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:

OXFORD UNIVERSITY **INNOVATION** | UNIVERSITY OF OXFORD

- Innovation and Entrepreneurship for PhDs and Post-docs -

For early career researchers, taking the initial step into innovation and entrepreneurship can seem like a daunting task. The first hurdle for academics looking to bring their ideas into the entrepreneurial space is often the question: "Where do I begin?"

To help PhD students and post-doc researchers overcome the barriers of sharing their research through entrepreneurship, AESIS is proud to launch our ambitious workshop on **Entrepreneurship and Innovation for PhDs and Post-docs**. Featuring experts involved in entrepreneurship and innovation, this workshop will impart PhD students and post-doc researchers with the necessary skills and knowledge to innovate and translate their ideas into entrepreneurial ventures.

This workshop will cover topics such as:

♦ What is entrepreneurship in academia? How to involve stakeholders, and which steps to take when?

♦ How can you develop your expertise into a product or service and bring it to market?

♦ Skills vs Facilities: What you can do yourself vs what your institution can do for you

♦ Navigating innovation and entrepreneurship challenges as student entrepreneurs

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

The Speakers

Tinashe Chandauka

Associate at Oxford Sciences Innovation, has an MD/PhD background that combines clinical expertise as a frontline healthcare-worker with doctoral training in public health.

Oliver Cox

Heritage Engagement Fellow & Co-Lead of the Oxford University Heritage Network, Oliver leads Oxford Humanities Division's engagements with the UK and international heritage community.

Neil Fleming

Director at The Challenges Group, responsible for overseeing the groups Advisory business and wider strategies along including building greater links for UK SMEs to access new markets in emerging economies.
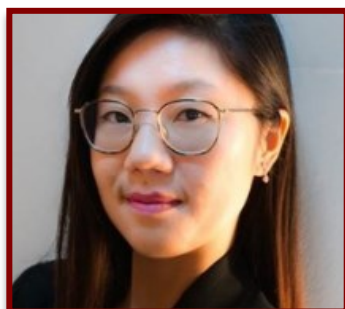
Amy Kao

Associate in the Oxford Sciences Innovation Health Tech team, Amy brings perspectives from corporate innovation and assists assists the Principals to uncover new opportunities in HealthTech.

Gwendoline Knybuhler

Digital project manager at Smartify, the world's most downloaded museum app. The company works with museums internationally to embrace digital technology and unlock new kinds of visitor experience.

Albert Ko

Co-Founder of INSIGHT Robotics & Director of Lingnan Entrepreneurship Initiative, developed Hong Kong's first liberal arts entrepreneurship programme.

Mark Mann

Social Venture Lead & Innovation Lead for Humanities & Social Sciences, Oxford University Innovation. Mark leads OUI's commercialisation activity from the SSH divisions at Oxford University

Kathryn Penaluna

Enterprise Manager and Director of the International Institute for Creative Entrepreneurial Development at UWTSD, Kathryn is an internationally renowned researcher on enterprise education.

Charlotta Nordenberg

Manager at University Executive Office, Malmö University Innovation. Charlotta manages the University Executive Office at MAU Innovation, which supports students and staff in their work of utilisation of knowledge.

Draft Programme

Friday 14 May

12.30 - 12.50 Walk-in	
12.50	**Introduction to Day 1 and the Course**

ENTREPRENEURSHIP IN ACADEMIA

13.00	**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?

Albert Ko	*Co-Founder of INSIGHT Robotics & Director of Lingnan Entrepreneurship Initiative, Hong Kong*
14.00 - 14.15 Break	
14.15 ***Dr. Oliver Cox***	*Heritage Engagement Fellow and Co-Lead of the Oxford University Heritage Network, United Kingdom*
15.15 - 15.45 Break	

*to be confirmed

Draft Programme

Friday 14 May (continued)

RESEARCH COMMERCIALISATION

15.45	**Commercially Utilising Research**

- ♦ Initial steps to starting up a business
- ♦ Social Enterprises & Lessons

Mark Mann	*Innovation Lead, Humanities & Social Sciences, Oxford University Innovation & Senior Consultant, Oxentia, United Kingdom*

16.30 - 16.45 Break

16.45	*Mark Mann continued…*

CASE STUDY EXERCISE

17.30	**Case-study preparation — room stays open for informal chats & Q&A**

18.00 End of Day 1

*to be confirmed

Draft Programme

Tuesday 18 May

12.30 - 12.55 Walk-in

12.55 **Recap of Day 1 & Introduction to Day 2**

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, and aligning objectives and gaining support from stakeholders after
impact considerations

Neil Fleming *Director of Business Development, The Challenges Group, United Kingdom*

13.45 - 14.00 Break

14.00 *Neil Fleming continued...*

14.45 - 15.00 Break

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

Gwendoline Project & Partnerships Manager, Smartify
Knybuhler

15.45 - 16.00 Break

16.00 **Stakeholder Engagement: which steps to take when?**

♦ Setting a timeline for stages of stakeholder engagement

♦ Timeline for approaching stakeholders; when to expect a response

Neil Fleming continued...

16.45 - 17.00 Break

*to be confirmed

STAKEHOLDER ENGAGEMENT Q&A

17.00   Answering your questions about the stakeholder engagement process

Neil Fleming & Gwendoline Knybuhler

CASE STUDY EXERCISE

17.45   **Case-study preparation — room stays open for informal chats & Q&A**

18.15 End of Day 2

*to be confirmed

Draft Programme

Friday 21 May

all times in BST (GMT+1)

12.30 - 12.55 Walk-in

12.55	Recap of Day 2 & Introduction to Day 3

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?

Charlotta Nordenberg	*Manager, University Executive Office, MAU Innovation, Malmo University, Sweden*

13.45 - 14.00 Break

14.00	***Charlotta Nordenberg continued...***

14.45 - 15.00 Break

Draft Programme

Friday 21 May (continued)

SKILLS AND SUPPORT FOR ENTREPRENEURSHIP

15.00   **Support from your Institution: skills vs facilities**

♦   Skills needed to foster successful entrepreneurship

♦   What you can do yourself vs what your institution can do for you

Kathryn Penaluna   *Director & Enterprise Manager, International Institute for Creative Entrepreneurial Development, University of Wales Trinity Saint David, United Kingdom*

15.45 - 16.00 Break

16.00   *Kathryn Penaluna continued…*

16.45 - 17.00 Break

TEAM BUILDING

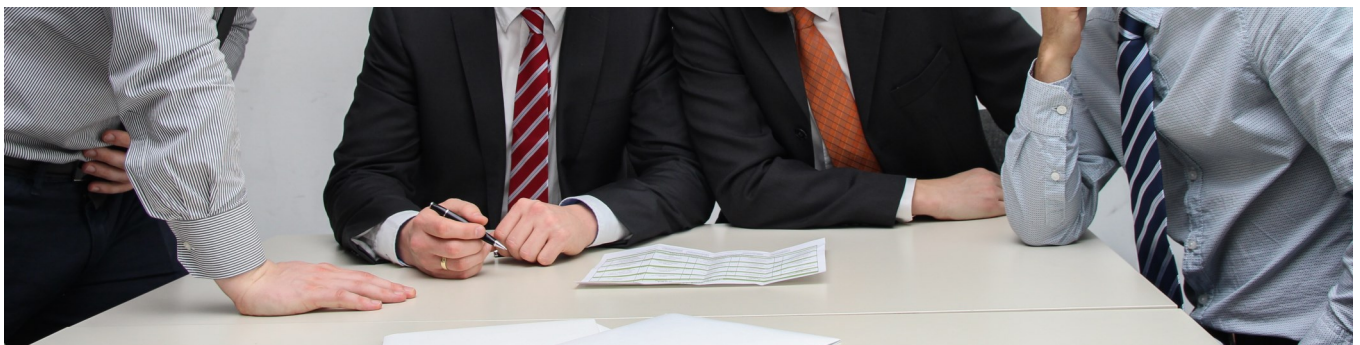**17.00**   **Building a team to support your ventue**

♦   Considerations such as size, skills, and resources

♦   Finding internal and external support

Kathryn Penaluna continued...

CASE STUDY EXERCISE

17.45   **Case-study preparation — room stays open for informal chats & Q&A**

18.15 End of Day 3

*to be confirmed

Draft Programme

Tuesday 25 May

all times in BST (GMT+1)

12.00 - 12.25 Walk-in

12.25   **Recap of Day 3 & Introduction to Day 4**

NAVIGATING INNOVATION & ENTREPRENEURSHIP CHALLENGES

12.30   **Navigating Innovation & Entrepreneurship Challenges as Post-graduates**

- Vantage point of the student entrepreneur
- Personal experiences from within the Oxford ecosystem
- Early stage funding

Tinashe Chandauka	*Associate, Oxford Sciences Innovation, United Kingdom*
Amy Kao	*Health Tech Associate, Oxford Sciences Innovation, United Kingdom*

13.30 - 13.45 Break

PARTICIPANT PRESENTATIONS

13.45   **Business Proposal: based on your research**

           Part 1

14.30 - 15.00 Break

15.00   **Part 2**

15.45   **Final remarks and thoughts**

16.30 End of the course

ONLINE RECEPTION

*to be confirmed