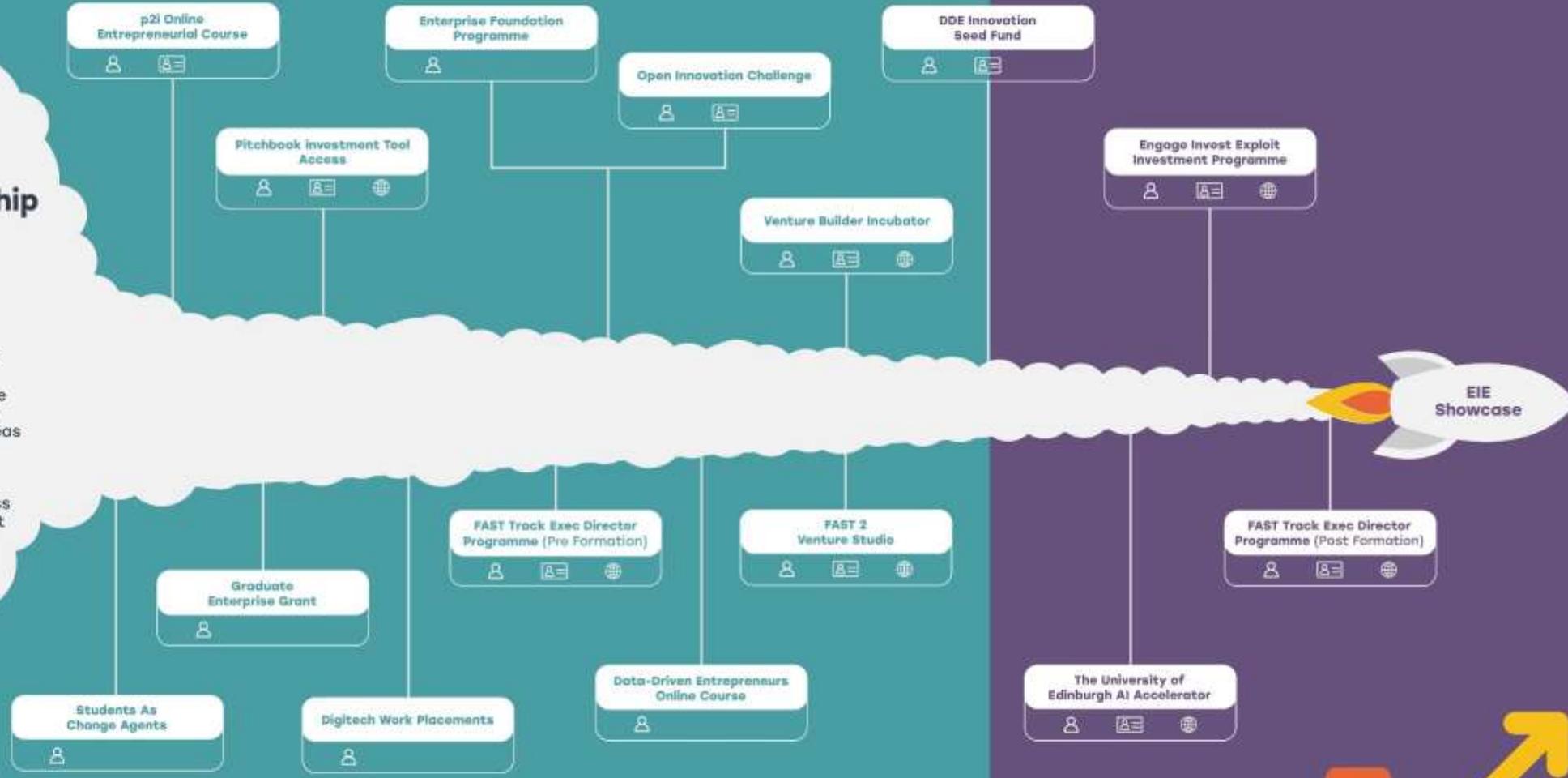# University of Edinburgh
Data-Driven Entrepreneurship Programme

From accelerators to workshops to incubators, here is the University of Edinburgh's world leading series of programmes to commercialise research, advance data-driven entrepreneurship and support a recovering society post Covid. The University is offering a whole host of opportunities for innovative and entrepreneurial students, academics and staff from the University and beyond to connect their ideas to the world.

'A-star' startups and scaleups as well as digitally focused investors and industry partners from across the world will also find chances to join in and benefit from Edinburgh's expertise and latest data-driven digital innovation.

Early stage business creation support

Company Growth / Scale Up Support

- p2i Online Entrepreneurial Course
- Enterprise Foundation Programme
- DDE Innovation Seed Fund
- Open Innovation Challenge
- Pitchbook Investment Tool Access
- Engage Invest Exploit Investment Programme
- Venture Builder Incubator
- EIE Showcase
- Graduate Enterprise Grant
- FAST Track Exec Director Programme (Pre Formation)
- FAST 2 Venture Studio
- FAST Track Exec Director Programme (Post Formation)
- Students As Change Agents
- Digitech Work Placements
- Data-Driven Entrepreneurs Online Course
- The University of Edinburgh AI Accelerator

Key
- 👤 Student Opportunity
- 🪪 Staff Opportunity
- 🌐 External Opportunity

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DDI Data-Driven Innovation

Open Innovation Challenge

- The Open Innovation Challenge focuses on supporting PhD students and early career researchers ideate around IP and give them the basis to start thinking about commercialisation. We are working towards a cultural change in academia to generate more research impact.

- It supports the creation of data driven and scientific based startups through helping individuals **generating of ideas** along a 8 week programme. We provide **entrepreneurial skills** and a taste of innovators life.

Benefits for companies taking part:

- The possibility to get up to £5,000 on the pitch competition
- A curated set of workshops
- Networking events/ Peers support
- The possibility to participate in a pitch competition in front of investors
- The possibility to get a space on the Venture Builder Incubator

Key aspects we cover
Problem identification
Value proposition
Pitching and Storytelling

150K	5	8
Money raised*	Company Formation	Securing places in other programmes

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Venture Builder Incubator

- The Venture Builder Incubator focuses on supporting PhD students and early career researchers to turn their research into business opportunities. We are working towards a cultural change in academia to generate more research impact.

- It supports the creation of data driven and scientific based startups through the **incubation of ideas** along a 14 week programme. We provide **entrepreneurial skills**, connections with the ecosystem including academics and investors.

Benefits for companies taking part:

- £2,000 grant
- A curated set of workshops
- Networking events/ Peers support
- Mentorship
- Links to investors
- The chance to win £5,000 on Demo Day

Key aspects we cover
IP
Business thinking
Team formation
Problem identification
Value proposition
Pitching and Storytelling

300K	7	40K
Money raised*	MVP Development	Revenue To Date

DDE Workshop

Tuesday 1st February 2022

Kevin Lonergan - Innovation Manager

(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 and graduates.

- Innovation Manager within DDE – supporting 2 main Hubs, Edinburgh Futures Institute and Bayes

- Sectors include Fintech, Civtech, Legaltech and Spacetech.

- https://edinburghconnectingideas.co.uk/

p2i – Postdocs to Innovators - Online Course

- For postdocs and suitable PhDs at University of Edinburgh

- Postdocs to Innovators (p2i) is a collaboration between leading European institutes and enterprises

- Designed to provide coaching and skills development for postdocs interested in starting up a business.

- Each round runs for 6 months and should take approx. 3 months to complete. The required minimum time commitment is around 36 hrs - averaging around 6 hours/unit or 6 hours/week

- Applications for the next round starting in April 2022 will open soon.

- Contact Catie Cundall with any enquiries catie.cundall@ei.ed.ac.uk

Digitech Work Placements

- Led by The Data Lab, who work closely with PhD students to ensure their placements are matched to a project that is relevant to their PhD research area and interests.

- To gain experience and insight into working in a start up / scale up /established organisation.

- Allow PhD students to develop their employability and technical skills as they work to solve real-world industry and business problems and contribute to society's recovery following Covid-19.

- Must have the right to work in the UK. If on a visa, students must consider any restrictions or limitations this might place on their availability to work.

- Earn a wage of £13.25 per hour for a maximum of 70 hours.

- 10-15 placements available at a time – 18 supported to date

- Contact cheryl.stewart@thedatalab.com with any enquiries about the Digitech Work Placement programme.

Data Driven Entrepreneurship - Enhanced Seed Fund

- Supports early stage DDI companies by making up to £15k seed investments.

- Eligibility:

  - University of Edinburgh association

  - Scalable business model and 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 formed 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

Data Driven Entrepreneurship - Enhanced Seed Fund

- Funding converts to equity at next funding stage.

- Y-Combinator/Seedcamp funding vehicle used for early-stage start-ups.

- Legal docs – using templates, legal costs met by company are minimal.

- Supported 38 companies - £400k in total.

- Seed fund potentially leading to Old College Capital investment. (University VC arm)

- Please email Etf@ei.ed.ac.uk if you have any questions.

Data Driven Entrepreneurship – Graduate Enterprise Grant

- Supports early-stage companies by supplying a £5k allowance – supported 26 individuals/companies to date.

- 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 set up a company within a few months

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

Data Driven Entrepreneurship - Post Covid AI Accelerator

General Information

- 5 Month Programme hosted by Bayes Centre

- In partnership with Nile and Scalespace

- Scale up companies founded by Students or academics. Can be outwith 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

- 27 companies supported to date

Successful applicants will have access to:

- £9,000 grant

- 1-2-1 support

- Access to the wider ecosystem including mentors and investors

- Dedicated desk space at Bayes Centre

- Access to academic talent and expertise

- Global Networking Opportunity

For more information contact:

Katy Guthrie - Post Covid AI Accelerator Programme Manager

Katy.guthrie@ei.ed.ac.uk

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.

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

- Largest investment event in Scotland for investors and potential investee companies.

- 50 start ups and scale ups pitching – coaching supplied for pitching.

- Exposure to Scottish, UK and Global investors – Business Angels, VC's and Corporate VC's

- Immense networking opportunity.

- Many companies have secured investment by attending/pitching at the event.

- Annual event taking place in June 2022.

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Venture Builder

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University of Edinburgh
Data-Driven Entrepreneurship Programme 2021

EIE Showcase

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Enterprise Services Key   Student Opportunity   Staff Opportunity   External opportunity

Data Driven Entrepreneurship (DDE)
Key Outputs to date

- 25 new jobs and 18 new team members sourced

- 18 Digital Internships delivered.

- £8m investment into Scale-Ups.

- £400k investment into Start Ups. (Seed Fund)

- Over 500 Pitchbook users.

- 12 new Minimal Viable Products (MVP's).

- 17 Commercial Champions supported companies.

- 16 Impact Case Studies across tech – Fintech, Edtech, Healthtech, Spacetech

Data Driven Entrepreneurship (DDE)
Seeking Investment – 10 Handy Hints

- Seek expertise – accountants, lawyers and Patent attorneys

- Explore and evaluate many different types of investors – Business 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

Data Driven Entrepreneurship (DDE) Programme Contacts

- **Innovation Manager:** Kevin Lonergan - Kevin.Lonergan@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

- **Venture Builder Incubator Project Manager:** Laura Bernal - Laura.Bernal@ei.ed.ac.uk

- **Digitech Work Placements Project Manager:** cheryl.stewart@thedatalab.com

- **p2i – Postdocs to Innovators:** catie.cundall@ei.ed.ac.uk

- **DDE Programme Administrator:** Catie Cundall - catie.cundall@ei.ed.ac.uk

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