Research Innovation and Entrepreneurship

Date: 6 & 7 November 2017

Venue: SPS Building, Room 136/137, Swinburne University of Technology, Hawthorn, Vic 3122

We know it is in there, but we just can't seem to find that entrepreneurship gene...

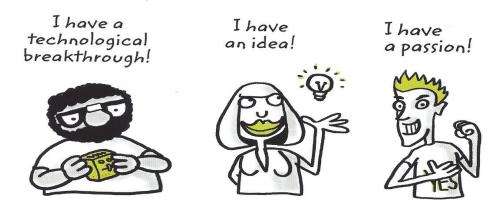


Workshop Schedule

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):
 - o 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*