Research Innovation and Entrepreneurship

Date: 6 & 7 November 2017
Venue: SPS Building, Room 136/137, Swinburne University of Technology, Hawthorn, Vic 3122

Workshop Schedule

Presenter – Professor Des Gibson

10:00  Research Innovation and Entrepreneurship

Introduction & Getting Started

- Presenter background & entrepreneurial overview & experiences
- Getting started – three ways to start a new venture
- Find a founding team: Entrepreneurship is not a solo sport!
- Forming workshop groups (no more than six per group and ideally comprising individuals from different research groups & institutions) during morning tea and first 30 mins of next session – self-selected groups on the basis of participants R&D interests and ideas for commercialisation
11:00  *Morning Tea*

11:30  *Research Innovation and Entrepreneurship* (continued)

Formed groups formulate their idea(s) for commercialisation [paperwork provided as an aid to identifying/ formulating ideas] – 30 minutes

Customers & Markets
- Who is the customer?
- What can you do for your customer?
- How does your customer acquire your products?

13:00  *Lunch*

14:00  *Research Innovation and Entrepreneurship* (continued)

Implementation
- How do you make money from your product?
  - Business model & pricing
- How do you design & build your product?
  - Identify & test key assumptions
- How do you scale your venture?
  - Identify a product plan

15:30  *Afternoon Tea*

16:00  *Research Innovation and Entrepreneurship* (wrap-up)

Workshop Attendees Innovative Research Ideas and Commercialisation

- Team preparation five minute pitches (30 minutes prep time)
- Each group delivers a five minute pitch. Following are ideas for team pitch format (5 minutes available):
  - Identified innovative/ entrepreneurial ideas and associated motivators
  - Markets & Customers
  - Product(s)
  - Required core capabilities and competencies
  - Delivery Team

  Team pitches will be assessed by the presenter with a prize for the winners

- Final thoughts and wrap-up

17:30  *Close*