



Exploring Entrepreneurship

Thursday 8 February 2024
The Abbey School



Welcome

We are delighted to welcome you to our latest ARCH Keynote Talk on ***Exploring Entrepreneurship***.

The aim of the evening is to celebrate business innovation in the Reading community and to spark new entrepreneurial journeys by building awareness, skills and networks.

“If you have the passion and commitment, and a thirst for hard work, anything is possible”

Dr Risin Molley, Co-founder, TriMedika
#BeTheRoleModel | Natwest x Getty Images

We are so grateful to the many entrepreneurs who have joined us to support this evening: to our guest speaker Sir John Madejski OBE, to the Henley Centre for Entrepreneurship at the University of Reading, and to the many experts who are so willingly giving their time to share their stories, experiences and learning, in support of our ARCH community.

ARCH is a hub bringing together individuals and organisations across Reading to offer opportunities and learning experiences for young people, and in particular young women. What unites our multi-school partners and the individuals and organisations with whom we collaborate, is a desire to improve the life chances of all young people - to help them fulfil their potential and live with confidence, purpose and joy.

“If you have an idea you’ve been mulling over for a while, just do it. Start small, validate your idea, network, feed your soul and values, and have fun.”

Ncheta Dasilva, Founder, Zola Eve (Sustainable and Ethical Activewear)
#BeTheRoleModel | Natwest x Getty Images



Innovate
UK



Programme

17.00	Entrepreneurship Fair Browse student-led businesses and meet our entrepreneur guests <i>Hardcastle Hall</i>
18:00 - 18.45	ARCH Keynote Sir John Madejski OBE DL DLitt <i>Richards Hall</i>
18.45 - 19.30	Exploring Entrepreneurship Breakout Rooms We welcome students Y9 and above to explore entrepreneurship through conversations with our business experts <i>Classrooms</i>
18.45 - 20.00	Networking Reception Guests are invited to continue the conversation about entrepreneurship and the themes from the keynote talk over refreshments (students and expert guests will join from 19.30) <i>Hardcastle Hall</i>
20.00	Departures

We are delighted to be featuring two story collections celebrating female entrepreneurs. The *Portraits of Success* exhibition is a collaboration between Natwest and Getty images as part of their **#BeTheRoleMode** campaign to showcase the diversity of female entrepreneurs. Meanwhile, Innovate UK's *Women in Innovation* campaign celebrates pioneering innovations to tackle societal challenges.

gettyimages



Innovate
UK



Guest Speaker



Sir John Madejski OBE DL DLitt

Sir John founded Auto Trader and with his incredible team developed it into a national brand.

A well-known local figure, Sir John is perhaps best known for building the Madejski Stadium - home to Reading Football Club - and presiding over the club as owner and Chairman for twenty six years, steering RFC to the Premier League on two occasions.

Sir John was the Chancellor of the University of Reading between 2007 and 2016.

Entrepreneur Guests



Amy Samuel **Digital Creative, Cultural Collaborator & Storyteller**

Amy has spent over 15 years driving marketing strategies and digital innovation for some of the world's leading brands including Coca-Cola, Bacardi and L'Oreal. In her current role as Marketing Innovation Director at Quantum-h, Amy is playing a pivotal role in shaping the emerging technology agenda using technologies such as QR, NFC, Blockchain, SMS and AI.



Bill Muirhead **Managing Director, Peter Jones Foundation**

Bill joined the Peter Jones Foundation in June 2017, becoming Managing Director in 2020. With over 15 years' experience in enterprise education and work-related learning, Bill joined from Coca-Cola European Partners where he led their community education programme, winning a Business in the Community Award for Excellence. Bill was part of the steering committee for Lord Young's Enterprise Education Review. In other achievements, he helped set up a bar in Chile.



Caroline England
Tech Entrepreneur & Abbey Alumna

Caroline is the Founder and Director of Featherbed Tales, a family-friendly reading and storytelling web-based app which helps connect families and supports speech, language and reading development. Through a series of bright and engaging recordable digital picture books, nursery rhymes and fun recordable greetings cards, the app connects families with loved ones when they cannot be together. Featherbed Tales work with library groups, schools and charities including children's hospices and hospitals around the world.



Ellen Whysall
President of the Reading Entrepreneurship Society

Ellen is a BA Accounting and Management student and President of the Entrepreneurship Society at the University of Reading (UoR). She has a huge passion for inspiring more women to enter the world of entrepreneurship and hopes to soon set up a sustainable female health company. Ellen also plays an active role in the Social Enterprise Hub - a student entrepreneurship partnership between The Abbey and Reading School - where she leads the UoR mentors for the 2023/24 programme and looks to build stronger bridges between UoR, local schools and the community.



Gurprit Singh
Director, Ethical Reading

Gurprit is a founder and Director of Ethical Reading, a non-profit social enterprise currently in start-up mode. Its core aim is to improve ethical behaviours in organisations with a particular focus on employee engagement and the environment. Gurprit has over 30 years' experience in computing and IT. He holds a MSc in Electronics and is a Fellow of the British Computer Society.



Jonathan Bill
Entrepreneur and Innovator

As an entrepreneur, Jonathan has founded and exited two Fintech businesses (financial & technology) in Mumbai, India and invested in several more. He returned to the UK with his family and is currently working on his next projects in Fintech and environmentally friendly air cooling. Prior to embarking on his entrepreneurial career, he held senior Product, Business Development and Marketing roles in Telecoms and Media in the UK, Africa and Asia.



Jurek Sikorski
Director of the Henley Centre for Entrepreneurship at the Henley Business School, University of Reading

Jurek is a business adviser to several start-up businesses and past chairman of several high-growth technology companies. At the UoR, Jurek is Director of the Henley Enterprise Lab at the prestigious Henley Business School. He founded Henley Business Angels, a network of leaders, investors and entrepreneurs connected to the Henley Business School. Jurek specialises in life sciences and over 20 years was CEO of several private and UK main market and AIM listed companies.



Leon Samuel
Innovator, Investor, Human Centric Designer Thinker

Leon is CEO of Quantum-h, a driving force in the world of emerging technologies. His career is testament to a relentless pursuit of excellence, innovation and an unwavering belief in the transformative power of technology and human potential. Leon has spent over three decades at the forefront of revolutionary change in the emerging digital space, finance, and fast moving consumer goods (FMCG) sectors worldwide.



Mark Mason
Co-Founder and Director, Design Nature

Mark is a designer with a passion for inspiring the next generation – harnessing the power of creativity, teamwork and collaboration. Mark is the co-founder of the UK design team at Nokia and has a track record of creating and delivering world-class products and programmes throughout his 30-year career. He is a visiting tutor at the Loughborough University, Design School, and works with both undergrad and postgrad students.



Mitch Lloyd
Founder, Petra Jewellery & Abbey Alumna

Mitch is an experienced jewellery designer and diamond expert. She has an educational background based in engineering and leadership and project management skills developed during a military career. Mitch went on to develop her commercial experience in investment banking. She believes that four years working for clients delivering construction projects has been a perfect foundation for running a retail and service-based jewellery business.



Professor Brad Hooker
Director, Ethical Reading

Brad is a co-director of Ethical Reading, a non-profit community interest company. He is a Professor Emeritus at the University of Reading in the Department of Philosophy and past president of the British Philosophical Association. Brad is an expert in moral and political philosophy and his recent research includes fairness and financial regulation.



Will Haresceugh
Early Stage Founder

Will is an actor, a 4th year student at the Henley Business School, and the Founder of an AI-Powered Personal Development Platform which aims to help students maximise their potential and well-being.

A Guide to the Entrepreneur Exhibition

Meet our students and professional entrepreneurs...

The G.O.A.T. Company	A fun new card game that will get you, friends and family hooked <i>Tycoon Student Team</i> <i>Tycoon is a national enterprise competition from the Peter Jones Foundation for students aged 6 – 18</i>
Resinate	Exquisite jewellery made from resin <i>Tycoon Student Team</i>
In the Bag	Tote bags made from recycled jeans <i>Tycoon Student Team</i>
Whisked	Cakes that will melt in the mouth <i>Tycoon Student Team</i>
The Social Enterprise Hub	Five multi-school student business teams will be launching their plans for social enterprise businesses based on the principles of: People - Planet - Profit. <i>Student Teams</i>
GAIN Investment Challenge	In partnership with GAIN (G irls A re I nvestors), students research a company to make an investment case. <i>Student Teams</i>
Featherbed Tales	Entrepreneur Caroline England showcases her digital picture books - connecting families, supporting literacy, speech and language development
Petra Jewellery	Mitch Lloyd has a background in engineering and leadership and now runs a retail and service-based jewellery business.
Ethical Reading	Enabling ethical action to help organisations and their teams to thrive by doing the right thing by each other, the wider community and the environment.
Reading Entrepreneurship Society	Encouraging student innovation and entrepreneurship at the University of Reading.

And much more...

Find out about the path to becoming an entrepreneur from Jonathan Bill;

Explore the virtual 'Portraits of Success' exhibition;

Hear the role-model stories of women launching businesses to solve challenges in society, from Innovate UK.

Introducing Innovate UK - the UK's national innovation network

	<p>Anne-Marie Tettey</p> <p>Women in Innovation Awards Programme Lead</p> <p><i>Connecting innovators with new partners and new opportunities</i></p>		<p>Geoffery Maycock</p> <p>Programme Lead for Talent Engagement</p> <p><i>Supporting business-led innovation</i></p>
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Here are some questions you might wish to ask the exhibitors when looking around

- How did you arrive at the idea for your product or service?
- Is there a problem you are trying to solve and why? Who is your target customer?
- What are the different roles of the team you work with?
- What's been the hardest part of setting up your business and how have you overcome that?
- How important are ethics and sustainability in your business model?
- What are your business goals and how are you planning to get there?
- What advice would you give entrepreneurs at the start of their journey?

Breakout Groups & Networking from 18.45

These opportunities provide you with dedicated time with our professional entrepreneurs to ask your questions

Here are some things you might want to ask our experts

- How did your entrepreneurial journey start?
- What have been the challenges and how have you overcome them?
- How did you build your business brand?
- Have your ideas ever failed and what did you learn from that?
- What do you love most about your job?
- What is your advice to someone who has an idea for a business venture?

Take a look at the ARCH website for top tips from our ARCH entrepreneurs

arch.theabbey.co.uk



Ellen Whysall

*President of the Reading
Entrepreneurial Society,
University of Reading*

Be inquisitive in other people's entrepreneurial journeys! You won't find two of the same stories.

Passion will drive your success.

Find something you want to change... and change it!

Good people always want to help other good people.

Be bold! No goal is too crazy and no dream is too big!!!

Our sincere thanks to everyone who has so generously contributed their time and expertise to ARCH: Exploring Entrepreneurship

We hope tonight will be the start of many new exciting entrepreneurial journeys

Coming Soon from ARCH



ARCH is delighted to welcome

Clare Balding CBE

to deliver the next ARCH Keynote
Talk entitled

Dare to be Different

Clare is one of Britain's leading broadcasters. She is an advocate for gender equality, an ardent campaigner for better coverage of women's sport and passionate about people being accepted and celebrated for who they are.

**Thursday 22 February 2024
17.00 - 18.00
The Abbey School**

Scan here to book a place



Go to our new ARCH website to keep up-to-date with forthcoming events and to find out more about ARCH and how to get involved

arch.theabbey.co.uk





EVENT FEEDBACK

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ARCH: Exploring Entrepreneurship
event at The Abbey today.

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us with your feedback.

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