

RESEARCH VENTURES

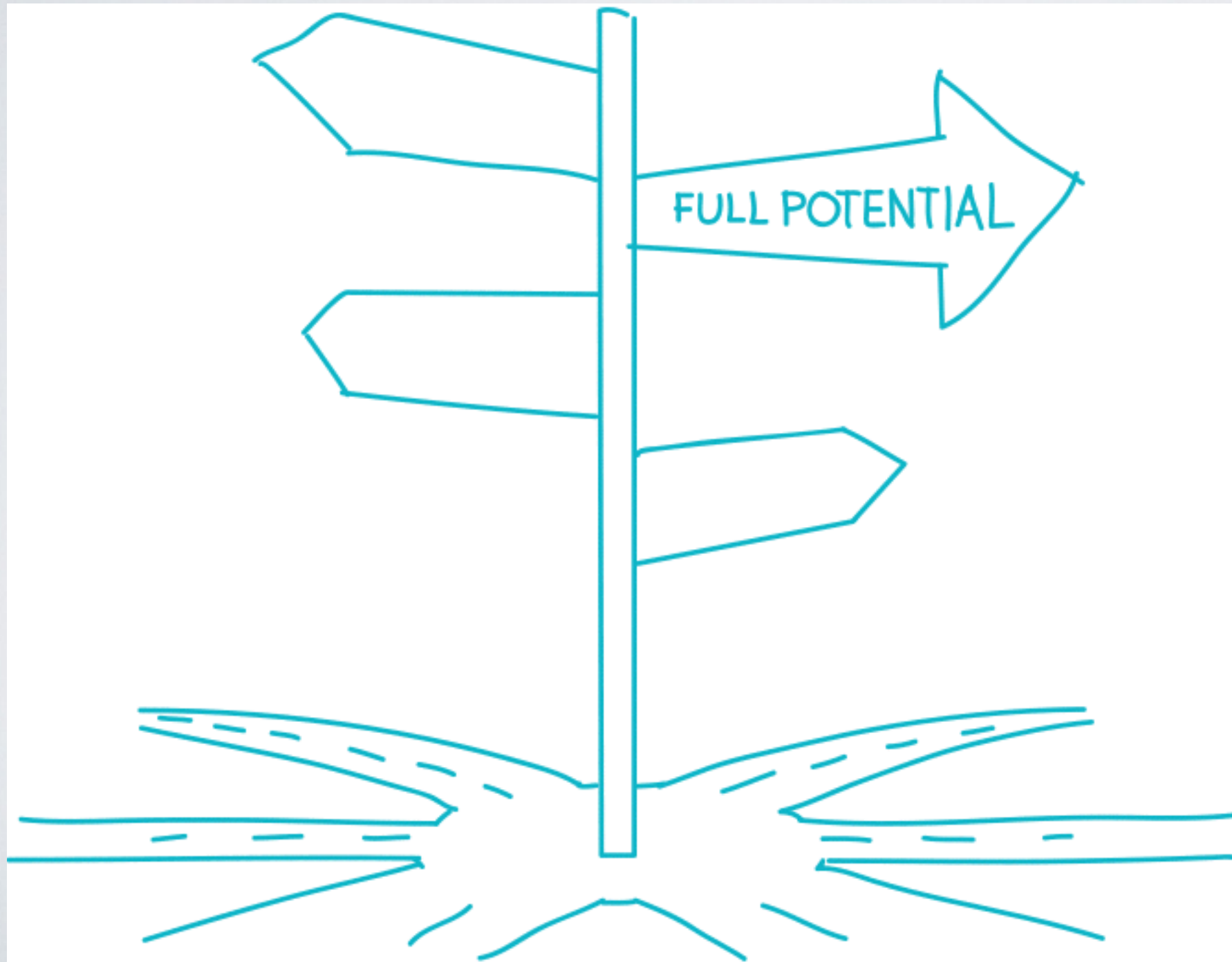
2014

Welcome

RESEARCH VENTURES 2014

DR SARA SHINTON

WWW.SHINTONCONSULTING.COM





WHY ME?

- Former researcher
- Business owner
- Write about enterprise for researchers



WHY YOU?



You've brought an idea you want to work on with others



You aren't sure which direction to take after your PhD/
contract ends



You would like to find something that you are good at
and feel motivated to do





You're aware that your preferred career path may not work out for you

WHAT ARE WE AIMING FOR?

Presenting an idea tomorrow



HOW WILL WE GET YOU THERE?

Input from experts

Step through process

Look ahead at careers

Work together to test
drive enterprising thinking



CRITERIA?

1. Communication & clarity
2. Credibility of the team
3. Credibility of the idea

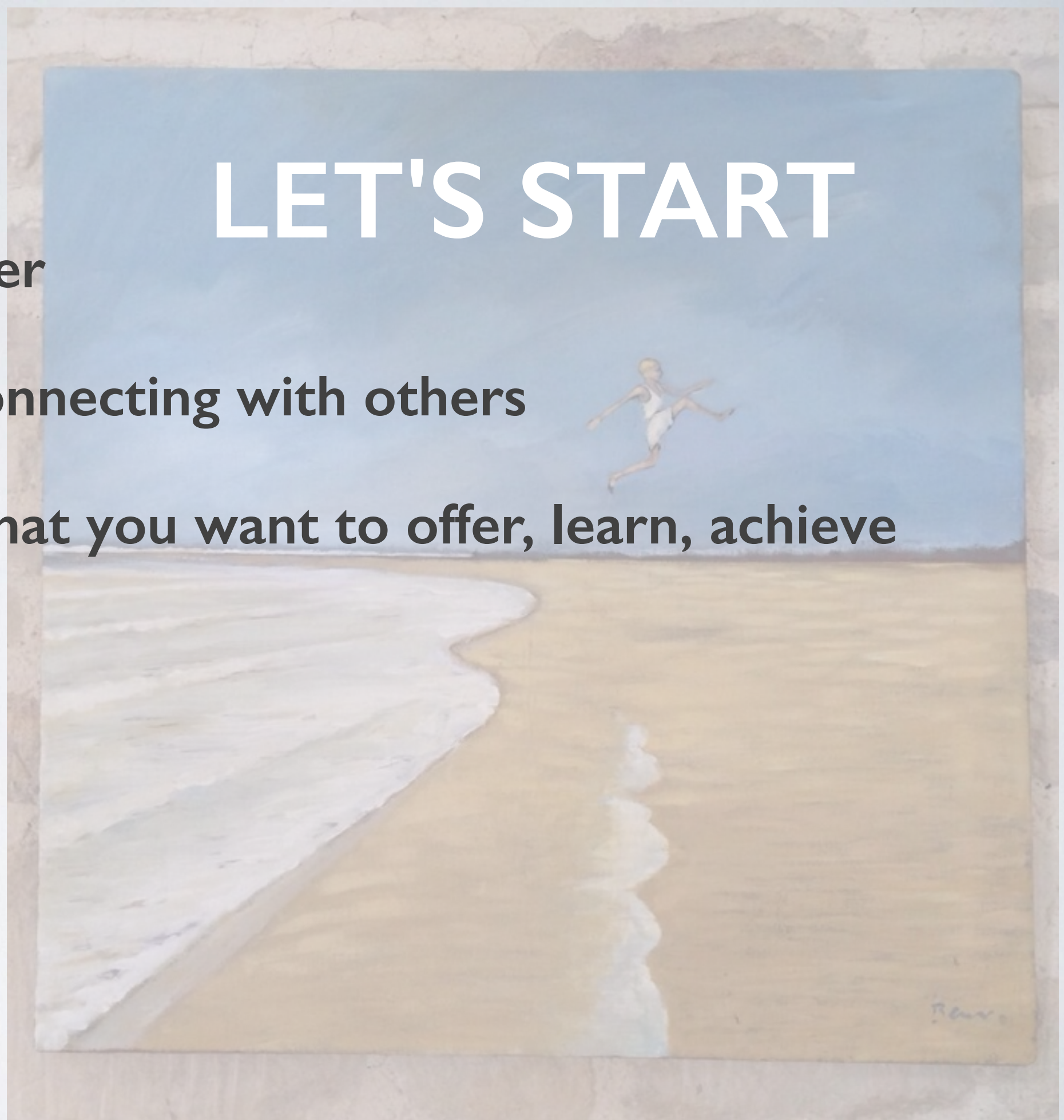


LET'S START



LET'S START

- Prepare a poster
- Think about connecting with others
- Think about what you want to offer, learn, achieve



Sara
PhD Chemistry
LIQUID CRYSTALS
MICROSCOPY
DIELECTRIC RELAXⁿ

MY ENTERPRISE IDEA

I NEED:

- Website help
- Advice on insurance
- Broader skill set
- Links to SMES

- IS THIS A REALISTIC
BUSINESS IDEA?

CONSULTANCY

- ↳ Research for Everyone
- ↳ Short research projects
- ↳ Portfolio of Skills
- ↳ Market to SMES

Join me if:

- the idea is one you want to play with
- you want to contribute skills for projects

SARA CHEMISTRY

MY SKILLS

- Networking
- Public Engagement
- Technical : Microscopy
: DRS

I'M HERE TO

- Learn about enterprise

I WANT TO

- stay in research (maybe industry)

I'M INTERESTED IN

- projects that connect people with science

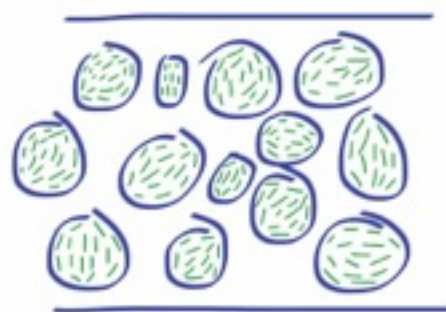
DIELECTRIC
RELAXATION
SPECTROSCOPY

Polymers

MICROSCOPY

FABRICATION

SARA



Materials
LIQUID
CRYSTALS

Contributing
Useful
skills
showing I
could make
transition to
industry

discovering
value of research
knowledge & skills
outside PhD

seeing if
I enjoy this

WANT TO WORK ON:

- SCI/TECH IDEAS
- COMMERCIAL
- DISPLAYS?

TOOLKIT



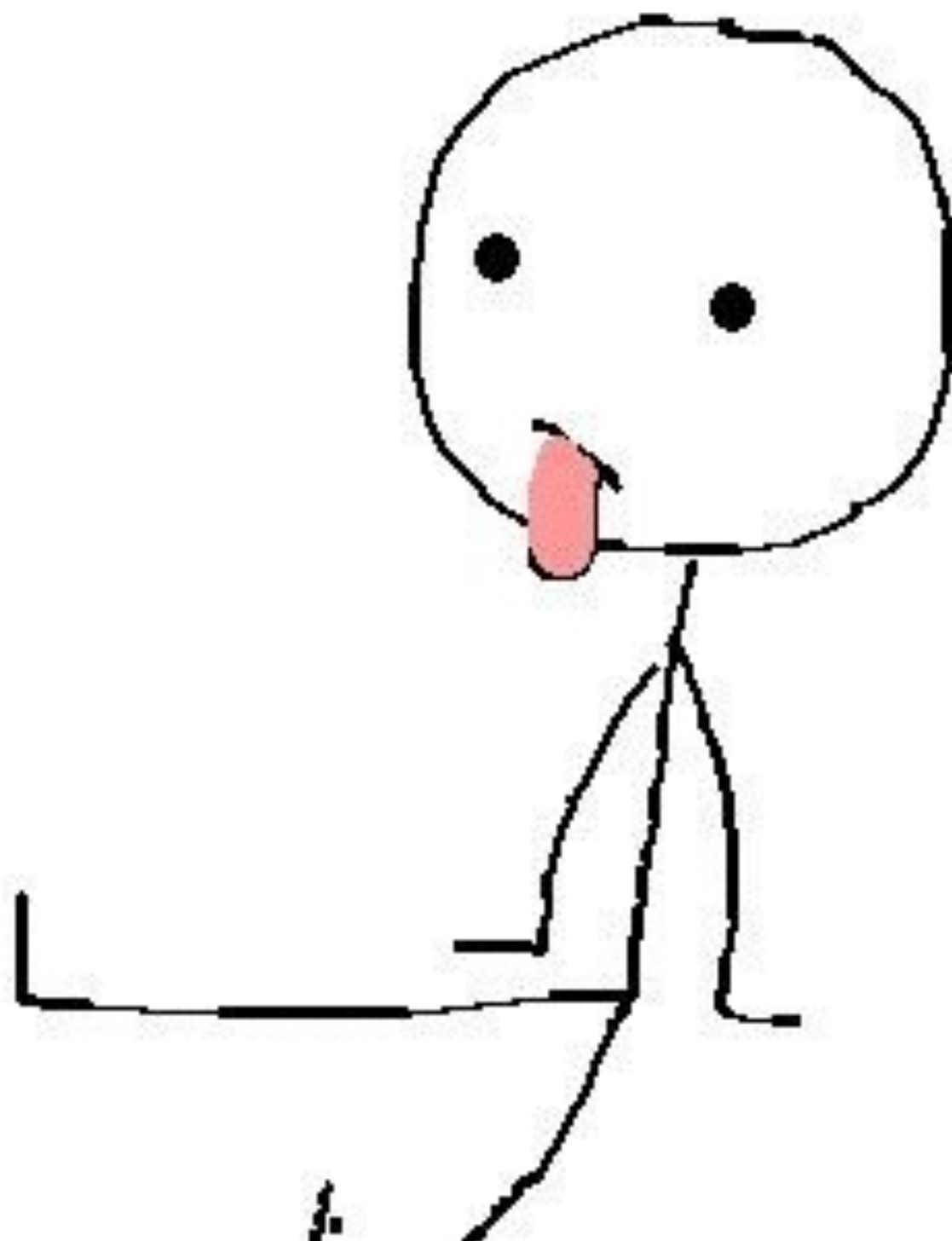
RESEARCH VENTURES

2014

Welcome to Day Two



?



?

TOOLKIT

So far...

- Overview of IP
- Stories of enterprise
- Divergent thinking



TOOLKIT

Today...

- Business plan
- Finance options
- Perfect pitching
- Convergent thinking



YESTERDAY

- Creative
- Possibilities
- Exploring
- Open mind



TODAY

- Deciding
- Planning
- Judging
- Taking action



REVIEW

- Communication
- Team credibility
- Idea credibility



REVIEW

- Think about what you heard yesterday
- If you were deciding which idea was most viable, what would you want to see?
- Come up with criteria for the presentations under the three headings

COMMUNICATION

- Belief in idea conveyed through voice and language
- Maintains interest throughout
- Well structured presentation which avoids jargon
- Sticks to time

TEAM

- Contributions of each member clear
- Doesn't depend on one individual
- Portfolio of skills in evidence
- Skills gap understood and external support in place

CREDIBILITY OF IDEA

- Market established and value to customers articulated
- Finance options make sense, congruent with scale of business
- Risks acknowledged, risk management explained
- IP protected

If you have or have found an idea
you'd like to work on for the
pitch, form those groups at the
back of the room

TIME TO
CHOOSE

If not, come to the front



QUICK OVERVIEW

Write a short sentence/
phrase to
describe idea
with names of
all in group





MAKE IT CLEAR WHY... THIS IDEA IS
ATTRACTIVE. HOOK YOUR AUDIENCE IN!

MAKE IT CLEAR WHERE...THE MONEY WILL
COME FROM (MARKET) AND WHAT THE
RETURNS WILL BE (TURNOVER/SALES)



ACKNOWLEDGE THE
NEED FOR... SUPPORT FROM
EXPERTS

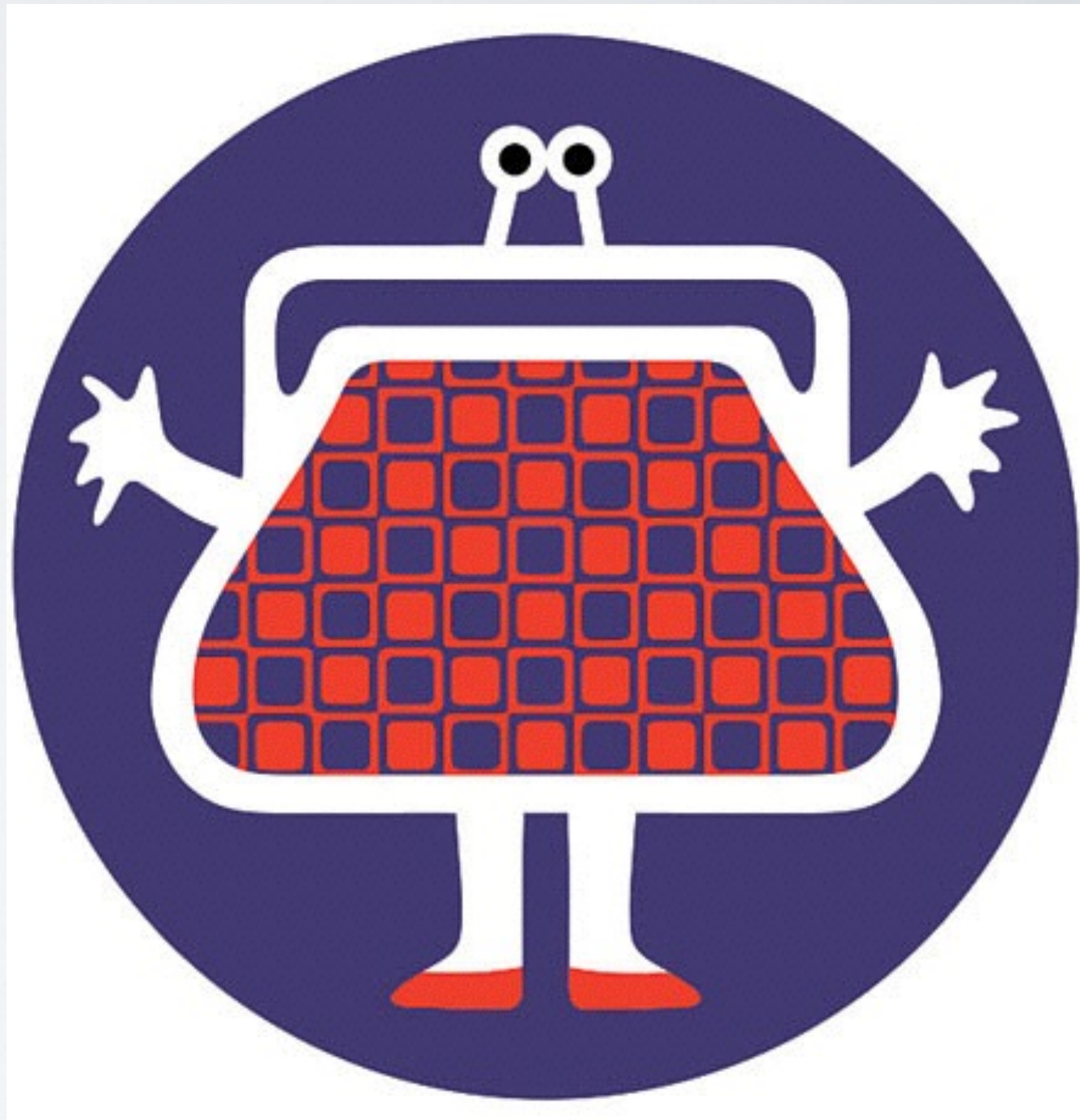


CONVINCE THE AUDIENCE...
THAT YOUR IDEA DESERVES TO
BE SUPPORTED



SHOW ME THE...

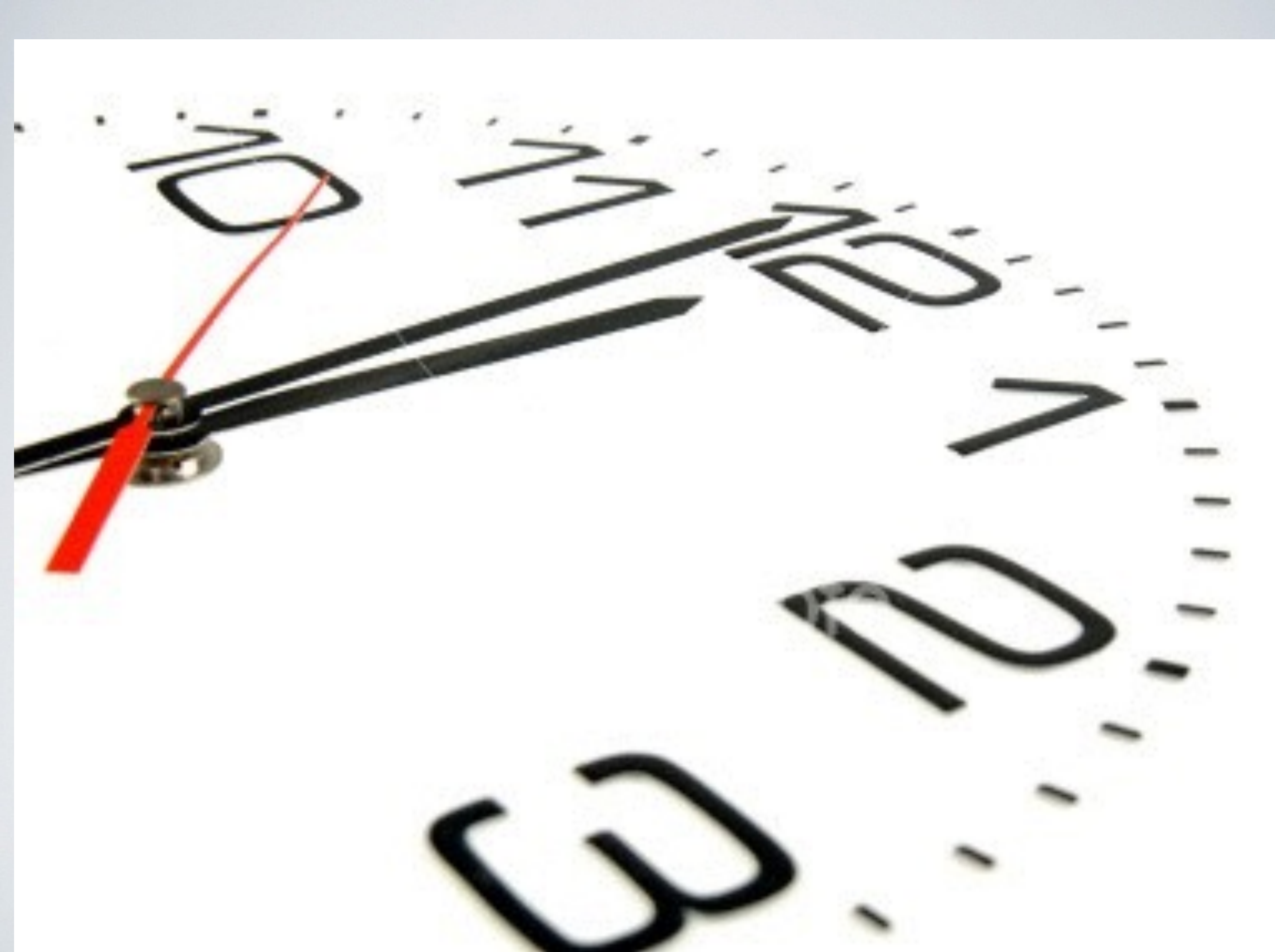
- money and the numbers!
- I want to see figures
- estimate sales and costs



MAKE ME FEEL...

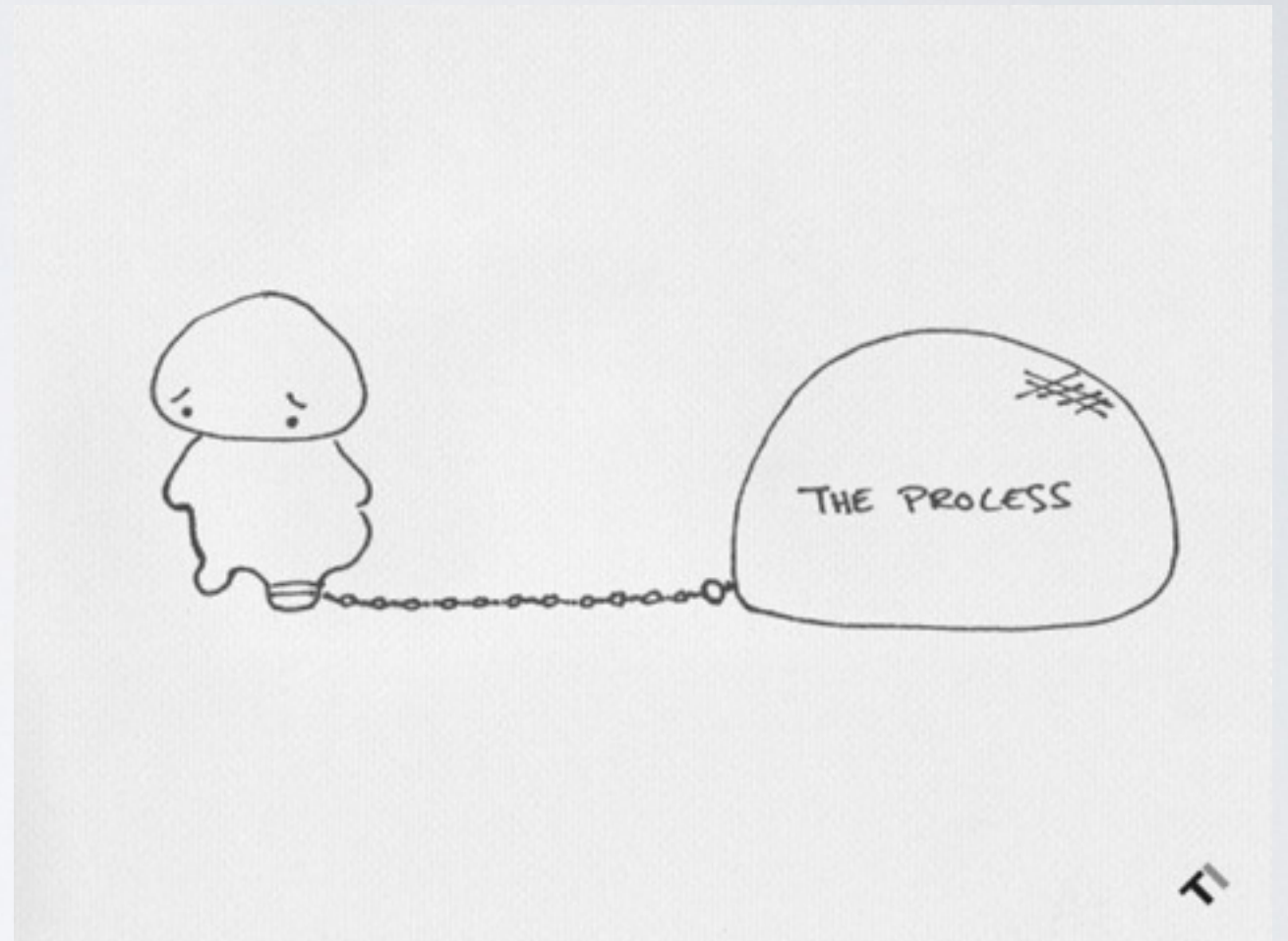
- that the IP is secure using the best means for your idea





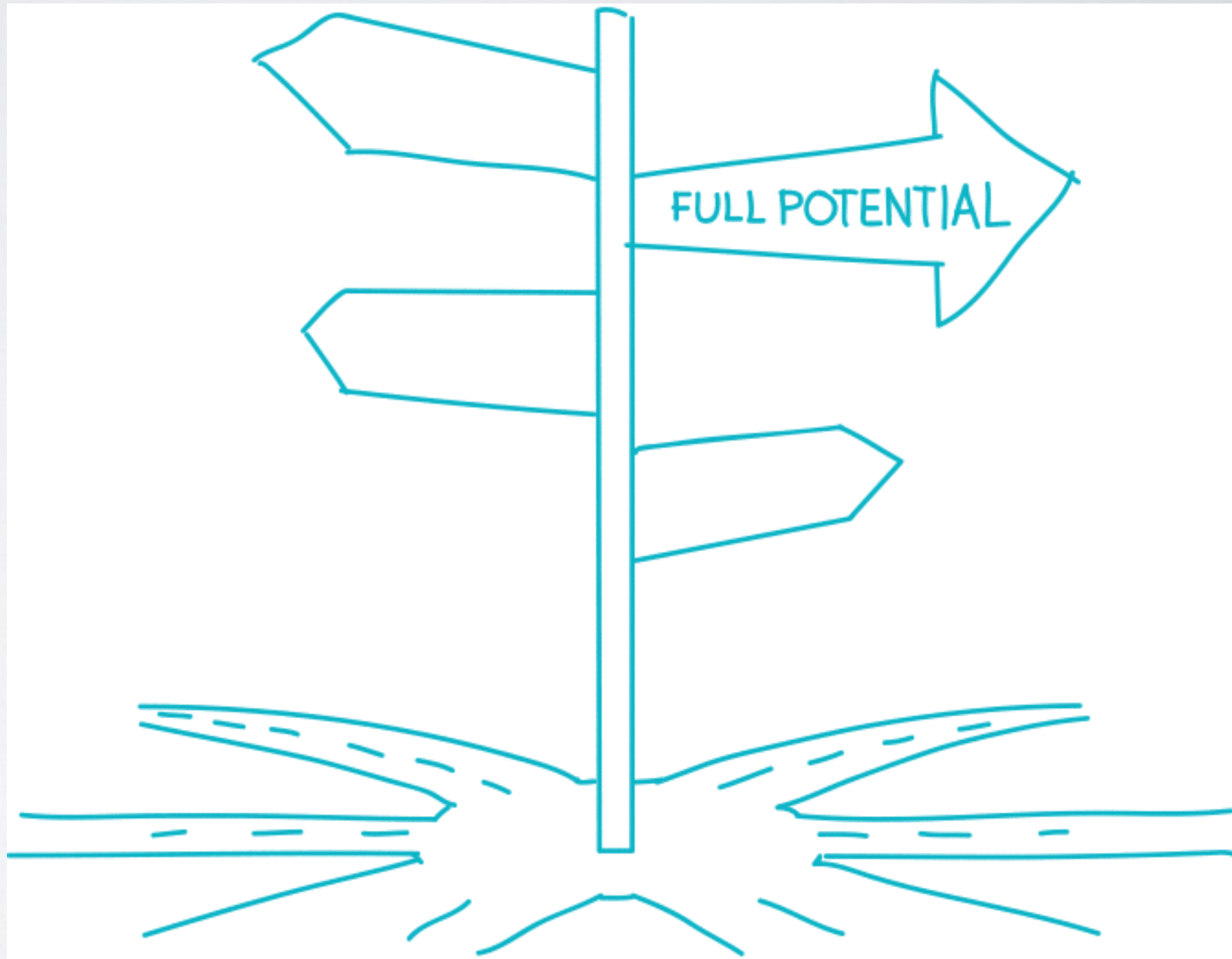
ENTERPRISE

- Intimidating concept
- Just about looking at things differently
- About making things happen in new ways
- About having the right team, tools and information



NEXT STEPS

- Follow up material...
- Where now?



LOOKING FORWARDS



- Where could this opportunity take you?
- Create a vision of the future of your enterprising life

In pairs

