

Science Entrepreneur Experience

By Spin Up Science

Course Content and Learning Outcomes

Day 1 - Technology Validation

Key content covered

- Assessment of Client Project Proposal
- Analysing Innovation Potential and Application Use Case Mapping
- *Framing The Client's suggested problem and proposed solution*
- How to Conduct Professional Client Meetings
 - Briefing Meeting with The Client to clarify Client Project Proposal
- Introduction to the protection of IP with a patent attorney from The Professional Community
- Introduction to commercialisation of University research

Daily Learning Outcomes

- Increased understanding of how to evaluate and pursue research commercialisation
- Develop an analysis approach for identifying market opportunities
- Client management skills developed and implemented
- Practice developing professional rapport with clients
- Practice opportunities for leadership and team management
- Introduction to understanding Intellectual Property and IP strategies
- Participants build a mindset that is commercially and entrepreneurially aware

Day 2 - Market Landscape

Key content covered

- Analysing Market Opportunities
- *Understanding Market Drivers and Forces (Market Intelligence)*
- Conducting Competitor Assessment
- Identifying opportunities in *Competitive Landscape*
- *Customer Discovery and Interview approaches*
- *Identification of market pain or unmet need*
- Principles of User Centric Ideation
- Exposure to entrepreneurial journeys with talk from local entrepreneur from The Professional Community

Daily Learning Outcomes

- Increased understanding of how to evaluate and pursue research commercialisation
- Learn how to develop the next stage of a project
- How to use relevant business tools (e.g. PESTLE, SWOT etc)
- Understanding customer and market needs and how to address them
- Participants will have stress tested the Client project
- Practice opportunities for leadership and team management
- Development of professional network with local entrepreneurs

Day 3 - Commercial Strategy

Key content covered

- Financial Modelling led by an accountant from The Professional Community
- *Understanding Product Development Cycles*
- *Critical Path Planning and Technology Roadmap*
- Mapping the Supply Chain and Supply Chain Positioning
- *Commercialisation Roadmap*
- *Understanding and Planning Routes to Market*
- *Business Model and Plan Development*
- *Defining a Value Proposition*
- Talk from angel or VC investor from The Professional Community

Daily Learning Outcomes

- Practiced and experienced professional interactions with professional services
- Expanding participants' professional network across professional services
- Exposure to finance, corporate tax, and employment law
- Learn how to finance and develop the next stage of a project
- Participants will have considered a revised commercialisation pathway for the project
- Increased understanding of commercialisation strategy
- Key components of a Business Model using Business Model Canvas

Day 4 - Business Strategy

Key content covered

- *Funding pathway for early stage high growth businesses*
- *Sources of funding from grant to VC*
- Understanding exit conditions; M&A precedent and IPO
- *Developing and delivering an investment pitch*
- Company incorporation and directors' responsibilities with a solicitor from The Professional Community

Daily Learning Outcomes

- Expanding Participants' professional network across professional services
- Practice developing a narrative and preparing a pitch for investment
- Practice delivering a pitch to potential investors
- Developed understanding of how to raise finance, investors and company structure
- Exposure to due diligence and getting a company investment ready
- Learned the steps for incorporation of a new company
- Building on soft skills to build and manage teams

Day 5 - Project Delivery

Key content covered

- Delivering Commercialisation Advisory
- Client Report Presentation

Daily Learning Outcomes

- Preparing a client-ready body of work
- Client management and delivering advisory in a professional manner
- Reflect on working relationships that were effective over the course of the week
- Reflect on attributes required for effective teams