

Student Entrepreneurs Unleashed in Welwyn

A Challenge...

Over 30 students from Oaklands College in Welwyn Garden City joined 21c for an Open Data Fest for young entrepreneurs. The Fest featured a 'Dragon's Den' format which was designed to enable any student – *regardless of their technical background* - to play with data and innovate. Students were divided into competing 'business' teams and asked to create a compelling business proposition around five sets of randomly selected data sets.



21c Accelerator Approach

The day was designed and run using 21c's Accelerator Methodology based on three open innovation principles

1. Exploration: facilitating discovery of new concepts through interactive tasks
2. Co-creation: enabling solutions to be designed together by users and producers,
3. Experimentation: bringing the new knowledge to life through hands-on, quick and easy tools.

The Prep...

The students – many of whom had no coding skills – used quick and easy-to-use app creation tools to upload data sets and transform their business proposition into a functional new App.

With Apps created for their chosen market, the students next practiced making their 'business pitch' with 21c coaches.

The Pitch...

App in hand, our entrepreneur teams entered the Dragon's Den where they presented their innovative business ideas before a panel of business veterans.

The Winners...

STADO: Allows tourists to easily find popular places of interest based on their own requirements

Saints Venues: A unique multi-purpose 'AirBnB' style App which allows users to find and book local venues

StA Bus Links: A one-stop App for bus timetables, journeys and ticket bookings

"We need more events like this one! If we can inculcate Open Data and entrepreneurship early on, Britain as a country will thrive in the future." –
Oaklands Computer Science Teacher