

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

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partnering with:



## - Innovation and Entrepreneurship for PhDs and Post-docs -

AESIS is proud to launch our ambitious new workshop on **Entrepreneurship and Innovation for PhDs 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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<b>Paul Wouters</b>	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

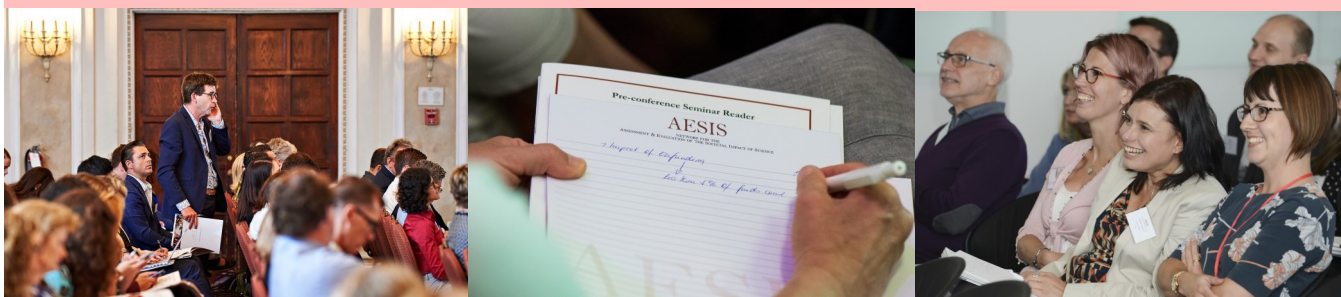
**15.00** Entrepreneurship in SSH and STEM disciplines

- ◆ 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?

**Dr. Oliver Cox\*** *Heritage Engagement Fellow and Co-Lead of the Oxford University Heritage Network, United Kingdom*

**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?

***Kathryn Penaluna*** Enterprise Manager, Centre for Creative Entrepreneurship, University of Wales  
Trinity Saint David, United Kingdom

14.00 - 14.15 Break

14.15 ***Kathryn Penaluna 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
- ◆ Resources for practicalities (such as finance and legal issues)

***Kathryn Penaluna continued...***

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 *Neil Fleming 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 continued...*

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