2025.

The rapidly growing venture simplifies and automates the process of creating compliant labels, helping businesses reduce manual effort and increase efficiency. Originally from Romania, Alex launched Dill while at Swansea, and the company now operates on a global scale, highlighting the success of graduate-led innovation.

Mr Coldea, said:

Winning the 2025 Wales Start-Up of the Year is a huge moment for our team, and it really reflects the impact Dill is already making across the food and retail industries.

We started this business because we were frustrated by how slow and unnecessarily complicated labelling had become, a process so many people just accepted as ‘normal’ when we knew it could be done better. What began as a small, focused solution quickly revealed a much bigger opportunity, and that meant letting go of the original idea and starting from scratch.

With our recent launch in the United States and growing deployments across the UK and EMEA with Brother, our hardware partner, we’re building Dill into an AI-driven infrastructure layer that makes labelling invisible, a seamless service that operates across any site or device. We started with food and beverage labelling, but the vision is much larger: to redefine how every industry approaches labelling. This is just the beginning, and we’re excited for where this journey takes us next.



# 2024-2025 START-UPS

**A2Z Tuitions**  
*Abdullah Zamir*  
Private Tutor

**Abundant Travel Consult Ltd**  
*Oluwasola Sobola*  
Travel Consultant

**Acmel Security and Shipping Consultancy Ltd**  
*Emmanuel Ugbodu*  
Management Consultancy in Security and Shipping

**Adam Mackintosh**  
Self-Employed Osteopath

**Aeronova Propellers Ltd**  
*Aron Finnemore & Luke Davies*  
3D Printed Drone Propellers

**AGA Personal Training**  
*Alfie Griggs*  
Personal Trainer

**Ajivo Pvt. Ltd**  
*Sachin Bahade*  
Online Buying and Selling Platform

**Amy Thomas Aesthetics**  
*Amy Thomas*  
Beauty and Skin Aesthetics

**Anete Murniece**  
Self-Employed Osteopath

**Apollo Ipsum**  
*Raymond Tang*  
Handmade Candle Business

**Arianwen Jones Dog Walking**  
*Arianwen Jones*  
Self-Employed Dog Walker

**Arumay’s Kitchen**  
*Arumay Sinacano*  
Caribbean Restaurant

**Ashley Pearce**  
Self-Employed Osteopath

**Auto Workflow Wales**  
*Ross Usher*  
Smart AI Automation Service

**Blwm Osteopathy**  
*Brogan Attlay*  
Self-Employed Osteopath

**Brighter Being**  
*Ethan Thomas*  
Nutrition & Health Consultancy

**BWEN Wales**  
*Hadiza Abubakar*  
A CIC which supports black female owned businesses

**By Victoria Farrow**  
*Victoria Farrow*  
Social Media Manager and Content Creator

**Caitlin Rebekah Photography**  
*Caitlin Rebekah*  
Freelance Photographer

**Casa Technology Ltd**  
*Rowan Aldean*  
AI Supported Property Search Service

**Cat Tales Cafe Ltd**  
*Jess Gaule*  
Cat Cafe

**Charles Djamdijan**  
Self-Employed Osteopath

**Choi & Kim**  
*Kimin Choi*  
Maritime and Insurance law

**Cilgwenyn Bee Farm**  
*Dr Rhodri Nicholas Owen*  
Beekeeper and Honey Maker

**Created by Crochet**  
*Ella Dean*  
Crochet Seller

**Crellin Consulting**  
*Sebastian Crellin*  
Software Consultant

**Deezah Botanica Ltd**  
*Hadiza Abubakar*  
Handmade Natural Skin Products and Home Fragrances

**Demetae Dog Training**  
*Miles Simcox*  
Professional Dog Trainer

**Distinco Limited**  
*Harry Wilson*  
IT Services and Consulting

**DM Tesseract**  
*Adam Boyt*  
Indie Game Studio

**Dosa Designs Limited**  
*Albi Jinson*  
South Indian inspired Streetwear

**Dr Chloe Tulip**  
Sleep Health Specialist

**Dr Perry Wyatt**  
Author, Poet & Screenwriter

**Dylan Lewis**  
Website Developer

**Edutee Global**  
*Theresa Ogbekhiulu*  
Not-for-profit Education Organisation

**Eiconig Cy**  
*Joseph Morgan*  
Welsh Pin Badges

**Elency Group Ltd**  
*Charlie Evans*  
Automotive Solutions

**Emanuele Angilletta**  
Self-Employed Osteopath

**Emily Ffion Williams**  
Professional Surfer and Surf Coach

**EPI-Tech**  
*Lois Owumi*  
Ed-Tech Company

**Esby Digital Ltd**  
*Gobinth Krishnasamy*  
Website Development

**Evergrace Healthcare Ltd**  
*Simphiwe Sibanda*  
Residential Care Agency

**Fernanda Prata**  
Freelance Journal Editor

**Formula 3D Art**  
*Alex Brown*  
Formula 1 inspired 3D Printed Art

**Freya Haase**  
Self-Employed Osteopath

**Gentle Touch Ltd**  
*Dolapo Akinneyajo*  
Health Care Services

**Girls in Marketing**  
*Hannah Sassel Smith*  
Freelance Content Writer

**Goldley Medley Homecare Service**  
*Catherine Odiase*  
Homecare Health Provider

**Grace Mann Osteopathy**  
*Grace Mann*  
Self-Employed Osteopath

**Grace Morgan**  
Personal Trainer

**Grzegorz Breitkopf**  
Website Developer

**H&B Market Limited**  
*William Harrison*  
Online Retail Store

**Haven Ecology**  
*Joey Pickard*  
Ecological Survey Business Consultant

**Henry Tamblyn**  
Self-Employed Translator

**HS Fusion Ltd**  
*Harry Layton*  
Digital Software & Hardware Company



**Integrevise**  
*Ebenezer Ogoe*  
AI Education tool

**Irrupt Digital Ltd**  
*Oyinlola Williams*  
Digital Consusltancy Services

**J.W.2020**  
*Jess Wang*  
Marketing Consultancy

**Jack Humbling**  
Self-Employed Osteopath

**James WM Fitness**  
*James Wallis-MacLachlan*  
Fitness Coach

**Jeanne Audren de Kerdrel**  
Freelance French Tutor

**Jessica Sahedra Henna**  
*Jessica Sahedra*  
Henna Artist

**Jewelled Phoenix Ltd**  
*Simon Evans*  
Bespoke Jewellery Maker

**J Hurds Coaching**  
*Jemma Hurds*  
Fitness Coach

**Jula Needham**  
Self-Employed Osteopath

**Karo Agbro**  
Personal Trainer

**Larkyra Ltd**  
*Amber Rowsell*  
Customisable Triathlon Gear

**Lauren Kate Griffiths**  
Content Creator

**Marketing By Yas**  
*Yasmin Santiago*  
Freelance Marketer

**Martin Calonico Koenig**  
Self-Employed Osteopath

**Mirage Media Production**  
*Bryan De-Niro Semambo*  
Freelance Film Director

**Moons Massage**  
*Tanwen Moon*  
Massage Therapist

**Morgan Custom Solutions**  
*Ben Morgan*  
3D Printing Services

**Morgan James Jerrad**  
Property Management

**Munro-Morris Media**  
*Daniel Munro- Morris*  
Freelance Photographer and Videographer

**Mustafa Niazi**  
Freelance Data Analyst

**Nat Edwards Fitness**  
*Nat Edwards*  
Personal Trainer

**Neuro-Diverse CCT**  
*Heather Irene Esther Pickard-Hengstenberg*  
Neurodivergent Specialist

**Neuron Tutoring**  
*Marcus Emery*  
Online Tutoring Business

**New Era Tutors**  
*Romi Roomi*  
Online Tutoring Business

**New Heights Performance Academy**  
*Rebecca Treseder*  
Performance Academy

**NJ Craft Creations**  
*Nathan James*  
Custom Crafts and Woodworks

**NotaRobot**  
*Lloyd Garrett*  
Website Development

**Nurturelab Education Ltd**  
*Andrea Kriel*  
Online Tutoring Business

**Olivia Young**  
Freelance Photographer

**Open Innovation Professional Services**  
*Michael Winn*  
Open Innovation Professional Services

**Optimal Period**  
*Dr Natalie Brown*  
Women’s Health Specialist

**Osteopathy with Talia**  
*Talia Gould*  
Self-Employed Osteopath

**PD Grip Ltd**  
*Mateo Tadic*  
Extra Grip Hand Cream Product

**Propelr Agency**  
*Oliver Eaton*  
Digital Marketing Agency

**RAS Websites**  
*Robert Stevens*  
Website Development

**RD Injury & Mobility**  
*Richard Dunham*  
Alternative & Holistic Health Service

**Relieve**  
*Fernanda Prata*  
Specialized underwear brand for Hidradenitis Suppurativa

**Riot Translation**  
*Camille Riot*  
Self-Employed Translator & Interpreter

**Rosemary Capwell**  
Freelance Data Analyst

**Sam Marshall**  
Self-Employed Developer at MindMoss

**Saurabh Tomer**  
Product Strategy & Data Consultant

**Seabury Performance**  
*Thomas Seabury*  
Specialist mental health training for athletes

**Shenali Fernando**  
Freelance Spanish Interpreter

**Sinica Analytica**  
*Melody Lin*  
Freelance Associate Analyst

**Siora Ltd**  
*Anoshanth Jeyasountharan*  
Biotech Company specialising in Microfluidics

**Swansea Flowers**  
*Aniqa Bursha*  
Florist

**Synapto AI**  
*Aaron Nettle*  
AI Service Solutions

**The Wob Mob**  
*Charlier Jervis*  
Event nights in Swansea

**Thread Again**  
*Matthew Drew*  
Sustainable Fashion Retailer

**Trafford Bage**  
Self-Employed Developer at MindMoss

**View 62**  
*Chaliese Anderson-Ludvigsen*  
Seaside Café & Bar

**Wear Letisha**  
*Letisha Ndiba*  
Custom Design T-shirts

**Wishbones Body Therapies Limited**  
*Kat Adamczyk-Rees*  
Self-Employed Osteopath

**Yujo Marketing Ltd**  
*Syed Ujair*  
Marketing Services



# YEAR IN PICTURES...

Promoting Enterprise at Graduation



Judges viewing pitches at the 2025 Business Bootcamp



Kat Adamczyk-Rees Big Pitch participant



Edutee Global Founder, Theresa Ogbekhiulu



Student Trader at Makers Market



Emilia Leo trading on campus



ClearEar Founders, James Wood & Bethany Hatten



Visiting Drop Bear Beer Founders, Joelle Drummond & Sarah Drummond



Invent for the Planet 2025 participants







Swansea University  
Prifysgol Abertawe

# STUDENT ENTERPRISE IMPACT REPORT

AUGUST 2024 – JULY 2025



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