

## Converge Spring 2023 Workshops

As we gear up for the 2023 Converge programme, the Converge Enterprise Team is here to support your entrepreneurial students, staff and graduates. In addition to our online open-to-all workshops, we are once again offering workshops introducing a variety of entrepreneurial skills and research translation concepts.

All of our workshops can be delivered online, in-person or hybrid, tailored to specific audiences, and run as stand-alone or a series. We are also able to combine any number of workshops to form half-day, whole day or multi-day bootcamps, away days and events for a single university or in collaboration with multiple universities to create networking opportunities for students, graduates and/or staff. Certificates of completion can be provided as evidence of staff professional development if desired. With sufficient notice and subject to availability, we can also invite Converge alumni to tell their stories as part of a workshop and/or an alumni panel with Q&A.

If you would like to discuss the available delivery options, book us in to deliver content for your university, or enquire about multi-university collaborative delivery, please get in touch with the Enterprise Team member for your region.

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## ENTREPRENEURIAL WORKSHOPS OPEN TO ALL – ONLINE (Can also be run on-demand)

Date	Time	Workshop title	Description	Booking links
14 February	13:00-14:00	Understanding intellectual property	<p>Intellectual property is an essential part of innovative new businesses and can be one of their main assets. But what do we mean by innovation and intellectual property, and how can a young business best exploit the intellectual property at its disposal? This 1-hour interactive workshop will cover:</p> <ul style="list-style-type: none"> <li>• Why is innovation important?</li> <li>• What is Intellectual Property?</li> <li>• How do you stop others from copying your ideas?</li> <li>• Beyond traditional IP: differentiating yourself from your competitors</li> </ul>	<a href="#">Booking link</a>
21 February	13:00-14:00	Understanding your market and customers	<p>You may have heard that 90% of new businesses fail, but what's the story behind this scary statistic? Most of these failures are linked to a poor understanding of customer needs and target markets. This 1-hour interactive workshop will teach you the first steps of interacting with your potential customers and using their feedback to shape your proposition. Key topics include:</p> <ul style="list-style-type: none"> <li>• Identifying your target market and its size and value</li> <li>• Customer engagement tips</li> <li>• A customer-centred approach to proposition development</li> </ul>	<a href="#">Booking link</a>
28 February	13:00-14:00	From idea to market: getting your business ready	<p>Starting a business is about more than money. You will require a variety of resources at different stages of development. This 1-hour interactive workshop will cover the skills, people, infrastructure and funding needs that you need to consider as your project moves from idea to market. Using a real-life case study, you will follow a Converge alumnus company through the stages of resource planning and management, from concept to launch.</p>	<a href="#">Booking link</a>

14 March	13:00-14:00	Business models and route to market	How will your business make money? How will your product or service reach your customers? In a post-COVID world, sustainable business models and routes to market are more important than ever. In this 1-hour interactive workshop, we will introduce you to various business models and help you decide the most appropriate route to market for your business.	<a href="#">Booking link</a>
21 March	13:00-14:00	Start-up Funding	This workshop will provide emerging entrepreneurs with an overview of the various funding options available to start-up/spin-out companies in Scotland. This session will analyse different funding routes and will advise on which ones should be considered depending on the business development stage. The session will also demystify some of the industry myths and jargon. Participants will learn pros and cons of several funding options such as grants, business competitions, investment, and crowdfunding.	<a href="#">Booking link</a>

## APPLICATION INFORMATION SESSIONS

Make your bright business idea a reality with the help of Converge! Find out how to apply and what our judges look for.

Navigating the ups and downs of starting a new business? Converge is here to help. Designed for staff, students and recent graduates of all Scottish universities, we offer intensive business training; a dynamic network; 1-2-1 support and generous, equity-free cash prizes to springboard your idea from concept to reality.

Applications are open Wednesday 25 January to Wednesday 29 March, so find out everything you need to know including what our judges look for in a successful proposal. Our team can also give you practical hints and tips and tailored advice to help your application fly.

Date	Time	Booking links
31 January	1-2pm	<a href="#">Book here</a>
23 February	1-2pm	<a href="#">Book here</a>
23 March	1-2pm	<a href="#">Book here</a>

*NB: Open information sessions will run over Zoom, but in-person and online sessions for individual universities can also be booked by request*

## WORKSHOPS AVAILABLE BY REQUEST – CAN BE DELIVERED IN PERSON, ONLINE OR HYBRID

### *Series 1: Introducing commercialisation to researchers*

- Suitable for academic/research/early career audiences
- Can be modified to target specific schools/research areas

Workshop title	Duration	Description
Communicating your research	1hr	<p>Communicating the value of your research outside your field is an essential skill. In this interactive workshop, we will consider how the audience, environment, and tools available in different settings guide and impact how you communicate, with a particular focus on commercially relevant scenarios such as potential industry collaborators, customers, and investors. By the end of this workshop, you should understand:</p> <ul style="list-style-type: none"> <li>• Why it's important to communicate your research outwith your field</li> <li>• How to prepare your communication style for different audiences and scenarios</li> <li>• How to approach communication in likely research commercialisation scenarios</li> </ul>
The why and how of research commercialisation	1 hr	<p>Commercialisation of research is becoming increasingly important and valued by universities, funding bodies and governments. This workshop will cover the value of research commercialisation, the different ways in which research can be commercialised, and what the pathways to commercialisation can look like in Scottish universities. By the end of this workshop, you should understand:</p> <ul style="list-style-type: none"> <li>• What it means to commercialise research from a university</li> <li>• Why research commercialisation is beneficial to universities and researchers</li> <li>• The common routes and methods to commercialise research</li> <li>• First steps to take if you want to commercialise your research</li> </ul>
Research commercialisation as impact	1hr	<p>Research impact has traditionally been measured by publication, but wider definitions are increasingly valued by essential stakeholders. This workshop will look at how commercialisation can extend the reach and significance of research impact. By the end of this workshop, you should understand:</p> <ul style="list-style-type: none"> <li>• What impact means beyond publications</li> <li>• How commercialisation can be a form of impact</li> <li>• Different forms of commercialisation to maximise impact, including ethical business models</li> <li>• How Converge supports impact-driven businesses</li> </ul>

## **Series 2: Basics of entrepreneurship**

- Suitable for any university audience with an interest in entrepreneurship, particularly those who already have a business idea
- Most effective with a maximum of 20 participants per session, but more can be accommodated

<b>Workshop title</b>	<b>Duration</b>	<b>Description</b>
Idea Generation	1-2 hrs	The aim of this interactive workshop is to stimulate innovative thinking and explore how ideas can be turned into viable business opportunities. Participants will work in small groups and will be asked to brainstorm solutions to provided problems and consider how their ideas could be turned into viable business propositions. This session will also include a pitching exercise if the 2-hour version is chosen.
Stakeholder Management	1 hr	Key to the success of a start-up is a deep understanding of the stakeholders who can have a direct or indirect impact on the entrepreneurial journey. This interactive workshop will help participants identify and prioritise the stakeholders that should be considered when starting a business, specifically a university start-up/spinout.
Lean Canvas	1-2.5 hrs	The Lean Canvas is a widely used method for distilling business plans down to their essential elements. This interactive workshop will help participants deconstruct their business idea into its key components in a concise and logical way. This simplified version of the Business Model Canvas is particularly suited to early-stage business ideas. Workshop can be adjusted to run between 1 hour and 2.5 hours depending on desired detail of content.
Pitching	1-2 hrs	Crafting a strong pitch is an essential component of the entrepreneurial journey. A well-structured and delivered pitch can help emerging entrepreneurs to engage effectively with a variety of key audiences, from customers to investors. This interactive workshop will help participants to construct a short pitch, develop presentation skills, and practice delivery. Participants will be expected to deliver a pitch in front of the group by the end of the session if the 2-hour version is chosen.
Start-up Funding	1 hr	This workshop will provide emerging entrepreneurs with an overview of the various funding options available to start-up/spin-out companies in Scotland. This session will analyse different funding routes and will advise on which ones should be considered depending on the business development stage. The session will also demystify some of the industry myths and jargon. Participants will learn pros and cons of several funding options such as grants, business competitions, investment, and crowdfunding.

Building a team	1hr	Building a team is one of the most important and most difficult tasks for any new business. This interactive workshop will help you think about how you use your personal brand to get others to buy into your vision and provide you with practical steps on how to build networks and a team.
Founder Finance- A Beginner's Guide	1hr	Understanding the basics of business finance is an essential skill for any entrepreneur but is often cited as a key challenge when starting up a business. In this workshop we will introduce basic accounting principles, good practice of finance reporting tools and simplify how the key financial documents interact with each other and support business development, growth and sustainability.