

**Post Graduates and Post-Doctoral  
researchers are the Cinderella  
group within our universities when  
it comes to enterprise and  
entrepreneurship education**

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# What is happening in the UK/ International programmes?

- Before presenting SETsquared with the plans for what is now called Researcher to Innovator (R2I) the team conducted extensive research into current practice in the UK, Europe and US.
- In depth review of provision at UoManchester, UoBirmingham (Talent Pool and PESS), UoCardiff (i-Solve), UCL, UoStrathclyde (Enterprise Academy), UoCambridge (Enterprisers), North West Enterprise Champions project.. And more

# Internationally

- EIT ICT Doctoral School, Turku et al – an European Union funded project
- 3EP – European Entrepreneurship Education programme
- iCorp - [http://www.nsf.gov/news/special\\_reports/i-corps/curriculum.jsp](http://www.nsf.gov/news/special_reports/i-corps/curriculum.jsp) NSF in the US
- iMinds - <http://www.iminds.be/en> Connect, Innovate, Create
- YouWin Nigeria - <https://www.youwin.org.ng/> Business development programme

What did they all point towards?  
There was a need to...work with  
PG/Post Docs to..

- Develop creativity, innovation and entrepreneurial mind-set NOT Business Planning
- Through enquiry based learning
- Intensive aspects to immerse the learner, build their confidence and self efficacy.
- Opportunities to develop habits and behaviours over time

# Typical PG researcher

- Brains the size of a planet.
- Dedicated to their subject/discipline.
- Focussed on getting their “tenured” academic post. (reality though 5% will succeed!)
- Single minded.. Driven. Passionate... anxious..
- No PLAN B!

# What is their Mind Set?

- Learnt how to be good (OUTSTANDING!) at what they do..
- There is always a Correct answer... the right way to do things..
- Plan and think.. Before doing anything..
- Worried about getting “it” wrong.
  
- They have never failed at anything.. Hence why they are at the top of the academic pile..
- (How will they cope with NOT getting their academic post??)

# OMG!

- Imagine a group – less inclined to consider the world of the entrepreneur..
- I cannot

# Phdcomics.com





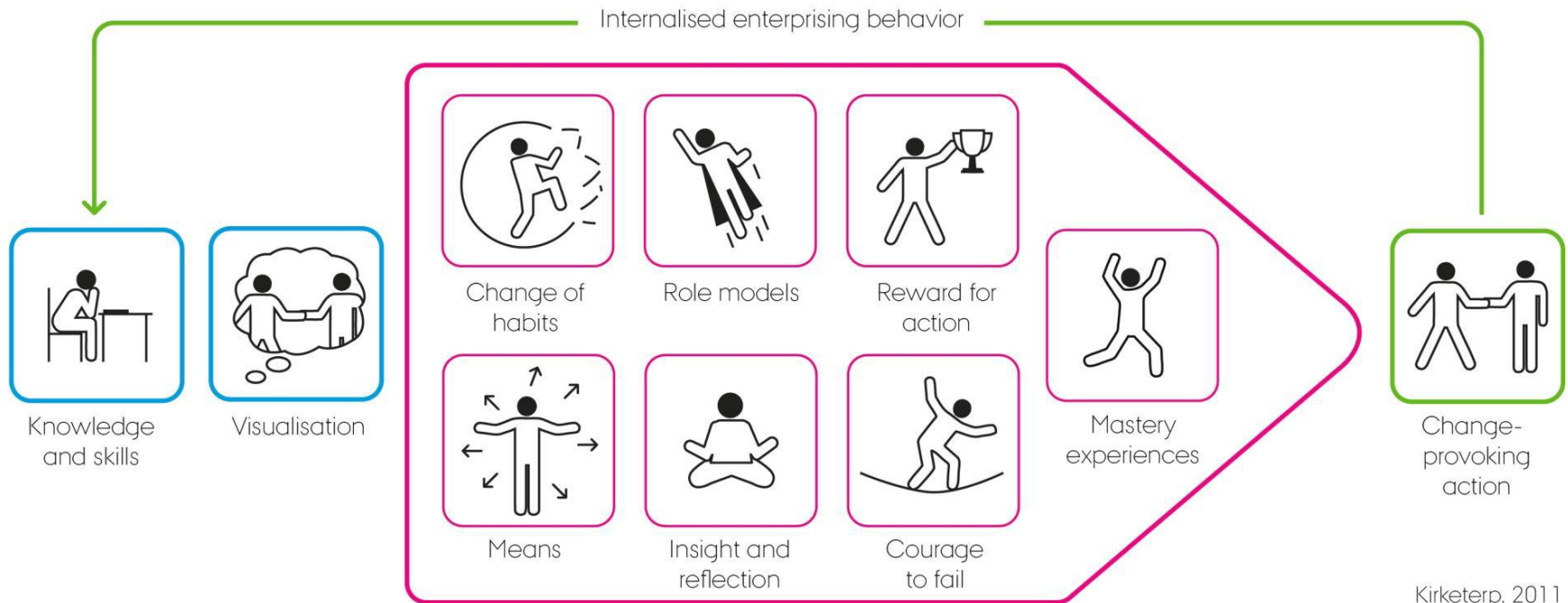
# The scale of the problem

- Across the five partner universities of SETsquared there are 9,385 academics and 25,695 Postgraduate students
- (Exeter, Bristol, Bath, Southampton & Surrey)
- How big is the potential PG/RA group at your institution?

# Anna Kirketerp's model

R2I aims to develop the PINK zone

## The Push Method



# R2I

- 3 day intensive introduction
  - Personal exploration
  - Introduction of tools to support ideation, creativity and opportunities for commercial exploitation
  - Introduction to role models, case studies and potential mentors to guide the nascent entrepreneurs in the early stages

# R2I

- 3-5 months of reflection and support
  - monthly – 1 day visits to SETsquared incubation locations to consider a specific aspect of commercialisation of IP

# R2I

- 2 day concluding event
  - Participants to bring their embryonic ideas for ventures to hot house and develop into “investment ready” opportunities
  - To prepare for.....the next phase....
    - To act as the motivation for the next cohort for R2I
    - To act as champions for commercialisation within their Universities and research groups
    - To exploit their ideas through..... ICURE....see later...

# How did we assess if this had been successful?

- The R2I team invited Bob Newbery to conduct longitudinal research into the impact of the R2I programme to measure impact.
  - we collected participant feedback based around the emerging area of Entrepreneurial Intent (Linan et al 2011)

# Bob's stuff

- *The groups confidence and Self-Efficacy has changed significantly and how they think their peers would react to their entrepreneurial thoughts has also changed significantly.*
- *I have left out the boring stats.. But happy to share if you are that sad!*

# How might this develop in future?

- Vitae Enterprise Lens as part of the Researcher Development Framework
- [Researcher Development Framework](#)
- Do you know about this?
- How can this be translated into actions and development programmes?



# So lets get started

- Get into small groups of around 6 people.
- You probably wont know each other – That doesn't matter.

# Key questions

- What is happening at your University for Post Graduates/ Post Doctoral /Research Associates? Good examples?
- Do you know how to get in touch with these groups? What is the best way?
- What funding could you access to develop programmes for these groups?