

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

*I have a
technological
breakthrough!*



*I have
an idea!*



*I have
a passion!*



- 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*