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## Northumbria at the heart of GENESIS 2015

**Northumbria University, Newcastle, is set to play a key role alongside the business community this month in the North East's first inclusive celebration of enterprise and entrepreneurship.**

GENESIS 2015 will bring together all five universities, the Entrepreneurs' Forum and the enterprise ecosystem. It will be hosted by the presidents of each of the Universities enterprise societies, and will provide an opportunity for student and graduate entrepreneurs to learn from the region's start-up, professional, financial and business communities.

Over 700 delegates are expected on the day, attending the workshops, one-on-one advice surgeries, and the networking opportunities as well as the Investors panel offered at the event.

Edd Dutton, founder of Giving Origin, and president of Northumbria University's Entrepreneurial and Enterprise Society (NUOVO), which helps like-minded students connect, collaborate and share ideas, is among those directing the event. He said: "The power of networking with your stakeholders at any stage of business is so vital in success. Entrepreneurs should always feel integral. They should believe in what they are doing and showcase not just their ideas but vision - GENESIS has fully supported that from conception. Giving Origin is pleased to work with the GENESIS team in forming and curating the brand."

[Lucy Winskell, OBE, Pro Vice-Chancellor \(Business & Engagement\)](#) at Northumbria, added: "Encouraging enterprise and entrepreneurship among our staff and students is a fundamental part of the Northumbria experience. It is an approach that continues to bring considerable success and opportunity. Indeed, we are recognised as the number one university in the UK for graduate start-ups based on turnover, and have supported the development of more than 100 graduate companies since 2009 – businesses that now employ almost 950 staff and have a combined turnover of £62.2 million. Not only is this really important to our students and graduates, but also to the economy of the North East. We are therefore delighted to be part of Genesis 2015."

Guest speakers will be on hand at the event to offer guidance to entrepreneurs and share their own graduate success stories. These will include Northumbria graduates Brett Jacobson, founder of Mediaworks and Jules Quinn, Managing Director of The TeaShed; Tareq Nseir, founder of Think; and Tony Cleary from the Lanchester Group. The InCredAbles – what if? movement will be launched by Roy Sandbach from the North East LEP; while Nevil Tynemouth from New Results Training will run the networking; and financial input will come from Andy Fishburn, head of investment at Virgin Start-up; Santander and the North East investment community.

Charlotte Windebank, managing director of networking group First Face to Face, which is supporting the event, said: "Over the last three years graduate entrepreneurs have made a crucial contribution to the economy, creating 1,500 jobs, 450 businesses and £64million in turnover and it is vital that as a

region we continue to encourage and nurture the entrepreneurs of tomorrow. With tickets proving extremely popular I'd urge anyone interested in attending to book their place today."

Sponsors of the event include Ebac, Tedco and Virgin Start-Up, Santander, Gateshead Council, NELEP, Tees Valley Unlimited, North East Finance, Entrepreneurs' Forum, Giving Origin, O PR, First Face to Face Ltd and Gospelware.

GENESIS 2015 will be hosted at Gateshead's BALTIC Centre for Contemporary Art in the middle of Global Entrepreneurship Week on Wednesday 18 November 2015 from 9am to 4:30pm. This will coincide with the GENESIS – Where Business Begins - and Entrepreneurs' Forum's 2015 'If We Can, You Can' Challenge final.

Visit [www.genesis2015.co.uk](http://www.genesis2015.co.uk) for more information on GENESIS 2015 and to book your free tickets.

Northumbria University's enterprise and entrepreneurship society, NUOVO is looking for enterprising individuals to help run GENESIS 2015. If you want to be at the heart of the entrepreneurial action, meeting the right people at the right time whilst supporting the event or if you want to enhance your CV experience in events management and to boost your own personal profile in the North East, get in touch! NUOVO wants to hear from you.

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call [0191 227 4571](tel:01912274571).

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