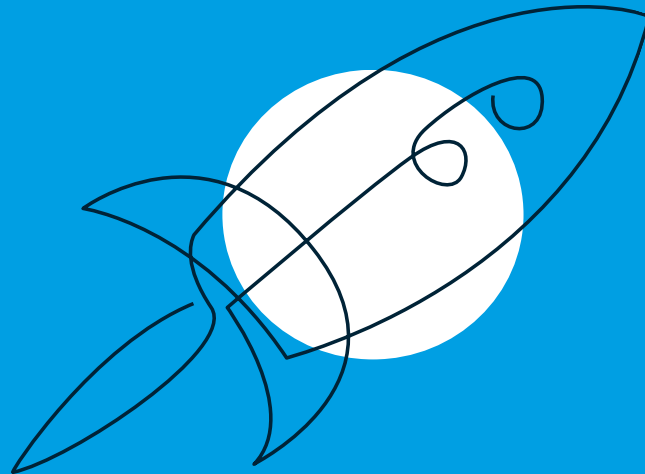


CONVERGE

Autumn 2024
Workshops



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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.

Converge Enterprise Team



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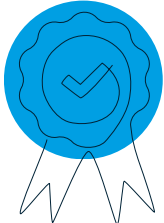

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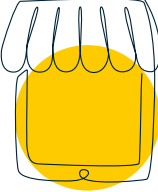

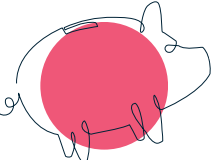
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Online entrepreneurial skills workshops

These one-hour workshops are free to attend and open to anyone curious about how to start and run a business. We're also happy to run them on request for individual Universities

Date	Time	Workshop	Description	Booking links
22 October 	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?</p> <p>This 1-hour interactive workshop will cover:</p> <ul style="list-style-type: none">• Why is innovation important?• What is Intellectual Property?• How do you stop others from copying your ideas?• Beyond traditional IP: differentiating yourself from your competitors	Booking link
29 October 	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">• Identifying your target market and its size and value• Customer engagement tips• A customer-centred approach to proposition development	Booking link

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Date	Time	Workshop	Description	Booking links
<p>5 November</p> 	<p>13:00-14:00</p>	<p>From idea to market: getting your business ready</p>	<p>Starting a business is about more than money. You will require a variety of resources at different stages of development.</p> <p>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 stages of resource planning and management, from concept to launch.</p>	<p>Booking link</p>
<p>12 November</p> 	<p>13:00-14:00</p>	<p>Business models and route to market</p>	<p>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.</p>	<p>Booking link</p>
<p>19 November</p> 	<p>13:00-14:00</p>	<p>Start-up funding</p>	<p>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.</p>	<p>Booking link</p>

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Workshops available by request - 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	Duration	Description
Communicating your research	1 hour	<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">• Why it's important to communicate your research outwith your field• How to prepare your communication style for different audiences and scenarios• How to approach communication in likely research commercialisation scenarios
The why and how of research commercialisation	1 hour	<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">• What it means to commercialise research from a university• Why research commercialisation is beneficial to universities and researchers• The common routes and methods to commercialise research• First steps to take if you want to commercialise your research
Research commercialisation as impact	1 hour	<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">• What impact means beyond publications• How commercialisation can be a form of impact• Different forms of commercialisation to maximise impact, including ethical business models• How Converge supports impact-driven businesses

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Workshop

Duration

Description

Innovation and idea generation	1 hour	The aims of this interactive workshop are to understand the value of innovation and to stimulate innovative thinking. Participants will explore how ideas and knowledge from research can be turned into translational opportunities with a mix of case studies and brainstorming from challenges in their own research.
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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

Workshop

Duration

Description

Idea generation	1 - 2 hours	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 hour	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 hours	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.

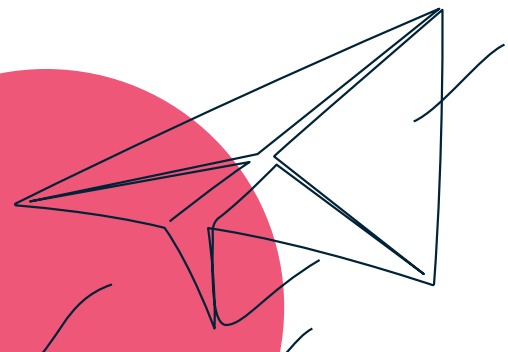
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Workshop

Duration

Description

Workshop	Duration	Description
Pitching	1 - 2 hours	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 hour	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	1 hour	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.



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CPD/Researcher development/Bespoke offerings

- Converge workshops can be combined to run as a series, a one or multi-day bootcamp, or be integrated into taught modules, CPD catalogues, conferences, away days, meetings, seminar series, or any other event where entrepreneurial and commercialisation training could benefit your staff, students, or graduates. Attendance/completion certificates can be provided for attendees.
- Workshops can be general or tailored to specific audiences and sectors, e.g., healthcare, engineering, creative industries, etc.
- We can deliver in person, online, or hybrid to a single university or across multiple universities collaborating on delivery.
- We are happy to co-deliver with university enterprise teams, lecturers, invited speakers, and other service providers.
- We can create bespoke workshops combining elements of the off-the-shelf catalogue and/or new material.
- Alumni speakers* can be included in sessions if desired.

*We request at least 4 weeks' notice if inviting alumni speakers and for their travel expenses to be reimbursed if the event is in person.

