

## GFVP 2023 “Pathways to Impact”



Co-funded by the  
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# GFVP 2023 “Pathways to Impact” Syllabus

## Course Information

Course Location	Online / 25h of time invested from PhDs in the program
Course Delivery Team	EIT FOOD Spine, UNITO, TUM, & AU plus external collaborators
Level: Beginner	Duration: 16 <sup>th</sup> October – 26 <sup>th</sup> November (6 weeks)

## Short Course Description

### What will you gain?

You will gain **entrepreneurial skills**, which can benefit your research funding, employability or get inspired in creating a spin-out.

You will have a polished 5 min pitch deck that will clearly describe the impact of your research! You will learn how to take a complex research concept, like your PhD, and formulate it into clear value propositions that can be used in your grant applications for potential investors and other stakeholders.

### HOW?

- By having access to five (5) Asynchronous Modules with small assignments on the EIT Food education learning platform CANVAS (10 h of offline work).
- By receiving 1:1 mentoring over a 6 to 8 weeks period, from GFVP partners that have vast experience in supporting PhDs acquiring entrepreneurial skills.

- By participating in a series of synchronous workshops so that you do not feel alone in your journey.

### Learning Outcomes

- Evaluate your entrepreneurial skills
- Communication skills of how to create value & impact society with your research
- Acquire the Skills and Mindset to modify your pitches to different occasions
- Enable an in depth understanding of the nine building blocks of the Business Model Canvas Template

### Course Topics

The course is designed to have three entrepreneurial phases as building blocks: AWARENESS, COMPETENCE, and REALISATION, and the tools and concepts in modules are categorized by phase.

In the AWARENESS section, you will find tools and concepts to inspire and increase your knowledge about the entrepreneurial tools and mindset and how they can assist you in generating industry collaborations, impact creation, research funding, and alternative career opportunities.

In the COMPETENCE section, you will find tools and concepts for hands-on training sessions and entrepreneurial competence-building, and in the REALISATION section, you will find tools and concepts to help you move from idea to creating value from your research.

Modules distribution per week	Description / time allocation	Learning OUTCOMES
<p><b>Week 1: 16<sup>th</sup> Oct. - 22<sup>nd</sup> Oct.</b></p> <p>Kick-off &amp; Asynchronous Module (AM) 1 Map your Entrepreneurial Competencies</p>	<p><b>Kick-off:</b> 19<sup>th</sup> of October 15:30 – 17:30 Welcome, Introduction to Canvas, Meet your Mentors</p> <p><b>AM 1:</b> <b>Entrepreneurship for a World in Crisis</b> by <a href="#">Rajiv Vaid Basaiawmoit</a>, Aarhus University (15 min)</p> <p><b>Is Tech Good?</b> by <a href="#">Rajiv Vaid Basaiawmoit</a>, Aarhus University (15 min)</p> <p>Your <b>Entrepreneurial Competencies</b> series of small videos (35 min)</p> <p><b>Assignment 1:</b> PhDs map their Entrepreneurial Competencies against the EntreComp framework (30 min)</p>	<p><b>AWARENESS</b></p> <p>PhDs will create their EntreComp map and will explore their entrepreneurial competencies as an individual.</p>

<p><b>Week 2: 23<sup>rd</sup> Oct. – 29<sup>th</sup> Oct.</b></p> <p>Synchronous workshop on Sharp Messaging and Pitch Training with professional pitch trainer <a href="#">Dafna Gold Melchior</a></p>	<p><b>Interactive online workshop:</b> 25<sup>th</sup> October 2023 at 14:00 CET Sharp messaging &amp; Pitch Training (2 h)</p> <p><b>Assignment 2:</b> PhDs will prepare their 5 min PhD pitch deck (90 min)</p> <p><b>Community</b> Invitation to the GFVP-PTI-Slack-Community</p>	<p><b>COMPETENCE</b></p> <p>PhDs will acquire the Skills and Mindset to modify their pitches to different occasions, conference presentations, industry conversations or project collaborations etc.</p> <p>PhDs will socialize with their peers in the cohort, will be onboarded on GFVP PTI Slack community.</p>
<p><b>Week 3: 30<sup>th</sup> Oct. – 5<sup>th</sup> Nov.</b></p> <p>Synchronous workshop on Problem solution Fit by <a href="#">Serena Leka</a></p> <p>Asynchronous Module 2 Value your Research Impact</p> <p>Synchronous Pitch training (1:1) with <a href="#">Dafna Gold Melchior</a> (1<sup>st</sup> session)</p>	<p><b>Interactive online workshop:</b> TBD An interactive session on Problem solution Fit (1h)</p> <p><b>AM 2:</b> <b>Value in Research Canvas</b> by <a href="#">Stella Spanou</a>, Aarhus University (20 min)</p> <p><b>Research Impact Canvas</b> by <a href="#">Stella Spanou</a>, Aarhus University (20 min)</p> <p><b>Unpacking Value</b> by <a href="#">Maarten van der Kamp</a> Director of Education at EIT Food (16 min)</p> <p><b>Assignment 3 &amp; 4:</b> 1 page of Research Canvas &amp; 2 pages of Research Impact Canvas (90 min)</p> <p><b>1:1 Pitch Training:</b> 31<sup>st</sup> of October &amp; 2<sup>nd</sup> of November, from 13:00 to 18:00 CET</p> <p>Interactive online feedback sessions on PhDs pitch deck (30 min for each PhD)</p> <p>Session Structure: 5min pitch from each PhD, 25min Feedback</p> <p><b>Assignment 5:</b> improvement of the pitch deck based on feedback provided with the help of the recorded session (90 min)</p>	<p><b>COMPETENCE</b></p> <p>From the Research Canvas assignment PhDs will end up with a single page poster format that captures the key elements and unique differentiators of their research.</p> <p>From Research Impact Canvas assignment PhDs will end up with a two-page canvas to help them think about their research, stakeholders, ownership of research results, etc. from a research impact perspective, and ultimately about how to impact society with their research.</p> <p>PhDs will have an improved 5 min pitch deck that will clearly describe the Impact of their research.</p>
	<p><b>AM 3:</b> <b>Create Value -Protect Your Idea</b> by <a href="#">Pernille Winding Gojkovic</a> CEO and</p>	<p><b>AWARENESS</b></p>

<p><b>Week 4: 6<sup>th</sup> Nov. – 12<sup>th</sup> Nov.</b></p> <p>Asynchronous Module 3 Create value – Protect your idea</p>	<p>European Patent Attorney at HØIBERG P/S (2 x 12 min)</p> <p><b>Assignment 6:</b> Fill in an IP checklist, to be checked by the mentor (10 min)</p> <p><b>Who Cares About Your Idea?</b> By <a href="#">Karen Miller</a> (15 min)</p> <p><b>Assignment 7:</b> Students fill in their Persona diagram (30min)</p> <p><b>Collaboration Planner</b>, by <a href="#">Eoin Galligan</a>, Aarhus University (15 min)</p> <p><b>Assignment 8:</b> Students fill in a planner which can be used as a guide to managing their activities as a researcher when communicating with a company (30 min)</p>	<p>PhD will leverage their knowledge on IPR in general and will be able to detect awareness on IPR issues related to their PhD research and acknowledge the next logical steps in the exploitation of their research results. PhD have identified pains and gains from potential collaboration with stakeholders. PhDs will have learned about the process of building relationships, how to plan successful collaborations, Understand legal contracts, Communicate value to potential commercial partners.</p>
<p><b>Week 5: 13<sup>th</sup> Nov. – 19<sup>th</sup> Nov</b></p> <p>Synchronous Pitch training (1:1) with <a href="#">Dafna Gold Melchior</a> (2<sup>nd</sup> session)</p> <p>Asynchronous Module 4 Business Model Canvas</p> <p>Synchronous Reflection Session</p>	<p><b>1:1 Pitch Training:</b> 15<sup>th</sup> &amp; 16<sup>th</sup> of November, from 13:00 to 18:00 CET</p> <p>Interactive online feedback sessions on PhDs pitch deck (30 min for each PhD)</p> <p>Session Structure: 5min pitch from each PhD, 25min Feedback plus mentor</p> <p><b>Assignment 5:</b> further improvement of the pitch deck based on feedback provided with the help of the recorded session (60 min)</p> <p><b>AM 4:</b> <b>What is the Business Model Canvas?</b> by <a href="#">Dr. Shima Barakat</a>, University of Cambridge and <a href="#">Dr. Yiorgos Gadanakis</a>, University of Reading (120 min)</p> <p><b>Reflection Session:</b> TBD (1h)</p> <p><b>Assignment 6:</b> Preparing a two min video with their insights from the course so far. Those videos will be discussed at the reflection session.</p>	<p><b>COMPETENCE</b></p> <p>PhDs will have a polished 5 min pitch deck that will clearly describe the Impact of their research and final pitch event.</p> <p><b>REALISATION</b></p> <p>PhDs will have an in-depth understanding of the nine building blocks of the Model Canvas Template, will be supported with the development of the Value Proposition for the product/service, Build a Business Model Canvas to demonstrate Value Proposition and customer segments.</p> <p><b>COMPETENCE</b></p> <p>PhDs will reflect on their learnings from the course so far.</p>

<p><b>Week 6: 20<sup>th</sup> Nov. – 26<sup>th</sup> Nov.</b> Asynchronous Module 5</p> <p>Attracting funding</p> <p>Synchronous Final Pitch Event</p>	<p><b>AM 5:</b> <b>Funding Opportunities for PhDs</b>, by <a href="#">Stella Spanou</a>, Aarhus University (15 min)</p> <p><b>Getting Money In</b>, by <a href="#">Jack Oughtred</a>, Business Strategy &amp; Insights Lead, McDonald's UK&amp;I</p> <p>Part 1 (22 min) Part 2 (10 min)</p> <p><b>Final Pitch Event: 23<sup>rd</sup> of November</b> from 15:30 to 17:30 CET</p>	<p><b>AWARENESS</b></p> <p><u>Part 1</u> In this self-learning session, you will discover the 'Business Plan Recipe' framework, which will help you prepare for investor pitches with a set of simple questions that will build confidence in yourself and potential investors that your idea is worth investing in.</p> <p><u>Part 2</u> PhDs will get an introduction to negotiation with both suppliers and customers, learning how to approach these differently and more effectively than you may have before.</p> <p><b>REALISATION</b></p> <p>At the final event, PhDs will have the opportunity to pitch their PhD in a 5 min deck in front of a panel and receive valuable feedback from experts.</p>
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