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School of Mathematics

Entrepreneurial Skills for Life

February 2021

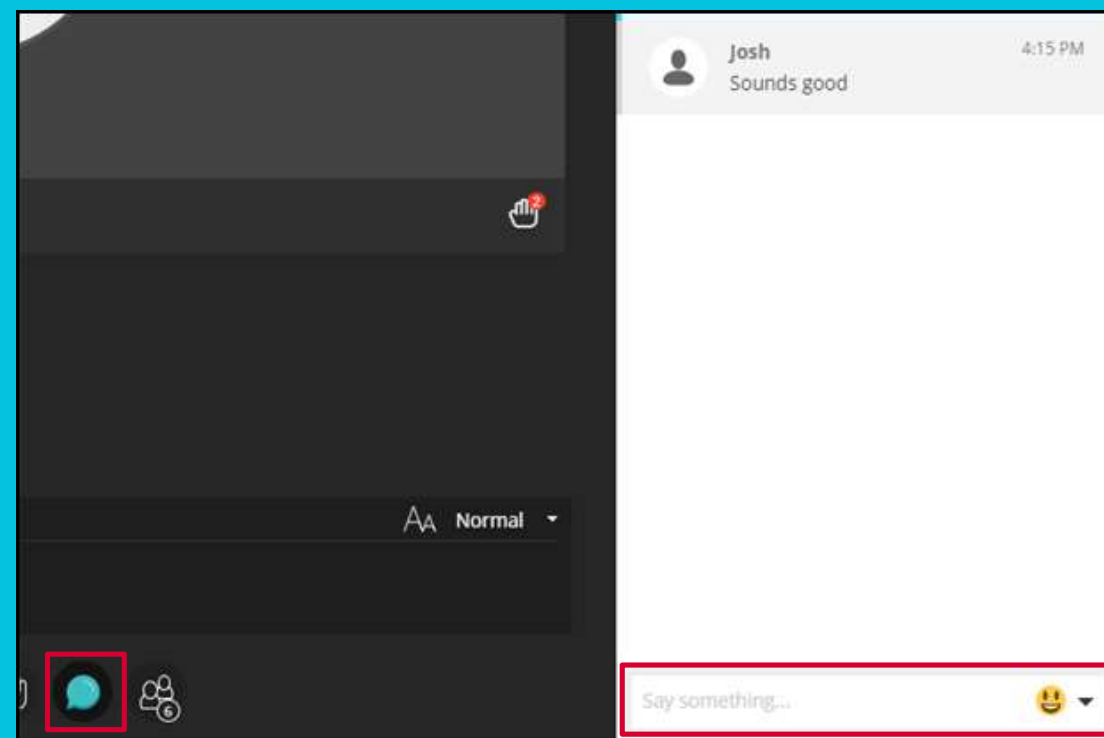


Audio check

Can you hear the presenter talking?

Please type **yes** or **no** in the “Text chat area”

- If you can't hear
 - Check the Audio/Visual settings in the Collaborate Panel
 - Try signing out and signing back into the session
 - Type into the chatbox and a moderator will try to assist you



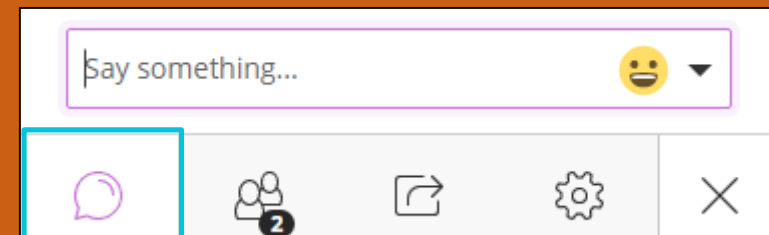


Asking questions

Always use the hand raise icon to queue up your question.

When called upon to ask your question, type a question in the “Text Chat Area”

Once your question is answered, please lower your hand.



Recording



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This session will now be recorded. Any further information that you provide during a session is optional and in doing so you give us consent to process this information.

These sessions will be stored by the University of Edinburgh for one year and published on our website during that time.

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 Start Recording

www.ed.ac.uk

  [appliedinburgh](#)

Data-Driven Entrepreneurship (DDE)

- Aims to encourage students, academic colleagues and the business community to take **entrepreneurial pathways**.
- Encouraging the creation and growth of **400+ science companies**.
- **By:**
 - Harboring innovative **pilot approaches**
 - **Accelerating** company formation
 - **Creating jobs** for Scotland's post-Covid economy



Early Stage Business Creation

P2i Online Entrepreneurial Course

👤 📄

Venture Builder

👤

DDE Innovation Seed Fund

👤 📄

Pitchbook Investment Tool Access

👤 📄 🌐

Venture Builder Incubator Programme

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University of Edinburgh Data-Driven Entrepreneurship Programme 2021

Company Growth / Scale Up Support

Engage Invest Exploit Investment Programme

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Graduate Enterprise Grant

👤

FAST Track Exec Director Programme (Pre Formation)

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Post-Covid AI Accelerator

👤 📄 🌐

Students As Change Agents Programme

👤

Digitech Work Placements

👤

FAST 2 Venture Studio

👤 📄 🌐

FAST Track Exec Director Programme (Post Formation)

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Venture Builder

See where your **ideas**
can take you

Ugne Baronaite and Dr. Thane Campbell
Edinburgh Innovations



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Data-Driven
Innovation

Venture Builder

Enterprise
Foundation
Programme

Open
Innovation
Challenge



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Enterprise Foundation Programme

- **Basic Foundations of a successful Enterprise** (includes social enterprises, charities, freelancers)
- **4 weeks of workshops and tasks:**
 - **Validating and developing the idea, working alongside like-minded entrepreneurs in a collaborative cohort, and learning about oneself by helping others**
 - **Entrepreneurial building blocks, e.g. canvases, tools, market research**
 - **Identifying first customers, building prototypes (MVP) and essential pitching skills**
 - **Effectively communicating the idea to your peers and our panel, getting valuable feedback to help you hone your idea and identify funding opportunities**
- **Engaging with the University's entrepreneurial community**



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Enterprise Foundation Programme



- **Professionally developed asynchronous resources**
- **Custom-assembled cohorts of like-minded founders and dedicated and knowledgeable cohort managers**
- **Support at every step of the way**



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Data-Driven
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Enterprise Foundation Programme

- **On 3rd iteration**
- **100 enterprises**
- **24 cohorts**
- **Huge increase in community engagement**
- **Significant impact on 1-2-1 advisory appointment quantity and quality**
- **Ugne.Baroinate@ei.ed.ac.uk**
- **Robert.Pembleton@ei.ed.ac.uk**



Launch your startup idea with our four-week programme. Learn within a community and benefit from specialist workshops.

Apply with your business or social enterprise idea and our Enterprise Foundation Programme will help fast-track your idea, providing a structured route to help you startup in just four weeks.

You'll have access to online learning materials and training courses, dedicated support from a business adviser and specialist online workshops.

Gain the business skills you need to launch alongside a cohort of like-minded entrepreneurial students. With multiple entry points, fast-track your idea at a time that suits you.



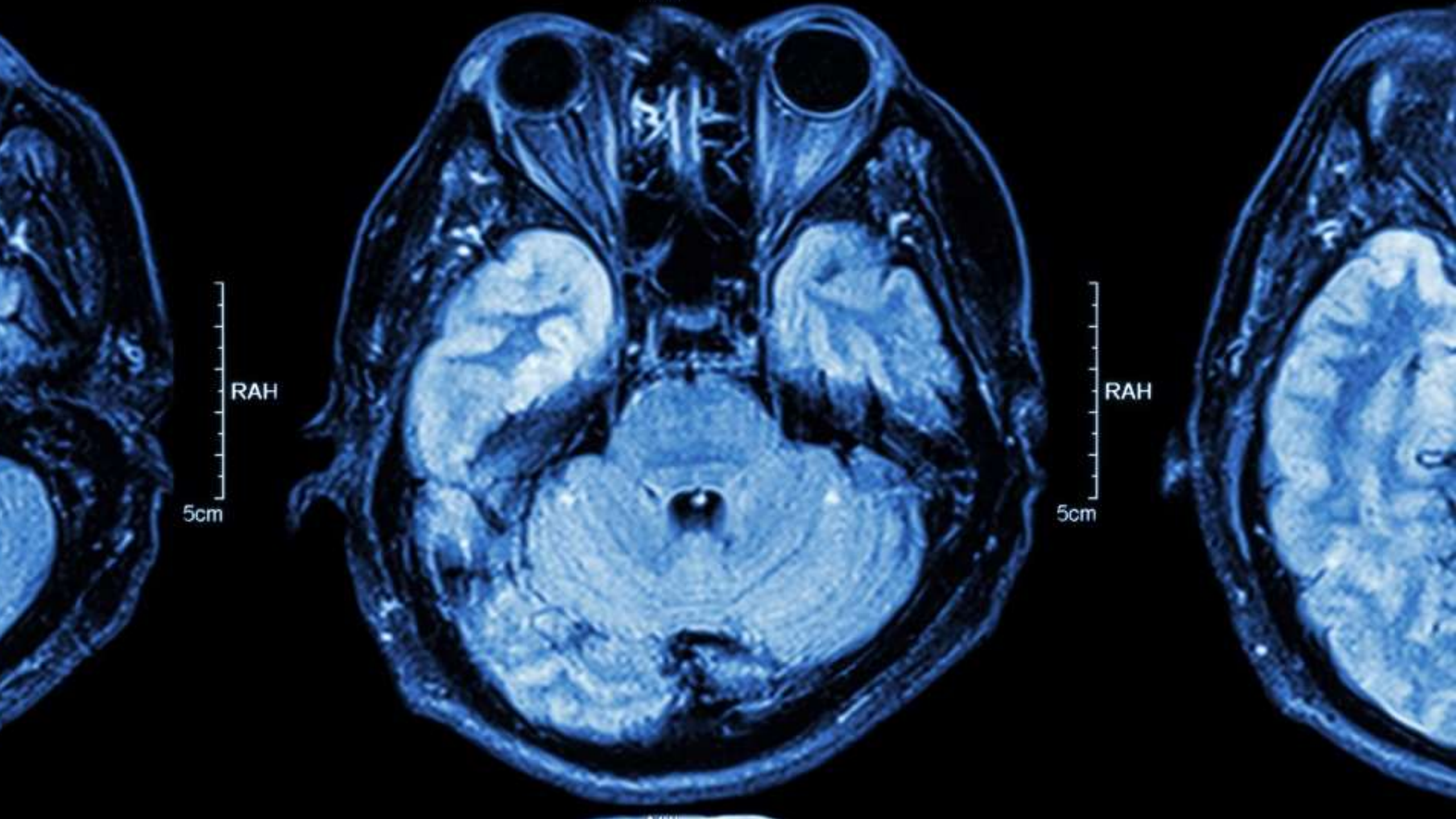
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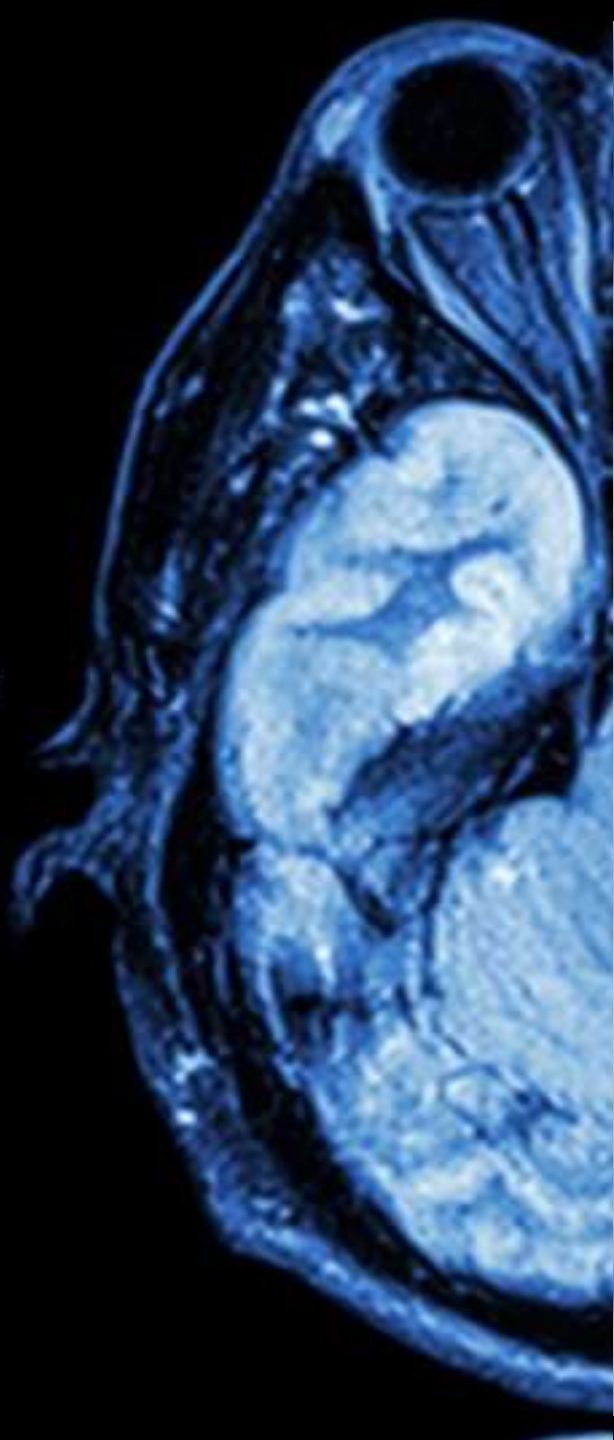


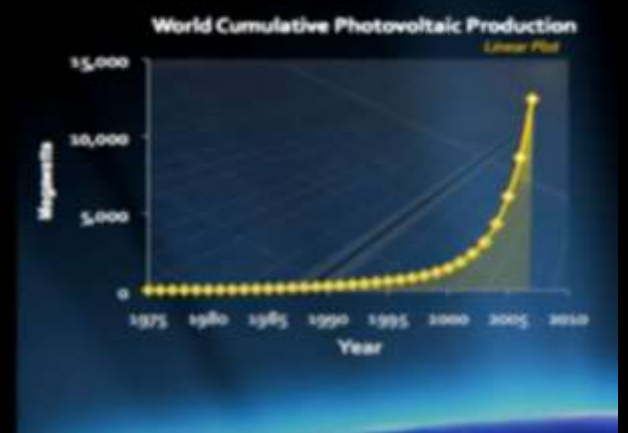
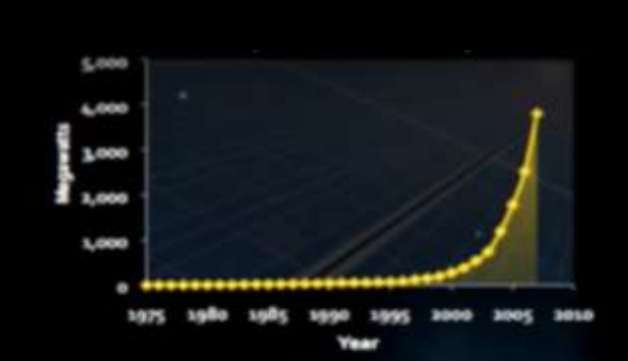
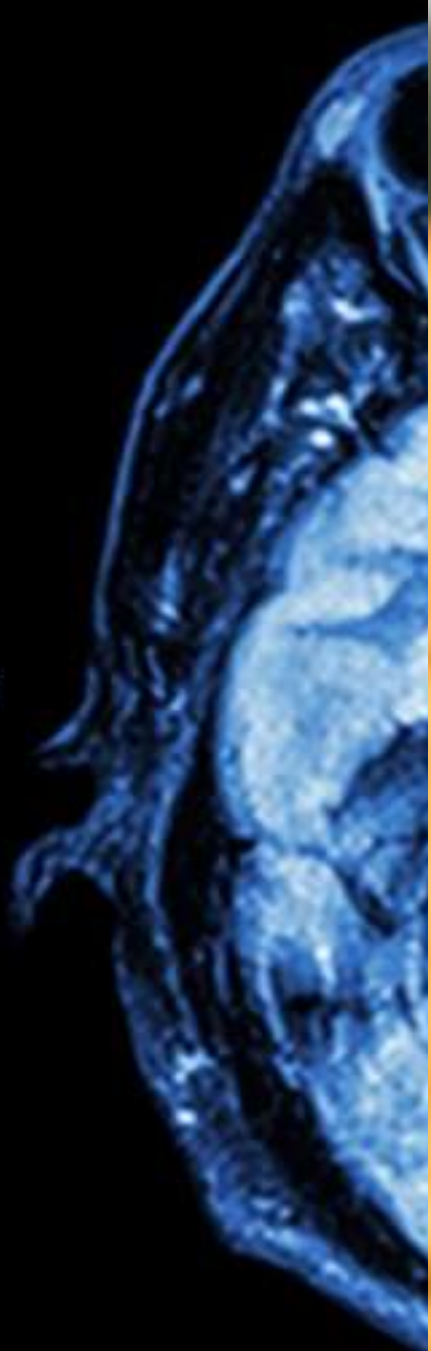
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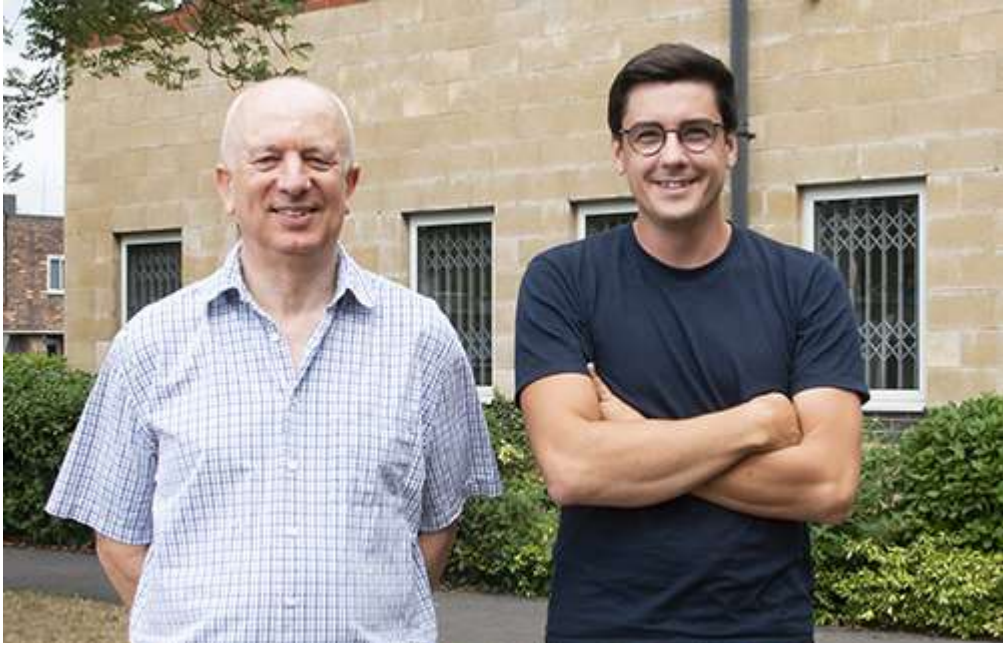


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ziyloTM



ziyloTM

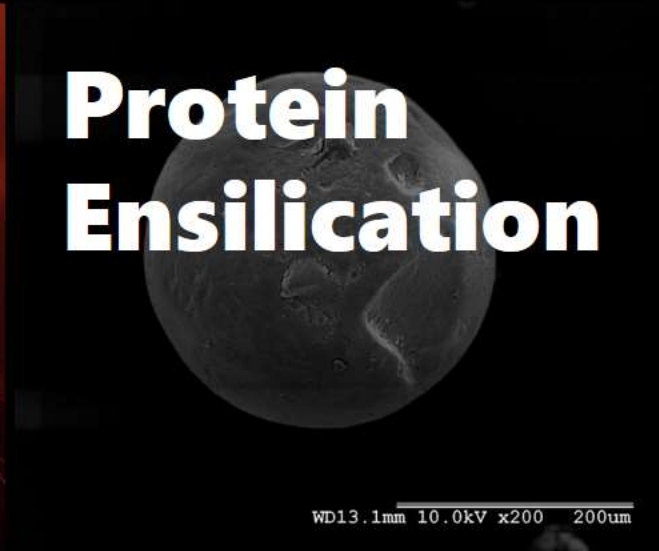


RECURSION
pharmaceuticals

Open Innovation Challenge

Technologies | Training | Teamwork

Technologies



Training: Masterclasses



How we help ▾

Work

Thinking

CoFoundry

About

Get in touch

Defining the Problem

Value Proposition Design

Focus on Customers

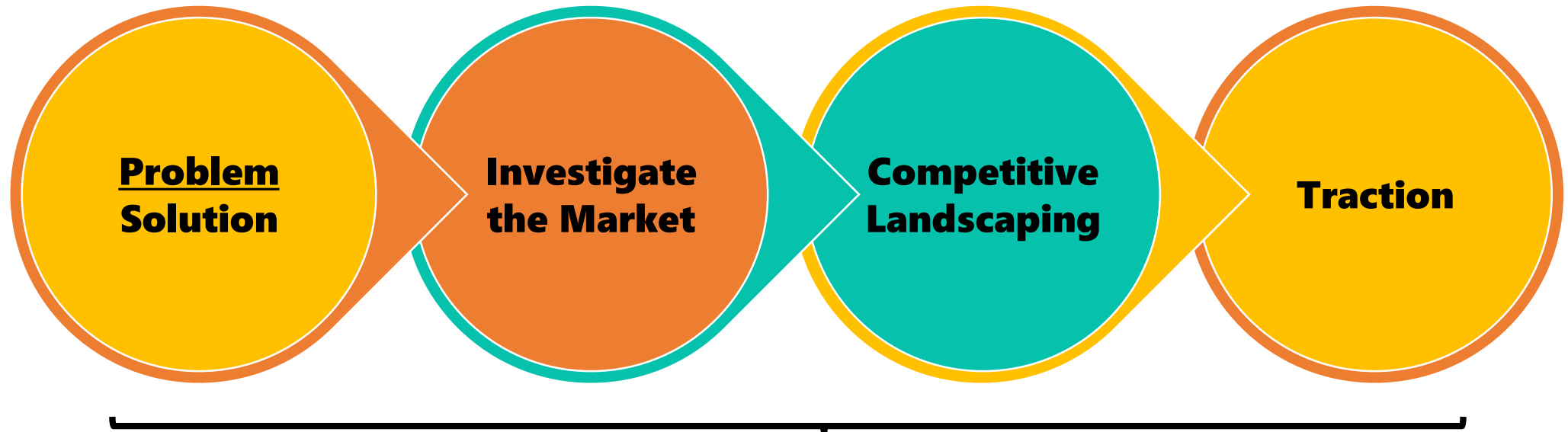
Pitching & Storytelling

Create the change

you want to see in the world.

Nile supports and invests in purpose-driven entrepreneurs

Startup Project Workflow



Applications close March 1st

Thane.Campbell@ei.ed.ac.uk

edinburghconnectingideas.co.uk



Data Driven Entrepreneurship
PHD WORK PLACEMENTS

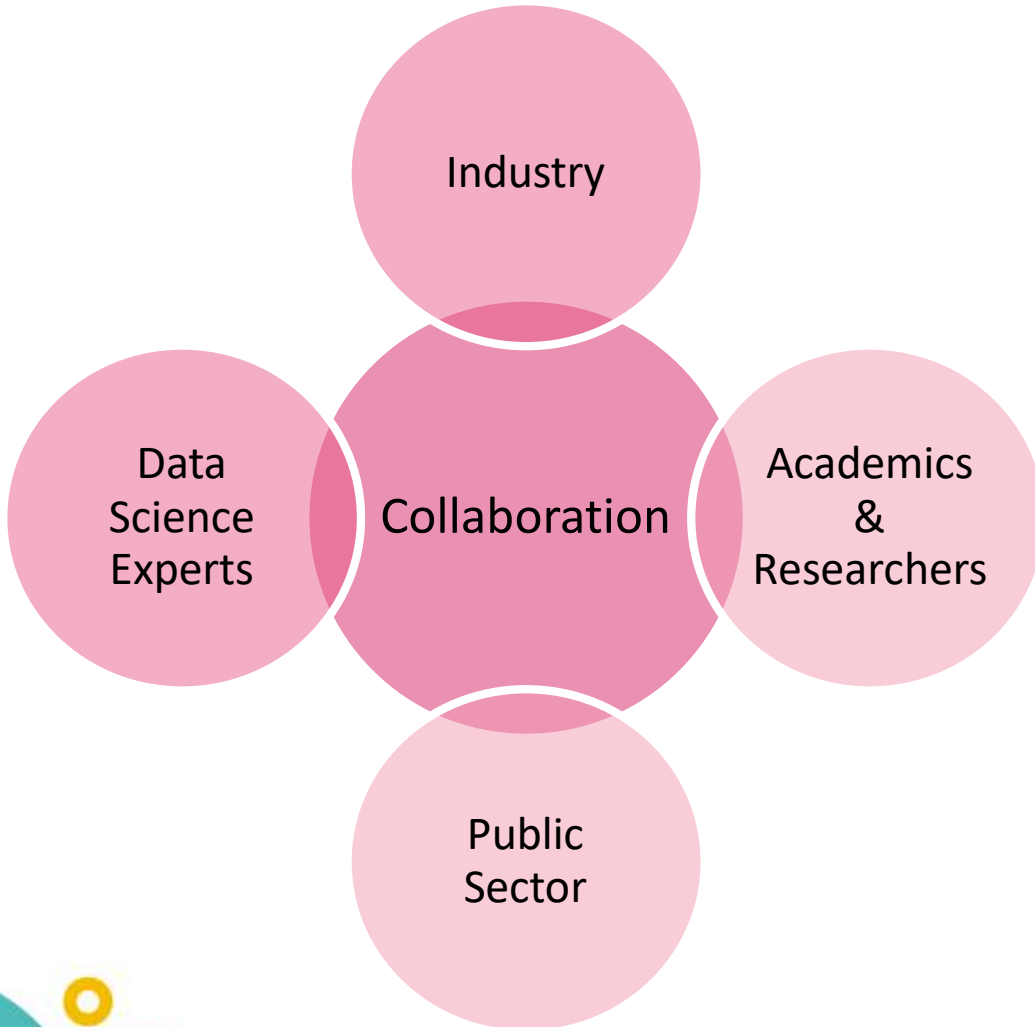


The Data Lab - What is it?

- The Data Lab is Scotland's innovation centre for AI and Data.
 - Founded in 2014, our mission is to help Scotland maximize value from data and to be leading in a data powered future.
 - How do we do this?; Supporting innovation; Developing Skills & Talents; Hosting Events & Building a Community.



Support to Innovate



- Guidance
- Matching
- Funding
- Resources



Skills & Talent



Community and Events





PhD Work Placement

- Pilot run as part of the DDE Beacon program.
- An opportunity for between 15-20 PhD students to undertake a paid industrial placement for up to 10 days.
- Open to UoE students at all stages of PhD working in data related field.



What can you expect?

- Unique opportunity to use your expertise to work in a commercial environment (Placements available will be across sectors)
 - Eg working on a Proof of Concept, Contribute to Research Paper, Overcome business problem using data.
- Experience and Insight into a commercial environment.
- Access to Employability Support.

The Process

- Application form complete to enter selection process – tinyurl.com/2okurrwd
- Call with the Data Lab – receive Employability videos.
- Entered into matching pool.
- If matched invited to interview.
- If successful Commence Placement.



Post-Graduate Programmes

- The Data Lab MSc.
- Industrial Doctorate.





Questions

- Any questions email:
ryan.naidoo@thedatalab.com



DDE Workshop

Tuesday 9th February 2021

Dr Lawrence John Brown - Innovation Manager for Health
(Easter Bush Campus and the Usher Institute)



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Data Driven Entrepreneurship (DDE) Introduction

- Dr Lawrence Brown BVM&S MRCVS
- 10+ years international experience in clinical practice and industry
- Vet & Consultant in Edinburgh last 5 years working from the Roslin Innovation Centre
- Animal Health & Aquaculture Specialist at the Department for International Trade
- Master of Business Administration (MBA), awaiting final grade
- Innovation Manager for Health across Easter Bush and the Usher Institute Hubs
- Supporting data-driven entrepreneurship and industry engagement
- Animal Health & sustainable food production
- R&D, commercialisation, innovation, venture creation, business strategy, economic development, international trade and investment



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p2i Entrepreneurial Course



<https://p2i.edinburghconnectingideas.co.uk/>

- For postdocs and suitable PhDs
- Postdocs to Innovators (p2i) is a collaboration between leading European institutes and enterprises
- Designed to provide training and skills development from postdocs interested in entrepreneurship or industrial career pathways
- Time requirement of 36 hours at your own pace by Jan 2022
- Deadline for applications 7th March 2021



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Fast Track Executive Director

- Opportunity for academics to form or grow a company in just 6 months
- Dedicated support, mentoring and funding to pay for commercial expertise
- Pool of 30 business advisors that can be expanded
- Business model planning, validation, investor readiness, recruitment
- You are eligible for this opportunity if you:
 - Have developed research owned by you or the University
 - Have IP that has been 'protected'
 - Have a business idea with a data-driven application or technology
 - Are an individual who is a member of University of Edinburgh staff
- Assigned Project Manager and >1d week time commitment



<https://fasttrackexecdirectors.edinburghconnectingideas.co.uk/>



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Beta Bugs

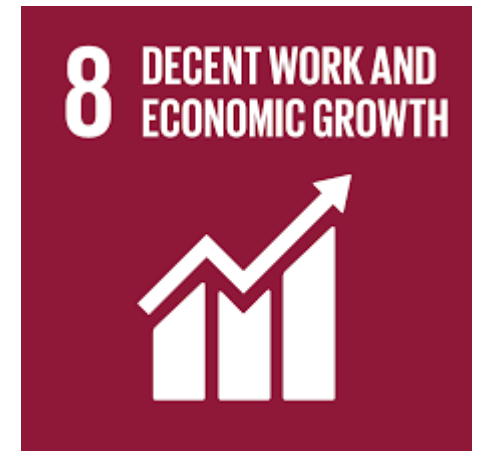


Students as Change Agents (SaChA)

- Opportunities for students to work with industry on real-world challenges, harnessing the power the value of data to create social, environmental and/or economic impact
- Brings together students from different academic disciplines and asks them to work collaboratively to create possible solutions.
- In 2019/20 SaChA supported over 183 programme completed (96.5% 'overall satisfaction' rating 81.5% very or extremely satisfied)

SaChA tailored exclusively for PhD students as part of the DDE programme

- The challenges focus on the economic recovery post-pandemic and will link to UN SDG Goal 8
- Work with local partners to generate ideas that could have major impact
- Training in Team Theory, Understanding Data & Design Thinking
- Present findings in video pitch and report
- Participants will work together and build their professional networks, test themselves outside their academic expertise and develop entrepreneurial and leadership skills
- Groups will be invited to develop their idea further post-programme with the support of EI
- <https://ddi.ac.uk/projects/students-as-change-agents-pilot-project/>



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Student Ambassadors

- In its 3rd year, comprises of 8 students from across the University with an interest in entrepreneurship including undergrads, postgrads, postdocs & alumni
- Working directly with Edinburgh Innovations to spread the word about our entrepreneurial skill building events, workshops, competitions, accelerators, incubators, etc.
- Judge and present the monthly Business Ideas Competition, manage cohorts for the Enterprise Foundation Programme, engages with external organisations and student societies
- 3 Student Ambassadors supporting the DDE programme
 - Lauryn Mwale (Mathematics)
 - Ugne Baronaite (Biotechnology)
 - Ioana Buzduga (AI)



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DDE Workshop

Tuesday 9th February 2021

Kevin Lonergan - Innovation Manager for Economy
(Edinburgh Futures Institute and Bayes)



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Data Driven Entrepreneurship (DDE) Overview – Kevin Lonergan

- 25 years senior management within SME's, financial services and consultancy services sector.
- 15 years – business advisory support to start up and scale up tech companies
- Advise on Investor readiness, optimal funding plan and tech commercialisation.
- Secured £20m public sector funding and investment for tech start ups and scale ups.
- Managed and delivered 2 year Fintech Initiative – supporting 150 Fintech's and 30 large Financial Services companies.
- Business Consultant - 1 year at Edinburgh University, advising Masters and PhD student start ups.
- Innovation Manager within DDE – supporting 2 main Hubs, Edinburgh Futures Institute and Bayes
- Sectors include Fintech, Civtech, Legaltech and Spacotech.
- <https://edinburghconnectingideas.co.uk/>



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Data Driven Entrepreneurship - Enhanced Seed Fund

START-UP

- Supports early stage DDI companies by making small (~£15k) seed investments.
- Eligibility:
 - University of Edinburgh association
 - Scalable business opportunity
 - Digital or data-driven aspect to their business, product or service
 - Secured less than £250k of equity investment to date
 - Committed founder who has already incorporated the company (or is currently incorporating).
 - Able to demonstrate they are building a tangible product or/and service with a compelling value proposition
 - Large market opportunity identified and a plan to develop the business further



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Data Driven Entrepreneurship - Enhanced Seed Fund

START-UP

- £15k converts to equity at next funding stage.
- Y-Combinator/Seedcamp model used for early-stage start-ups.
- Legal docs – using templates, costs met by company will be minimal.
- Call date is soon – aiming to support 6 companies.
- Seed fund potentially leading to Old College Capital investment.
- Please email Etf@ei.ed.ac.uk if you have any questions.



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Data Driven Entrepreneurship – Graduate Allowance

START-UP

- Supports early-stage companies by supplying a £5k allowance.
- Eligibility:
 - Graduated less than 2 years ago
 - Not currently employed full-time
 - University of Edinburgh association
 - Scalable business opportunity in any market sector
 - Digital or data-driven aspect to their business, product or service
 - Committed founder who is planning to incorporate a company within a few months

Contact - Kevin Lonergan, Innovation Manager: kevin.lonergan@ei.ed.ac.uk



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Data Driven Entrepreneurship – Venture Builder Incubator

START-UP

General Information

- 4 Month Programme (April To July 2021)
- The programme is delivered in partnership with Nile and EdVenture
- Focused but not exclusively for PhD Students
- Applicants might or might not have a business idea formed
- Applicants might come as part of a team or looking for a team
- Focused to Digital and Data-Driven companies
- Time commitment of minimum 12 hours a month
- 25 teams will be selected
- Applications open until 8th of March 2021

Successful applicants will have access to:

- £2,000 grant
- 1-2-1 support
- Access to the wider ecosystem including mentors and investors
- A curated and exclusive set of workshops & networking events to test ideas
- A demo day to showcase businesses

For more information contact:

Laura Bernal – Venture Builder Incubator Project Manager

laura.bernal@ei.ed.ac.uk



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Data Driven Entrepreneurship - Post Covid AI Accelerator

SCALE-UP

General Information

- 5 Month Programme (February To July 2021), Bayes Centre
- In partnership with Nile and Scalespace
- Scale up companies founded by Students or academics. Can be out with University and Scotland.
- Focused on Digital and Data-Driven companies
- Workshops, 121's, guest speakers, mentors and pitching
- Time commitment of minimum 4 days a month
- 15 companies selected
- Starts 18TH February 2021.

Successful applicants will have access to:

- £7,500 grant
- 1-2-1 support
- Access to the wider ecosystem including mentors and investors
- Dedicated desk space at Bayes
- Access to academic talent and expertise
- Global Network

For more information contact:

Katy Guthrie - Post Covid AI Accelerator Programme Manager

Katy.guthrie@ei.ed.ac.uk



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Data Driven Entrepreneurship - Pitchbook Tool

- Access to an online platform providing investment data and intelligence.
- Built into University systems - available to all Edinburgh University staff and students.
- Millions of different types of investors, companies, deals, sector analysis and funds.
- Analyse market intelligence to help support valuation, milestones and dilution expected.
- Undertake competitor analysis – investment secured to date/source.
- No cost involved and will be live fairly soon.



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Data Driven Entrepreneurship (DDE) Engage Invest Exploit (EIE) – Investment Event

- Largest investment event in Scotland.
- 50 start ups and scale ups pitching – coaching supplied
- Exposure to Scottish, UK and Global investors – angels, VC's and Corporate VC's
- Immense networking opportunity.
- Many companies have secured investment by attending/pitching at the event.
- Event taking place in June 2021.



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Data Driven Entrepreneurship (DDE) Seeking Investment – Handy Hints

- Seek expertise – accountants, lawyers and Patent attorneys
- Explore and evaluate many different types of investors – angels, VC's and Corporate VC's.
- Analyse investor capacity, their portfolio, sectors invested in and sweet spot
- Seek SMART investors - added value not solely the cash!
- Keep a close eye on the deal costs involved
- Timescales can be lengthy and the journey arduous and exhausting
- Do your due diligence on potential investors
- Ensure your vision and goals are aligned with the investors.
- Know your numbers – financials.
- Valuation – understand your methodology



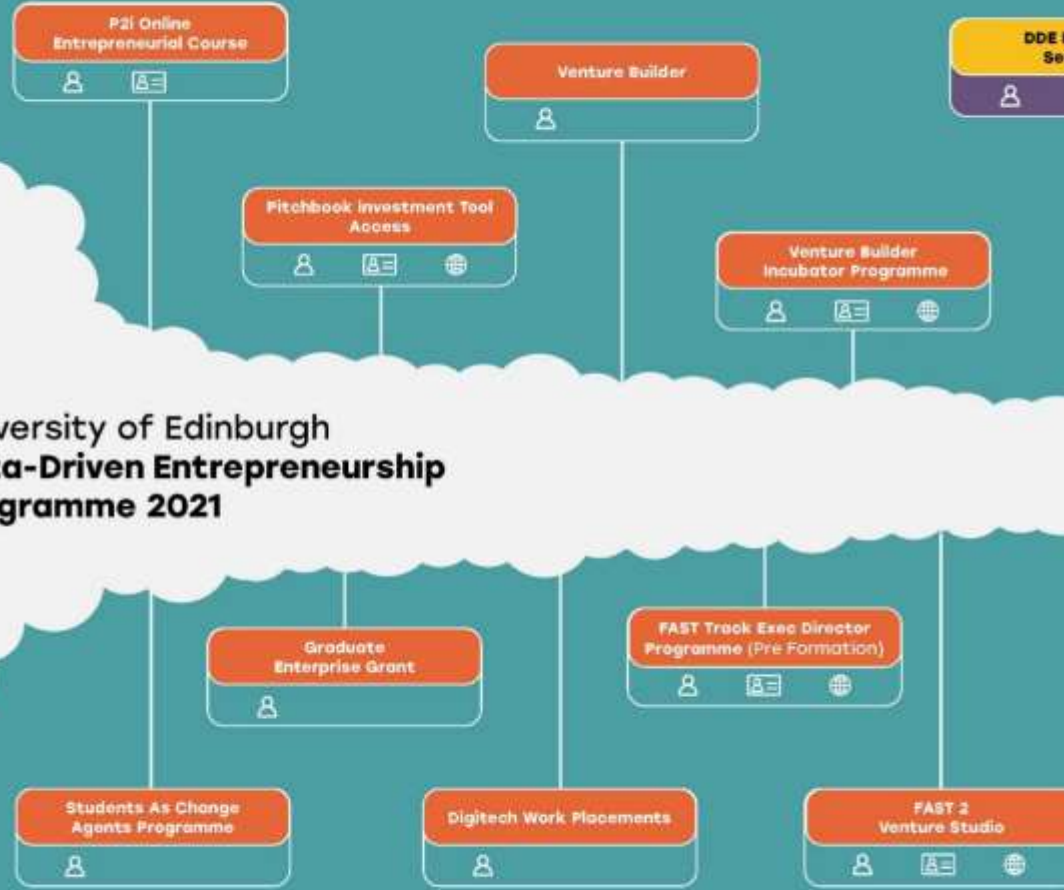
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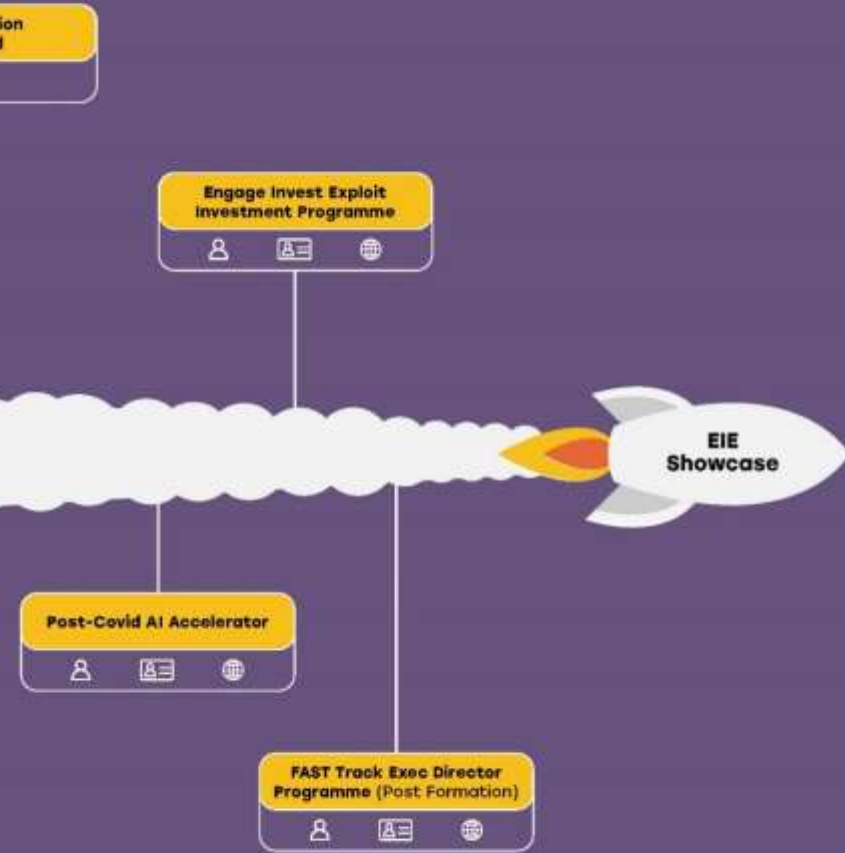
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Early Stage Business Creation



Company Growth / Scale Up Support



Data Driven Entrepreneurship (DDE) Programme Contacts

<https://edinburghconnectingideas.co.uk/>

- **Innovation Manager for Economy (EFI and Bayes):** Kevin Lonergan - Kevin.Lonegran@ei.ed.ac.uk
- **Innovation Manager for Health (Easter Bush and Roslin):** Lawrence Brown - Lawrence.brown@ei.ed.ac.uk
- **Post Covid AI Accelerator Programme Manager:** Katy Guthrie - Katy.guthrie@ei.ed.ac.uk
- **Post Covid AI Accelerator Administrator Officer:** Fabrizio Formichella - Fabrizio.formichella@ei.ed.ac.uk
- **Fast Track Project Manager:** Steven Jack - steven.jack@ei.ed.ac.uk
- **Venture Builder Industry Challenge –** Thane Hamilton - thane.Hamilton@ei.ed.ac.uk
- **Venture Builder Incubator Project Manager:** Laura Bernal - Laura.Bernal@ei.ed.ac.uk
- **Digittech Work Placements Project Manager:** Ryan Naidoo - ryan.aidoo@thedatalab.com
- **DDE Programme Administrator:** Catie Cundall - catie.cundall@ei.ed.ac.uk



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