



Welcome to the Interactive Workshop on

Entrepreneurship and Innovation for PhDs and Post-Docs

14, 18, 21 & 25 May, 2021

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

OVERVIEW OF DAY 2 PROGRAMME

Draft Programme for the interactive online workshop on

**Innovation and Entrepreneurship
for PhDs and Post-Docs**

*How you can overcome the barriers of sharing your research
outcomes with societal stakeholders through entrepreneurship*

14, 18, 21, & 25 May 2021
(half-days), Online

Organised by
AESIS

ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partnering with:




Introductions

Understanding your stakeholders and beneficiaries

- Identifying and categorizing stakeholders
- Positive and negative impacts of your business venture

Neil Fleming

A successful business venture

Gwendoline Knybuhler

Stakeholder engagement/ Q&A

- Setting a timeline for stages of stakeholder engagement
- When to approach stakeholders

Neil Fleming & Gwendoline Knybuhler

Q&A Informal Discussion

Neil Fleming

Director of Business Development, The Challenges Group, United Kingdom



**Challenges
Group**

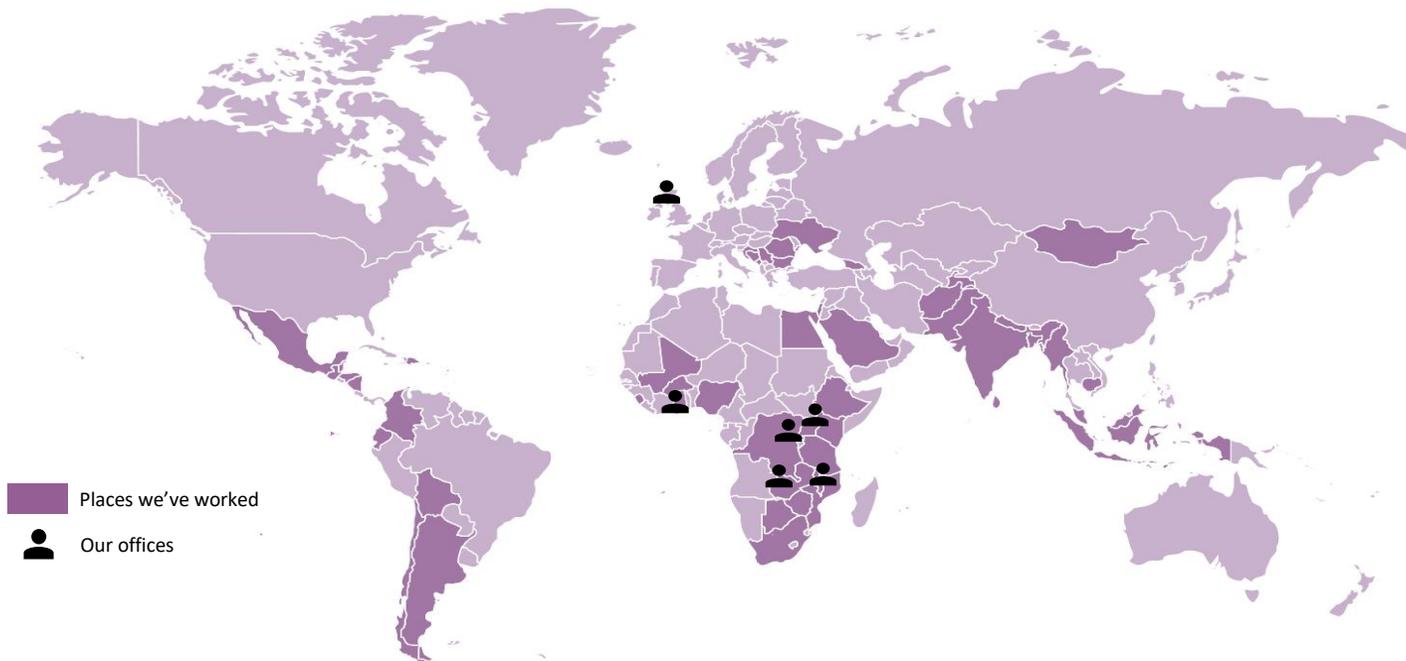
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Enterprising solutions to global challenges

Background

Since 1999, we have provided over 150,000 onsite consulting days, delivered £30 million in debt and equity financing and supported over 3,500 social businesses in 70 countries. We've partnered with and supported more than 1,500 companies in Sub-Saharan Africa since 2015, with our established offices and full-time teams in Ghana, Malawi, Rwanda, Uganda, Scotland and Zambia through a diverse range of programme and advisory work.

Despite COVID-19, in 2020 we have worked with 31 clients, delivering 45 projects across 20 emerging markets



Enterprising solutions to global challenges

1

Support small and growing businesses to improve and grow

2

Enable support ecosystems to work better

3

Catalyse enterprise collaborations to address complex challenges

Funders & Partners



The Scottish Government
Riaghaltas na h-Alba



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE



BRITISH COUNCIL



Unlocking
Public and Private
Finance for
the Poor



Foreign, Commonwealth & Development Office



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Our overall ambition is to provide an agile, value-for-money infrastructure for Scottish organisations to understand and access emerging markets in order to allow them to grow their business and impact.

We will create jobs and bring revenue into Scotland and position Scotland as a nation which inspires its citizens and organisations to take an innovative approach to working in enterprising partnerships with counterparts in emerging economies.

In time, by creating an economy-wide internationalisation infrastructure driven by social enterprise principles, we will also help to reinforce Scotland's position internationally as a leader in inclusive and sustainable growth.

Area	Activities
Market driven insight	<ul style="list-style-type: none"> Key sectors analysed – Renewable Energy, Land, Water and Digital Reports due to be shared early March with Scottish Stakeholders
Technical advice & market research facility	<ul style="list-style-type: none"> Supported 5 organisations to undertake market research and feasibility studies Total additional support funding attracted - £245,000 / awaiting outcome £80,000
Seed funding for initial market testing	<ul style="list-style-type: none"> Four organisations currently being supported on pilot / initial market testing Total additional support funding attracted - £760,000 / awaiting outcome £500,000
Investment Facility to support solutions	<ul style="list-style-type: none"> For companies highlighted – we have seen they are vulnerable without responsive capital and attrition where companies have taken on capital too early and not ready to execute on model No appropriate capital in the market just now – responsive & patient debt required
Infrastructure building	<ul style="list-style-type: none"> Approach being shared with wider innovation network across Scottish Universities through GCU Participating in ISEO Soc Ent awareness within Universities
Sharing internationalisation best practice	<ul style="list-style-type: none"> Working with CANDO / Universities networks Being asked more to share best practice on International Innovation – British Council Malaysia, Oxford University, partner on SILKEN project with GCU where we are complementing SEA leadership with practical Knowledge Exchange & Brokerage activities connecting social innovators around the world - Asia focused



Challenges Group

Examples & Learning

SOLARISKIT Flat pack solar water heater

Heriot-Watt University Spin Out

Raised project finance through Innovate UK

We are field testing prototypes

Focus on refining product, detail and commercial model



GIRAFFE
HEALTHCARE

Online physiotherapy

Glasgow Caledonian Spin Out

Raised project finance through GCRF / GCU

Field piloting in Ghanaian Health facilities

Refine product, detail and support commercial model



Aggregated Learnings

Key Lessons

Designed & created in isolation – not understanding the need in first instance

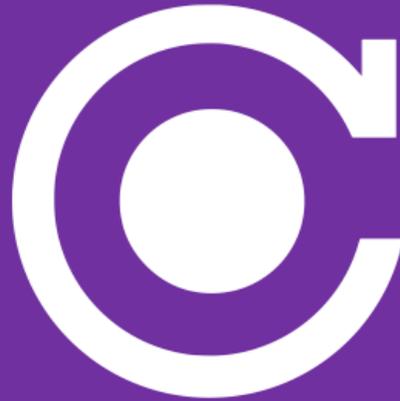
Lack of understanding on current models in markets and how being used

Momentum from Scottish ecosystem – awards, funding, support but not geared to international expansion

Challenge on continued momentum in support & focus - delays in funding slows this

International models do not match current investor appetite in Scotland





**Challenges
Group**

Stakeholder Engagement

Who are Stakeholders?

- Organisational stakeholders are people who have a vested interest in the organisation and who also place demands on it.
- There's usually a range of stakeholders within any organisation.
- These can be employees, suppliers, customers or clients, regulators and shareholders.

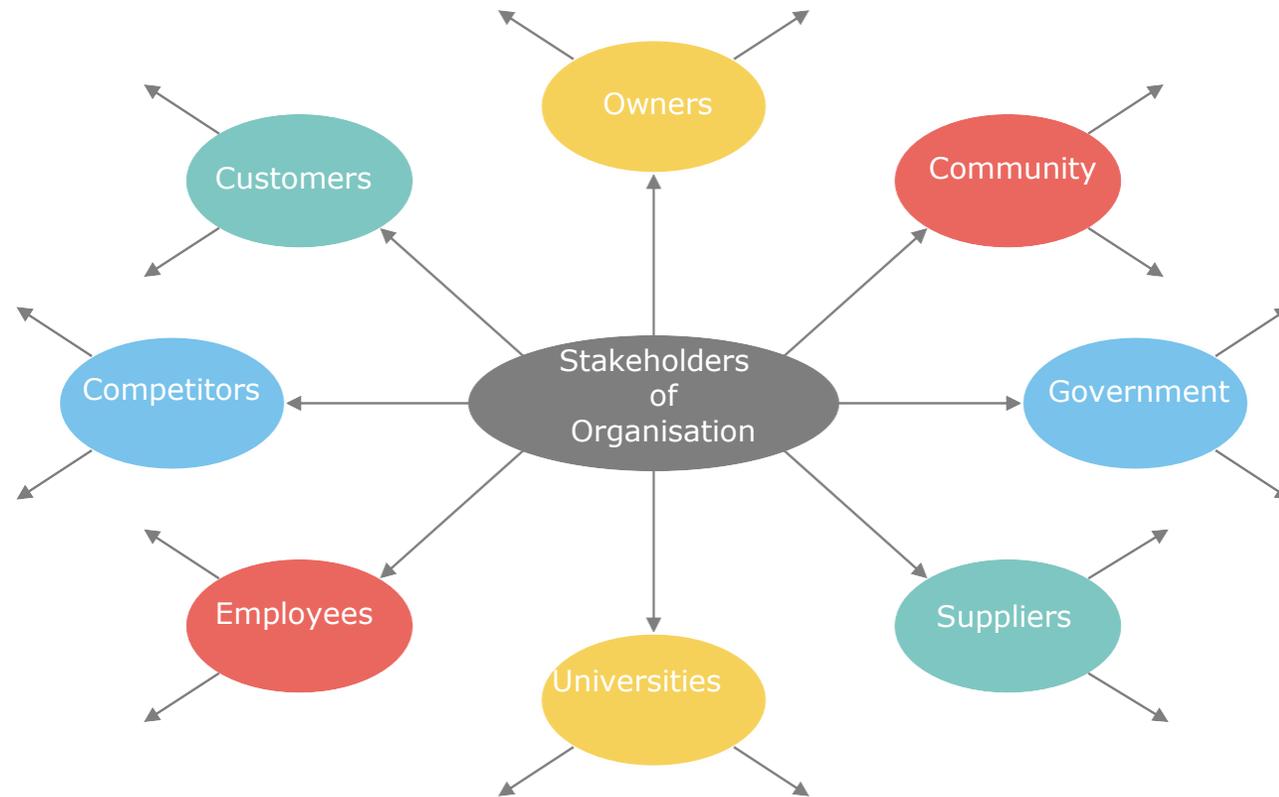
Why Manage Stakeholder Relationships?

Positive and mutually supportive stakeholder relationships encourage trust

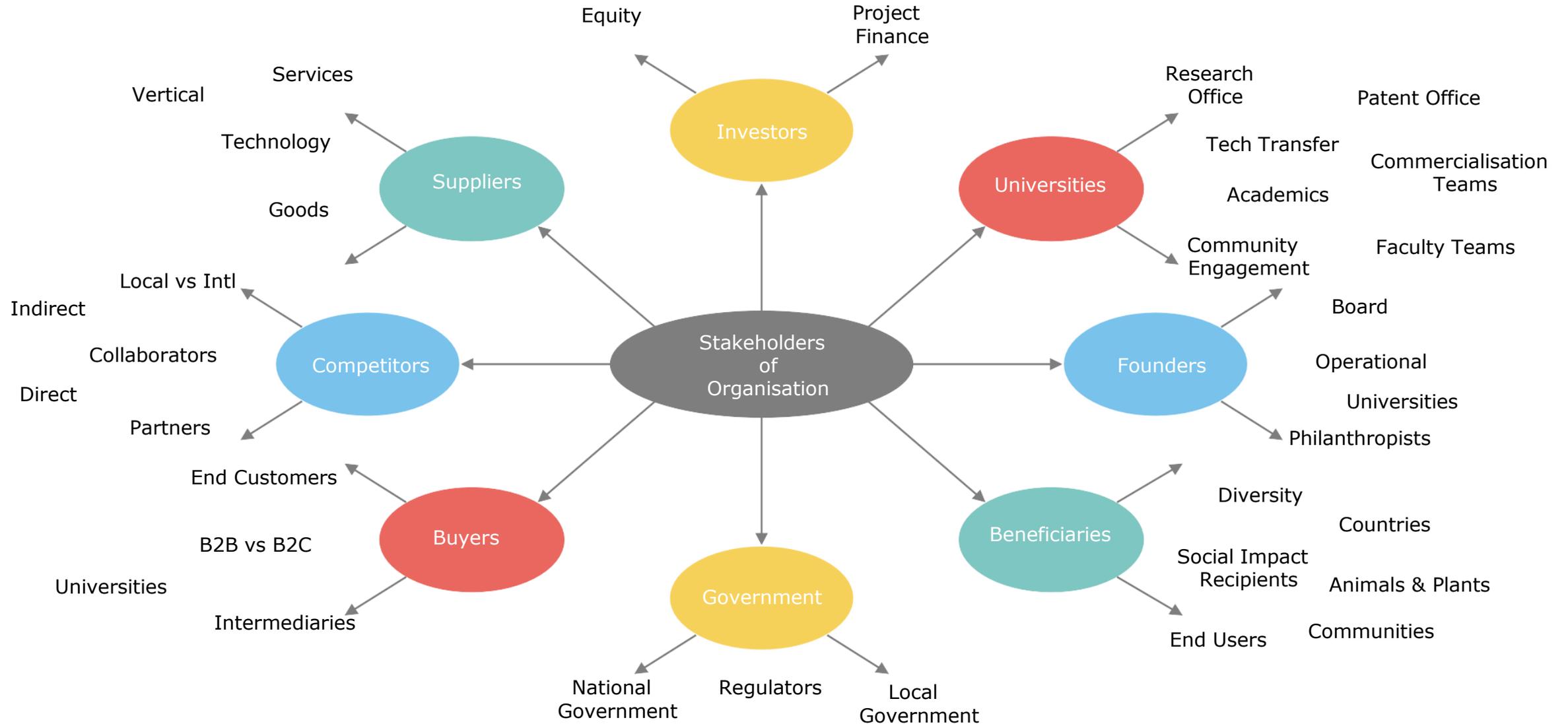
Effective stakeholder management stimulate collaborative efforts leading to rise in wealth creation

It can also be the basis for a competitive edge in both market and public relations

Stakeholder Mapping



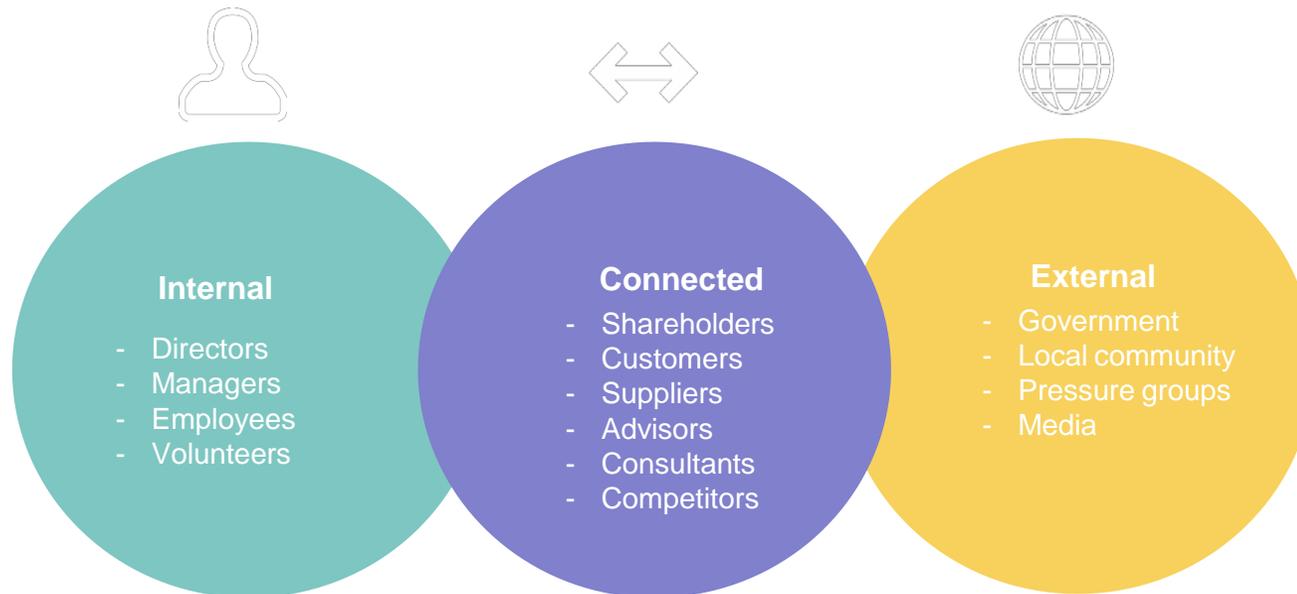
Stakeholder Mapping



Stakeholder Mapping

Considering the key stakeholders

Stakeholder Mapping is carried out to understand who your key **stakeholders** are, who is impacted by a change or who is driving the change and what they are looking for in relationship to your business.

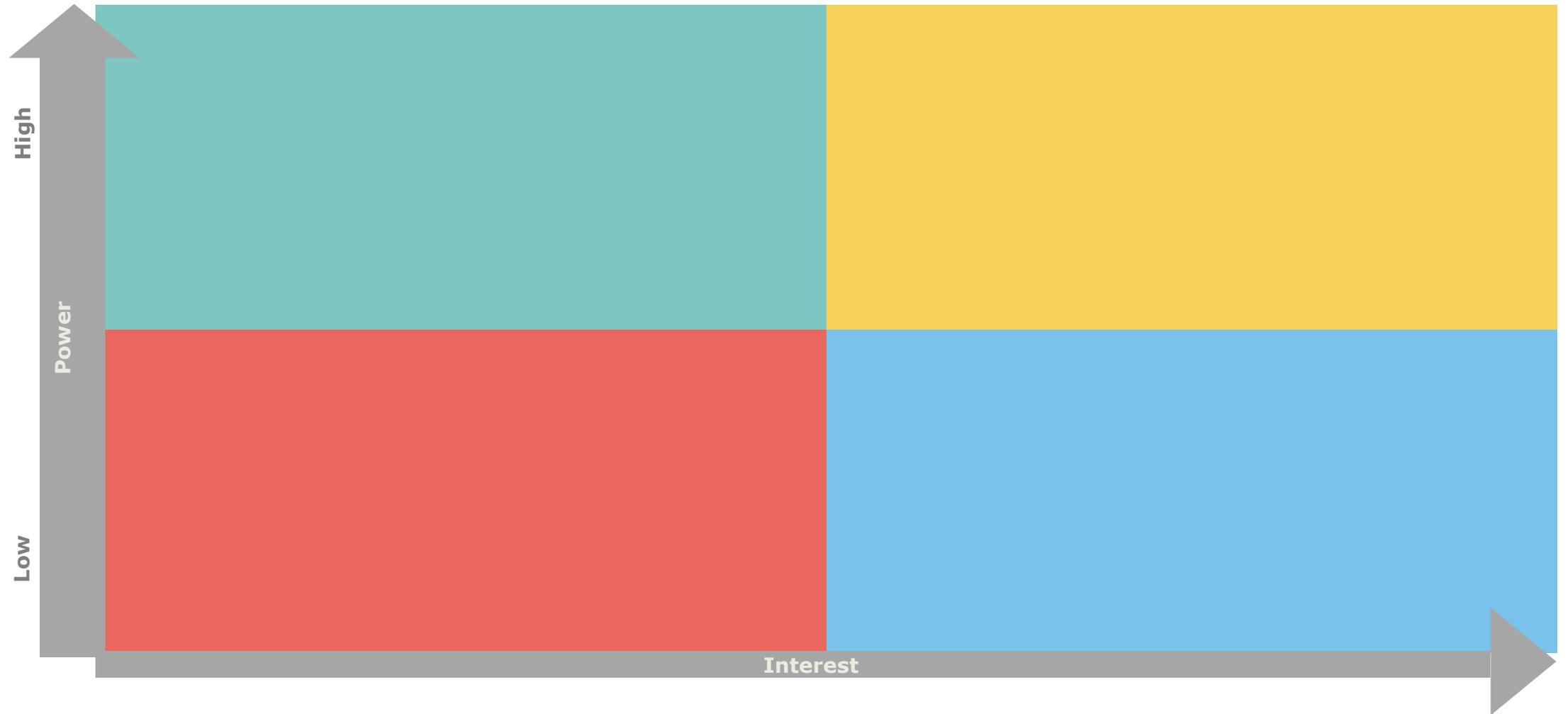


Stakeholder Interests and Expectations

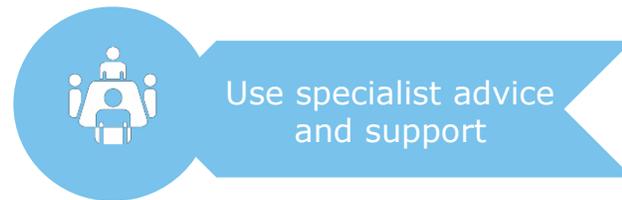
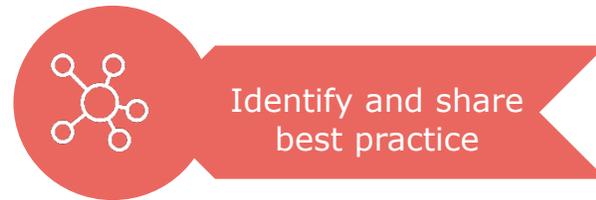


Effort should be placed on the highest priority groups while developing strategies to keep the less powerful groups happy.

Stakeholder Interests and Expectations



Having Different Stakeholder Groups



Stakeholder Communication Plan

STAKEHOLDER	PURPOSE (CONTENT)	METHOD	FREQUENCY	OWNER
E.g Funder	<ul style="list-style-type: none"> -Update on project outcomes -Highlight areas of difficulty -Other? 	Report Other?	6 monthly	Project Manager

STAKEHOLDER	PURPOSE (CONTENT)	METHOD	FREQUENCY	OWNER



**Challenges
Group**

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Gwendoline Knybuhler

Project & Partnerships Manager, Smartify

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Afternoon

Introductions

Defining the problem and market niche

- How to translate expertise into a product
- Identifying needs: who, what, when, where, why

Charlotta Nordenberg

Support from your institutions: skills vs facilities

- Skills needed to foster successful entrepreneurship
- What you can do for yourself vs what your institution can do for you

Kathryn Penaluna

Team Building

Kathryn Penaluna

Q&A and Informal Discussion

End of Day 2

Thank you