



Prifysgol Abertawe  
Swansea University



WE Innovate National is led  
by Imperial College London

## **Swansea University WE Innovate programme FAQs**

### **What is WE Innovate?**

WE Innovate is Swansea University's pre-accelerator programme for women entrepreneurs.

It provides participants with masterclasses, mentoring, and opportunities to develop fledgling business ideas into successful ventures. WE Innovate is a 5-month programme running from January to June. The programme supports the development of up to 15 teams through masterclasses, business coaching, one-to-one expert support, peer mentoring, and much more. There are three phases during which 15 teams become a final five, who then compete for a chance to secure a share of the £15,000 funding.

### **Who is eligible to apply for WE Innovate?**

WE Innovate is open to women and non-binary postgraduate students, researchers, and recent graduates of Swansea University.

To be eligible, applicants can / must be:

- Be a current Undergraduate student at Swansea University
- Be a current postgraduate student (Master's or PhD) at Swansea University
- Be a current researcher employed by Swansea University
- Be a graduate / Alumnus of Swansea University who completed their degree within the last three years.

### **What are the prizes available in WE Innovate?**

All prizes will be chosen by our judging panel at the WE Innovate Final. Prizes include a share of the £15,000 prize fund.

### **Can I apply as a solo founder of a team?**

Yes, you can apply as a solo founder or as part of a team, but at least one team member (preferably the lead) must meet the eligibility criteria and identify as a woman.

### **Can I add team members to my team after the programme commences?**

Yes. If you want to add team members to your team, you must inform the programme manager so we can collect their contact details and officially onboard them.

### **What kind of ideas or projects can I submit?**

You can submit ideas or projects across any sector or field. The programme focuses on supporting innovation, entrepreneurship, and commercialisation, so projects with a clear impact and viability are encouraged.



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### Do I need to have prior experience in entrepreneurship to join?

No prior experience in entrepreneurship is required. The programme is designed to support entrepreneurs at any stage of their journey.

### Do I need to have a fully developed idea to apply?

No, you don't need a fully developed business plan. However, you must demonstrate that you've done preliminary research and have a clear vision for your project's impact and scalability.

### Can I apply if I'm already running a business?

Yes, applicants who already have a registered business or start-up are welcome to apply, provided they meet the eligibility criteria, and their business aligns with the programme goals.

**Can I submit several projects?** Yes! As long as you've done the required research on all of them (see our Entry Requirements above) you can submit several ideas.

### How is the programme structured?

The programme is divided into three phases:

- Phase 1: Foundational masterclasses, coaching, and workshops to develop entrepreneurial skills.
- Phase 2: Advanced support, including a founder retreat and investor pitching opportunities.
- Phase 3: Intensive pitch preparation and the Grand Final event where teams compete for funding and recognition.

### How do I move between programme phases?

Progression between phases is determined based on your application and performance during the programme. Progressing on to Phase 2 and Phase 3 are selected by the programme panel.

### What is the Phase 2 Founder Retreat?

The retreat is an overnight, in-person event where Phase 2 participants immerse themselves in focused workshops, peer networking, and strategic business planning. The cost of the retreat is covered by Swansea University.

### What if I don't progress to the next phase?

If you do not move to Phase 2 or 3, you will still receive valuable feedback and coaching through exit sessions and be part of the wider WE Innovate community.



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### Support and Benefits

#### **What kind of support does WE Innovate provide?**

- Access to in-person masterclasses, covering essential entrepreneurial skills.
- Guidance from experienced mentors.
- Opportunities to network with like-minded individuals, industry professionals and investors.
- A chance to pitch for funding to develop their ideas.

### Logistics and Key Information

#### **Do I need to attend all sessions?**

To participate in WE Innovate, team leads and their team members are required to attend all in-person programme sessions. In-person sessions typically take place at campus.

#### **Is there a fee to participate in the programme?**

No. WE Innovate is fully-funded for eligible participants, including the founder retreat.

### Timeline and Application

What are the key dates I should know?

- Applications close: 7<sup>th</sup> December 2025 23:59
- Outcomes: 17<sup>th</sup> December 2025
- Programme launch: Wednesday 28th January 2026
- Grand Final: Wednesday 10<sup>th</sup> June 2026,

Please see Programme calendar for a full schedule of events, masterclasses and coaching.

#### **Who runs the programme at Swansea University?**

WE Innovate is managed by The Student Enterprise Manager Kelly Jordan, [k.l.jordan@swansea.ac.uk](mailto:k.l.jordan@swansea.ac.uk).

All enquiries can be directed to The Student Enterprise Team [Enterprise@swansea.ac.uk](mailto:Enterprise@swansea.ac.uk).

[Venture Folk](#) will run the programme on behalf of Swansea University. Venture Folk is a workers cooperative and social enterprise, owned and managed by a collective of innovators, creators and entrepreneurs.