# ie.

## Idea to Entrepreneur

ie. a programme that teaches university students and early career researchers the essentials of entrepreneurship.

ie. Mindset development

Idea development

Leadership development

Product development

Network development

Commercialisation.

ie.

**As a team we have**

- Experience running hundreds of workshops with UK and European students and researchers from all backgrounds and disciplines

- Intimate knowledge of how students and researchers approach entrepreneurship and what their needs are

- An experiential learning method and expert rapport-building with this audience

- Adaptability to run workshops face-to-face or online via your preferred platform.

# TEAM

ie. 

**Warrick Harniess** specialises in creativity, communications and change.

He built online learning ventures at Pearson Education.

He learned do-it-yourself entrepreneurship as a musician.

His first book, *Red, White and Radical: What Organisations Can Learn About Change from the Rise of American Conservatism* was published in 2020.

# TEAM

ie.

**Mario Moustras** specialises in leadership, talent development and business coaching.

He led teams focusing on facilitating technology transfer and supporting small companies at the Royal Society of Chemistry.

He has a PhD in chemistry and is a Chartered Scientist.

He is passionate about developing people to realise their full potential.

# BENEFITS

ie. **Enhance the research capability** of your **organisation**

- More productive partnerships with industry
- More external R&D investment
- More know-how to commercially exploit research

**Boost the employability** of your **people**

- Better communication skills, from negotiation to leading teams
- Increased commercial awareness
- More entrepreneurial approach to research
- Confidence to start innovative businesses that create wealth and jobs.

# PROGRAMME

ie.

### 1   Discover

Identify the skills and behaviours you need to be more entrepreneurial.

### 2   Design

Follow the ideation, market research, and organisation design processes.

### 3   Test

Get mentored through the product creation and validation processes.

### 4   Start

Learn to set-up, plan and run an IP-rich enterprise.

### 5   Pitch

Learn how to create a story-led pitch and get coached on how to deliver the pitch.

### 6   Launch

Connect with industry experts to commercialise your innovation.

# PROGRAMME

ie.

## 1   Discover

Identify the skills and behaviours you need to be more entrepreneurial.

**What to expect**

A one-day interactive workshop, led by one facilitator with reflective and interactive activities.

It will help you:

- recognise the enterprise skills you have that will boost your employability
- develop your entrepreneurial thinking
- generate enterprising ideas using the business model canvas.

By the end of the workshop, you'll be able to:

- develop ideas that create value for others
- identify the relationships needed with relevant stakeholders to move an idea forward
- set smart goals to progress your idea.

# PROGRAMME

ie. **2 Design**

Follow the ideation, market research, and organisation design processes.

**What to expect**

A two-day interactive workshop, led by one facilitator with reflective and interactive activities.

It will help you:

- develop creative ideas for new products / services
- design a business model for your product / service
- understand how to conduct market research.

By the end of the workshop, you'll be able to:

- analyse markets for new opportunities
- profile customers and map the buying journey
- design operating models for a new enterprise.

# PROGRAMME

ie. ### 3    Test

Get mentored through the product creation and validation processes.

**What to expect**

A six-week mentorship programme, with a weekly progress review meeting and independent work.

It will help you:

- conduct primary market research with customers
- create a network of collaborators
- develop a first iteration of your product / service.

By the end of the programme, you'll be able to:

- take the initiative with progressing your idea, even while facing uncertainty about how to do this
- lead product design and problem-solving meetings with potential collaborators.

# PROGRAMME

ie.

## 4   Start

Learn to set-up, plan and run an IP-rich enterprise.

**What to expect**

A two-day interactive workshop led by two facilitators with reflective and interactive activities.

It will help you:

- set up your enterprise with co-founders and plan for growth
- understand basic business finance and intellectual property (IP) management
- develop your negotiation and influencing skills.

By the end of the workshop, you'll be able to:

- write founder agreements that reflect the legal structure of your start-up
- develop financial and IP know-how
- have productive conversations with key stakeholders.

# PROGRAMME

ie. **5   Pitch**

Learn how to create a story-led pitch and get coached on how to deliver the pitch.

**What to expect**

A five-day mentorship programme where you collaborate with a coach to develop your pitch.

It will help you:

- craft an emotive and informative pitch
- understand your pitching strengths and weaknesses
- improve your ability to engage an audience.

By the end of the programme, you'll be able to:

- script a pitch that tells a story about how your product / service delivers value
- deliver your pitch with impact that inspires your audience to take action.

# PROGRAMME

ie.

## 6   Launch

Connect with industry experts to commercialise your innovation.

**What to expect**

A 12 week programme, with mentors that help you make the connections you need to grow your venture.

It will help you:

- create a go-to-market / investment-raising plan
- work out how to influence the suppliers, customers and investors on your plan
- generate meaningful conversations to help you commercialise.

By the end of the programme, you'll be able to:

- develop and execute a plan to make connections with key stakeholders
- have productive conversations that will accelerate development and commercialisation of your product.

# PRICING

ie.

**1   Discover**

1 day

1 facilitator

~30 students

£1,000 + VAT

**2   Design**

2 days

1 facilitator

~30 students

£2,000 + VAT

**3   Test**

6 weeks

1 mentor

3-4 teams

£8,000 + VAT

**4   Start**

2 days

2 facilitators

~30 students

£4,000 + VAT

**5   Pitch**

5 days

1 expert

1 startup

£5,000 + VAT

**6   Launch**

12 weeks

Multiple experts

Up to 4 startups

£ Determined by need

**CASE STUDY**

ie. 18 months

500 attendees

100% recommend

5 businesses formed

£10 million + being raised

# CASE STUDY

ie.

**1  Discover**

9 per term

27 per year

**2  Design**

3 per term

9 per year

**3  Test**

Once a year, during the summer

**4  Start**

1 per term

3 per year

**5  Pitch**

Approx. 2 per year, determined by need

**6  Launch**

Approx. 1 per year, determined by need

**▥UCL**

ie. *'This is the best course I have been to of all the doctoral school skill courses during the past 2 years'.*

*'Really inspiring and thought provoking. A highly recommended course to anyone who needs clarity on starting a new business'.*

*'This course is a fantastic opportunity for UCL students and staff to gain insight into a seemingly difficult to grasp field for academics. It imparts very valuable information in a short space of time'.*

*'The course was brilliantly organized and executed, the whole three days were used to maximum success but without feeling laborious. A pleasure to attend, would recommend to colleagues'.*