

## **Enterprising Skills and Entrepreneur Attributes for Researchers Online Bootcamp**

**10 – 21 August 2020**

*Engage with Imperial academics “live” online!*



What does being enterprising mean? What does it take to be an entrepreneur? Can researchers and academics be entrepreneurs? Are they all the same? Enterprising researchers are those who can apply creative ideas and innovations to practical situations. They may, or may not, be looking to develop the next big business idea but are looking to exploit their ideas successfully.

Enterprise is required in big companies, small start-ups and spin outs. Enterprising skills and mindset also feed into research skills (which is important for those pursuing an academic career) - generating ideas, seizing opportunities, learning from mistakes and seeking funding.

While there are numerous entrepreneurial opportunities for researchers, the challenge is to create viable businesses through designing appropriate value propositions, profit formulas, resources, and processes to successfully commercialise their ideas.

This programme will introduce researchers to enterprising concepts and allow them to systematically understand, design & differentiate new business models and facilitate innovative ideas for novel products and services. Participants will hear from successful Imperial PhDs and researchers their journeys to becoming an entrepreneur and how they had to overcome challenges.

Topics covered include:

- Key enterprising skills and entrepreneurial attributes
- Barriers to developing enterprising skills and entrepreneurial attributes and how to overcome them
- Entrepreneurial journey to starting a business
- Introduction to business models
- Innovating and commercialising business models
- Entrepreneurial finance
- How to write a business plan
- How to communicate your ideas
- Build and maintain networks (networking)
- Presentation to jury: business model & financials

This programme is designed for PhDs, researchers and masters students interested in learning about innovation, entrepreneurial thinking, developing business ideas, exploring new ventures within big companies and commercialising research.

On completion of this programme, participants will be able to:

- Identify key skills and attributes required to become an enterprising and entrepreneurial person.
- Analyse barriers to developing enterprising skills and entrepreneurial attributes and how they can be overcome.
- Identify your key competencies linked to superior performers.
- Identify opportunities to develop your enterprising skills and entrepreneurial attributes.
- Analyse and evaluate your own enterprising skills and entrepreneurial attributes using a SWOT analysis.
- Describe the phases of an entrepreneurial journey.
- Differentiate between product & business model innovation.
- Analyse and evaluate your business idea using a SWOT analysis.
- Understand principles of marketing, competitive advantage for new business models.
- Basics of entrepreneurial finance and introduction to financial forecasting template.
- Build & maintain effective networks for commercial benefits (networking).
- Pitch your idea for investment.

### **Programme Structure & Format:**

The programme will be delivered “live” via Microsoft Teams, over seven days with 1.5 hours of live classes per day to include interactive exercises, videos, group work and discussions, group presentations and guest speakers.

Guest speakers include start-up founders, investors, mentors and innovators.

The live classes will be delivered at a time convenient for the participants, taking the time difference into account. For example, between 08:00 to 09:30 UK time /15:00 to 17:30 China time.

The entire programme will be delivered in English and can be tailored to researchers in specific fields.

### **Minimum entry requirements:**

All students are required to have a good command of English and if it is not their first language, they will need to satisfy the College requirement as follows:

- a minimum score of IELTS (Academic Test) 5.5 overall (with no less than 5.0 in any element) or equivalent.
- CET-4 (China) minimum score of 550
- CET-6 (China) minimum score of 520

Students will need to have access to a computer with a webcam, microphone and good internet connection to attend the live classes

### **Certification:**

Participants will receive an Imperial College London digital certificate on successful completion of the programme.

### Teaching Faculty includes:



#### ***Dr Helal Ahmed***

Teaching Fellow, Graduate School, Imperial College London.

Helal graduated with a degree in Chemistry from the University of Bradford and then went on to do a PhD in Structural Biology at The University of Manchester as a CASE student with GlaxoSmithKline. After completing his PhD in 2007 he then decided to pursue a career in teaching by completing his PGCE course. From there he went on to become a Lecturer in Chemistry at South Essex College of Further and Higher Education, teaching mainly chemistry to post-16 participants for three years.

With his experiences in teaching and student mentoring, Helal joined the Graduate School in August 2012 to teach professional skills to postgraduate participants. He creates teaching materials, delivers workshops and takes part in online teaching by liaising with staff to ensure the integration of skills development activities within the core curriculum. Helal qualified as a Belbin Coach in 2016 and completed his Master's of Education in Teaching and Learning in Higher Education 2018.



#### ***Dr Rahul Bansal***

Imperial College Business School

Rahul is an entrepreneur and a management consultant, having worked within an eco-system for early stage commercialization of business ideas. He has advised global organisation in the UK, Europe and India across multi industry segments with focus on Education, Energy, Sustainability, Healthcare and Infrastructure for both public and private sector companies. Being part of Imperial College, one of world's most dynamic centres for innovation and entrepreneurship, provided him a world-famous academic platform with cutting-edge research, a living entrepreneurship lab and an invaluable global network of expertise and experience. The integrated and multi-disciplinary approach of the College, together with its world class expertise in applied research, provided him a unique vehicle for corporate sector engagement - for undertaking consulting projects, corporate venturing, research on renewable energy, and the dissemination of next generation innovation practices. Rahul has executed multi-million dollar consulting assignments, and developed corporate strategy; customer, product and channel strategy and market entry/growth strategy for small/medium size companies and have addressed specific strategic issues for senior management of blue-chip companies.

***There will be additional presenters/contributors subject to final confirmation.***

## Provisional Programme schedule:

### Characteristics of a Successful Entrepreneur



<b>Time</b>	<b>Day 1: Key Enterprising Skills and Entrepreneurial Attributes</b>  This session will cover the key enterprising skills and entrepreneurial attributes identified based on research from various perspectives including entrepreneurs, employers, academia, and the government. Then we will explore what are the barriers to developing enterprising skills and entrepreneurial attributes and how we can overcome them.
08:00 – 09:30	<b>Content</b> <ul style="list-style-type: none"><li>• Key enterprising skills and entrepreneurial attributes based on research</li><li>• Barriers to developing enterprising skills and entrepreneurial attributes and how to overcome them</li><li>• Key competencies linked to superior performers from employer's perspective</li></ul> <b>Learning outcome</b> <ul style="list-style-type: none"><li>• Identify key skills and attributes required to become an enterprising and entrepreneurial person</li><li>• Analyse barriers to developing enterprising skills and entrepreneurial attributes and how they can be overcome</li><li>• Describe your key competencies linked to superior performers</li></ul> Q & A
<b>Time</b>	<b>Day 2: Opportunities to become Enterprising and Entrepreneurial</b>  In this session you will consolidate your enterprising skills and entrepreneurial attributes. Explore how you can create opportunities to be more enterprising and entrepreneurial, as well as better manage the fear of failure and inflexible persistence. A student entrepreneur will end the session by sharing their entrepreneurial journey.
08:00 – 09:30	<b>Content</b> <ul style="list-style-type: none"><li>• Opportunities to developing enterprising skills and entrepreneurial attributes</li><li>• Barriers to developing enterprising skills and entrepreneurial attributes and how to overcome them</li><li>• SWOT analysis on your enterprising skills and entrepreneurial attributes</li></ul>

	<ul style="list-style-type: none"> <li>Explore phases in an entrepreneurial journey</li> </ul> <p><b>Learning outcome</b></p> <ul style="list-style-type: none"> <li>Identify opportunities to develop your enterprising skills and entrepreneurial attributes</li> <li>Analyse and evaluate your own enterprising skills and entrepreneurial attributes using a SWOT analysis</li> <li>Describe the phases of an entrepreneurial journey</li> </ul> <p>Q &amp; A</p>
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## Commercialising your Business Model and Pitching for Investment



<b>Time</b>	<p><b>Day 3: Introduction to Business Model Innovation</b></p> <p>In this session we introduce participants to commercialising their ideas or inventions and to discuss the characteristics of business models and business model innovation.</p>
08:00 – 09:30	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>Designing your own Business Models</li> <li>Systematically understand, design &amp; differentiate new business models</li> <li>Facilitate innovative ideas for novel products and services</li> <li>Difference between market-pull and technology-push</li> <li>Real life examples to understand innovation in business models</li> </ul> <p><b>Learning outcome</b></p> <ul style="list-style-type: none"> <li>Critical understanding of business models and innovation</li> </ul> <p>Q &amp; A</p>

<b>Time</b>	<p><b>Day 4: Designing Business Models and Rapid Prototyping</b></p> <p>In this session we discuss the business model canvas and review business model canvas characteristics of business models and business model innovation.</p>
08:00 – 09:30	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>Business model canvas</li> <li>Rapid Prototyping of business models for real life examples</li> <li>Four steps to developing a business idea</li> <li>Analyse and evaluate your own enterprising skills and entrepreneurial attributes using a SWOT analysis</li> </ul>

	<p><b>Learning outcome</b></p> <ul style="list-style-type: none"> <li>• Critical understanding of what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.</li> </ul> <p>Guest Speaker and Q &amp;A.</p> <p><i>Groups work on assignments to present on Day 7.</i></p>
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<b>Time</b>	<p><b>Day 5: Principles of Marketing and Entrepreneurial Finance</b></p> <p>In this session we introduce the fundamentals of developing a successful business. Participants will learn prototyping business models, marketing and finance for entrepreneurial ventures.</p>
08:00 – 09:30	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Understand basic principles of marketing</li> <li>• Understand basic of Entrepreneurial Finance</li> <li>• Introduction to financial forecasting template</li> <li>• Competitive advantage for new business models</li> </ul> <p><b>Learning outcome</b></p> <ul style="list-style-type: none"> <li>• Developing fundamentals for successful business</li> </ul> <p>Guest Speaker and Q &amp;A.</p> <p><i>Groups work on assignments to present on day 7.</i></p>

<b>Time</b>	<p><b>Day 6: Developing effective networks and communicating your idea for investment</b></p> <p>In this session, participants will be exposed to various techniques to be effective in networking and communicating their entrepreneurial idea with a business plan and an effective business pitch.</p>
08:00 – 09:30	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• How to build and maintain effective networks (networking)</li> <li>• Real life examples of commercial gains from networking</li> <li>• How to write an impactful business plan</li> <li>• Pitching your idea to raise investments and generate revenue</li> </ul> <p><b>Learning outcome</b></p> <ul style="list-style-type: none"> <li>• Effective in early stages of entrepreneurship through networking and effective communication</li> </ul> <p>Guest Speaker and Q &amp;A.</p> <p><i>Groups work on assignments over the weekend to present on Day 7</i></p>

<b>Time</b>	<b>Day 7: Presentation of business models to jury</b>
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	<p>The goal of the group coursework is to consolidate learning while inspiring potential ideas and solutions to the UN's Sustainable Development Goals (SDGs). In your pre-defined groups, identify a business idea to address a problem from one of the UN's SDGs. Based off the learnings of the course, you need to develop a business model for this idea.</p>
08:00 – 09:30	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Pitch your business idea</li> <li>• Best presentation award</li> <li>• Feedback from jury</li> </ul> <p>Participants need to prepare a PowerPoint and financial excel with an elevator pitch. This pitch should include the following: Introduction to team; details of the goal selected, and why; a business opportunity that addresses that SDG; using the required reading (Porters 5 forces), an analysis of the current market environment for that business opportunity.</p> <p>Q &amp; A External Jury</p>