



GFVP 2022 “Pathways to Impact” Syllabus

Course Information

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| 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: 4 – 5 weeks |

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 Short Description of Structure

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 4 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..

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 categorised 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.

Welcome - Intro message of what will follow and what you will gain from this course intro to the GFVP and the instructors [12 min video](#)

| Modules distribution per Week | Description / time allocation | Learning OUTCOMES |
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| <p>Week 1 21st of Nov. till 27th of Nov.</p> <p>AS Module 1 Map Your Entrepreneurial Competencies</p> <p>AS: <i>Asynchronous</i></p> | <ul style="list-style-type: none"> Entrepreneurship for a World in Crisis 15 min video by Rajiv Vaid Basaiawmoit, Aarhus University Is Tech Good? 15 min video by Rajiv Vaid Basaiawmoit Your Entrepreneurial Competencies series of small videos 35 min PLUS the Assignment 1: 30 min <p>Assignment 1: Students map their Entrepreneurial Competencies against the EntreComp framework.</p> <p>Total teaching time = 65 min Assignment time = 30 min</p> | <p>AWARENESS</p> <p>OUT1. PhDs will create their EntreComp map and will explore their entrepreneurial competencies as an individual.</p> |
| <p>Week 1 Synchronous Kick-off Event & workshop on Sharp Messaging and Pitch Training with professional pitch trainer Dafna Gold Melchior</p> <p>Stage 1 Pitch training</p> | <p>WHEN 22nd of Nov. 2022 at 14:00 CET</p> <p>Interactive online workshop for 2 h</p> <p>2h on Sharp Messaging and Pitch Training</p> <p>Assignment 4. PhDs will prepare their 5 min PhD pitch deck</p> <p>Total teaching time = 3 h Assignment time = 90 min</p> <ul style="list-style-type: none"> Satisfaction Survey 5 min | <p>COMPETENCE</p> <p>By end of December, PhDs will have a polished 5 min pitch deck that will clearly describe the Impact of their research and will be used for the final pitch event of this course and of course as part of their PhD defence. PhDs will also acquire the Skills and Mindset to modify their pitches to different occasions, conference presentations, industry conversations or project collaborations etc.</p> |

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| | | PhDs will socialize with their peers in the cohort, will be onboarded on GFVP PTI Slack community |
| <p>Week 2 28st Nov. 2022 till 4th of Dec.</p> <p>AS Module 2: Value your Research Impact</p> | <ul style="list-style-type: none"> • Value in Research Canvas 20 min, by Stella Spanou, Aarhus University • Research Impact Canvas 20 min, by Stella Spanou, Aarhus University • Unpacking Value 16 min by Maarten van der Kamp Director of Education at EIT Food <p>2 Assignments Time = 2x 45min</p> <p>Assignment 2: 1 page of Research Canvas Assignment 3: 2 pages of Research Impact Canvas</p> <p>Total teaching time = 58 min Assignment time = 90 min</p> | <p>COMPETENCE</p> <p>OUT3. 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>OUT4. 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>Week3 28th Nov. till 4th of Dec.</p> <p>AS Module 3 Create Value - Protect Your Idea</p> | <ul style="list-style-type: none"> • Create Value -Protect Your Idea with Pernille Winding Gojkovic CEO and European Patent Attorney at HØIBERG P/S During 2 short video recordings of 12 min each PhD will leverage their knowledge on IPR in general and will be introduced to the concept of “Creating value by protecting your idea”. <p>Assignment 5: Fill in an IP checklist, to be checked by the mentor 10 min</p> <ul style="list-style-type: none"> • Who Cares About Your Idea? By Karen Miller 15 min <p>Assignment 6: Students fill in their Persona diagram 30min</p> <ul style="list-style-type: none"> • Collaboration Planner, by Eoin Galligan, Aarhus University 15 min <p>Assignment 7: Students fill in a planner which can be used as a guide to managing their activities as a researcher when are communicating with a company 30 min</p> <p>Total teaching time = 60 min Assignment time = 70 min</p> | <p>AWARENESS</p> <p>Assignment 5: This self-evaluation tool enables the PhDs to detect awareness on IPR issues related to their PhD research and acknowledge the next logical steps in the exploitation of their research results.</p> <p>Assignment 6: PhDs having identified their stakeholders in Assignment 3 now take a step further and work on what their pains and gains can be through potential collaboration with them.</p> <p>The tool in Assignment 7 enables a researcher to:</p> <ol style="list-style-type: none"> a) Learn the process of building relationships b) Plan successful collaborations c) Understand legal contracts d) Communicate value to potential commercial partners |

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| | | e) Help both sides set expectations and understand their respective obligations. |
| <p>Week 3 Synchronous Pitch traininy / 1:1 Stage 2</p> <p>By Dafna Gold Melchior</p> | <p>WHEN 29th of Nov. 2022 at 13:00 CET</p> <p>Interactive online feedback sessions on PhDs pitch deck (30 min for each PhD) Session Structure: 5min pitch from each PhD 25min Feedback</p> <p>Assignment 8 further improve their pitch deck based on feedback provided</p> <p>PhDs will receive the recording of the 30 min session to help them improve their pitch for the next time</p> <p>Total online time = 30 min Assignment time = 90 min</p> | <p>COMPETENCE</p> <p>Tailormade guidance and tips to improve their presentation from Dafna to each one of the participants.</p> |
| <p>Week 4 5th Dec. till 11th of Dec.</p> <p>AS Module 4 Business Models by Dr Shima Barakat, University of Cambridge and Dr Yiorgos Gadanakis, University of Reading</p> | <p>• What is the Business Model Canvas?</p> <p>Total online time = 120 min</p> <ul style="list-style-type: none"> • | <p>REALISATION</p> <ul style="list-style-type: none"> • Enabling an in-depth understanding of the nine building blocks of the Model Canvas Template • Assisting the development of the Value Proposition for the product/service • Illustrate the nine building blocks in a Business Model Canvas with answers to the main key questions • Build a Business Model Canvas to demonstrate Value Proposition and customer segments <p>Compose a set of propositions to explain the cost structure and revenue streams</p> |
| <p>Week 4 Synchronous Pitch training / 1:1 session 2</p> | <p>WHEN 6th of Dec. 2022 at 13:00 CET & 7th of Dec. 2022 at 13:00 CET</p> <p>Interactive online feedback sessions on their pitch deck (30 min for each PhD) Session Structure: 5min pitch from the PhDs 25min Feedback from Dafna but also peers plus mentors in the virtual room</p> | <p>COMPETENCE</p> <p>Based on the guidelines and Tips from Dafna by the end of week 4 they practice their 5 min deck for the second time with Dafna in a 1:1 30min session each</p> <p>Feedback from Dafna & Mentors online</p> |

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| | <p>Assignment 9 further improve their pitch deck based on feedback provided</p> <p>PhDs will receive the recording of the 30 min session to help them improve their pitch for the next time</p> <p>Total online time = 4,5 h Assignment time = 60 min</p> | <p>Peers feedback in a questionnaire, which will be shared with each one of the participants.</p> <p>This exercise will help PhDs be well prepared for the final pitch event of this course.</p> |
| <p>Week 5 12th Dec. till 18th of Dec. 2022</p> <p>Attracting Funding</p> <p>Jack Oughtred, Business Strategy & Insights Lead, McDonald's UK&I & Stella Spanou</p> | <ul style="list-style-type: none"> • Funding Opportunities for PhDs Funding opportunities available for PhDs, Stella Spanou, Aarhus University, 15 min • Getting Money In, by Jack Oughtred In Part 1 22 min In Part 2 10 minutes | <p>AWARENESS</p> <p>Part 1 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>Part 2 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>Week 5 Synchronous Reflection Session</p> | <p>WHEN 12st of Dec. 2022 at 13:00 CET &</p> <p>Total online time = 1 h</p> | <p>COMPETENCE</p> <p>In an 1 h session PhDs will reflect on their learnings from the course so far. They will prepare a a two min youtube video with their insights so far. Those videos will be discussed at this session.</p> |
| <p>Week 5 Synchronous Final Pitch Event</p> | <p>WHEN 19th of Dec. 2022 at 13:00 CET</p> <p>5 h</p> | <p>REALISATION</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> |

A **Certificate** of successful completion of the program will be granted to all participants that will pitch at the Final event on the 19th of December.