

Summer Enterprise Academy Project Overview

Context: Aberystwyth University pilot for an HEA Computing Subject Centre funded multi-disciplinary, user-led enterprise course involving 4 teams (one representative from each of Computer Science, Sports and Exercise Science, Management and Business and Theatre Film and TV (design/user interface). Inspired and supported by Bangor University Enterprise by Design staff.

Client: Aberystwyth University Students' Union

Brief: Each team of four students will deliver against the following brief:

Develop an app to engage AU students in a fitness and wellbeing context

Teams: Composition will be based on discipline and Belbin normed as appropriate. There will be a maximum of four teams ie 16 students in total

Support: Each team will have support from a trained facilitator (masters or above level) and daily support from discipline lecturing staff. Additional learning will be provided by visiting speakers.

The Student's Union will conduct an initial briefing, provide additional support as appropriate and act as the major client in the final judging of the pitching process.

Prizes: *Best overall team* – £1000 cash prize
Best student by discipline - £100 cash prize each for:

Computer Science: best integration design/coding

Management/Business: best identification of future market opportunities.

Sports & Exercise Science: best application of scientific fitness/wellbeing knowledge

Theatre, Film and TV: best user interface engagement

IP position: Arrangements to be confirmed