

Draft Programme for the interactive online workshop on

Innovation and Entrepreneurship for PhD's 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

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partnering with:



- Innovation and Entrepreneurship for PhD's and Post-docs -

AESIS is proud to launch our ambitious new workshop on **Entrepreneurship and Innovation for PhD's and Post-docs**, featuring experts from the entrepreneurial space who will impart PhD students and Post-doc researchers with the necessary knowledge and skills to innovate and translate their research into entrepreneurial ventures.

This workshop will cover topics such as:

- ◆ What is entrepreneurship in academia?
- ◆ How can you develop your expertise into a product or service and bring it to market?
- ◆ Stakeholder Engagement: which steps to take when?
- ◆ Skills vs Facilities: What you can do yourself vs what your institution can do for you
- ◆ Assembling a successful team

Benefits of the course:

- ◆ Interactive workshops offering insights on creating a business out of your research
- ◆ Discussions with peers in varied academic disciplines from universities around the world
- ◆ Q&A opportunities with global experts involved in academic entrepreneurship, from SSH to STEM
- ◆ Watching the final presentations of the companion Oxford Course on Business Development for Social Science and Humanities

AESIS Advisory Board

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Paul Wouters	Dean of Social and Behavioural Sciences & former Director of CWTS, Leiden University, The Netherlands

Draft Programme

Friday 14 May

all times in BST (GMT+1)

12.00 - 12.15 Walk-in

Optional viewing:

PARTICIPANT PRESENTATIONS OF 'BUSINESS DEVELOPMENT FOR SSH' COURSE

12.15 To warm up for the workshop you are about to follow, we offer you the opportunity to join the final participant presentations of the AESIS course preceding this workshop.

The course brings together research managers, policy makers, knowledge exchange officers, and many more on achieving societal impact through business development in the social sciences and humanities. After three days of training the participants will present their plans to further develop the impact-structures for SSH in their institution. These presentations and the feedback they receive will hopefully inspire you and help you understand the types of structures you and your colleagues are, or can be, working in.

14.45 - 15.00 Switch to Workshop programme

ENTREPRENEURSHIP IN ACADEMIA

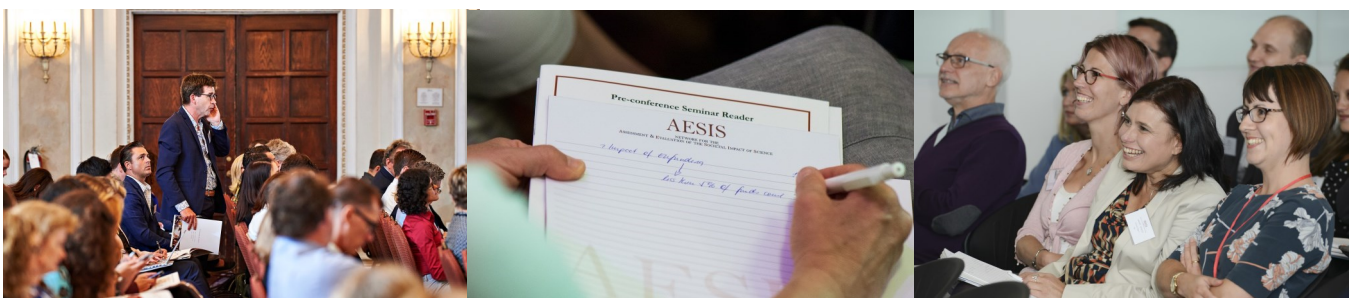
15.00 **Entrepreneurship in SSH and STEM disciplines**

- ◆ What does entrepreneurship look like in the SSH versus STEM disciplines?
- ◆ Products vs Services
- ◆ What common ground can be found between these entrepreneurial ventures and what are the key takeaways?

Oliver Cox* *Director, Oxford University Heritage Network*

***Representative
from STEM*** *Position*

17.30 End of Day 1



* confirmed speakers

Draft Programme

Tuesday 18 May

all times in BST (GMT+1)

12.30 - 12.45 Walk-in

12.45 Recap of Day 1 & Introduction to Day 2

BRINGING YOUR EXPERTISE TO THE MARKET

13.00 Defining the Problem and/or Market Niche

- ◆ What is the problem you are trying to solve, or the market niche you are targeting?
- ◆ Identifying needs: who, what, when, where, why
- ◆ Mapping actions: how can you translate your expertise into a product or service?

Speaker

Position

14.00 - 14.15 Break

14.15 *Continued...*

15.15 - 15.30 Break

15.30 Start-up Case Study

Speaker

Position

16.30 - 16.45

16.45 Support from your Institution: skills vs facilities

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

Speaker

Position

18.00 End of Day 2



* confirmed speakers

Draft Programme

Friday 21 May

all times in BST (GMT+1)

12.30 - 12.45 Walk-in

12.45 Recap of Day 2 & Introduction to Day 3

STAKEHOLDER ENGAGEMENT

13.00 Understanding your stakeholders and beneficiaries

- ◆ Identifying and categorising stakeholders
- ◆ Mapping positive/negative impacts of your business venture in the short- and long-term
- ◆ Aligning objectives and gaining support from stakeholders after impact considerations

Neil Fleming*

Director of Business Development, The Challenges Group, United Kingdom

14.00 - 14.15 Break

14.15 *Continued...*

15.15 - 15.30 Break

15.30 Smartify - delivering the best mobile experience for museum audiences with cost-effective, reliable technology.

*Gwendoline
Knybuhler**

Project & Partnerships Manager, Smartify

16.30 - 16.45

16.45 Stakeholder Engagement: which steps to take when?

- ◆ Setting timeline for response needed from stakeholders

Neil Fleming*

18.00 End of Day 3



* confirmed speakers

Draft Programme

Tuesday 25 May

all times in BST (GMT+1)

12.30 - 12.45 Walk-in

12.45 Recap of Day 3 & Introduction to Day 4

BUILDING A TEAM

13.00 Considerations when assembling a team to support your venture

- ◆ Size, skills, resources
- ◆ Finding internal and external support

Speaker *Position*

14.00 - 15.15 Break

PARTICIPANT PRESENTATIONS

15.15 Business Proposal: based on your research

Part 1

16.15 - 16.30 Break

16.30 Part 2

17.00 Final remarks and thoughts

17.30 Online Reception



* confirmed speakers