



The Startup Experience

Empowering the next generation of researchers with the capability to lead ventures, start companies, and drive innovation



Who?

PhD or postdoctoral researchers driven to lead innovation activity



What?

Join us for a 5-day fully immersive entrepreneurial experience



Why?

To unlock your full capability to leverage impact in the world

I was expecting a general class-like experience, with lots of power point and case studies, but it was far more insightful than that as we were getting hands on and working on a real case study. We worked hard to build a company as a group, getting a full experience of what it takes to launch a startup, I would definitely recommend it!

- Frankie Lyons, Sports Science MSc, IT Carlow



A Five-Day Crash Course

Technology Validation

MONDAY

Client Venture Interviews
Innovation Assessment
Commercial Journey
Founding a Company

Market Landscape

TUESDAY

Market Valuation
Customer Profiling
Value Proposition
Competitor Analysis

Commercial Strategy

WEDNESDAY

Value Chain Analysis
IP Rights Assessment
Revenue Model
Route to Market

Business Strategy

THURSDAY

Funding Assessment
Financial Structuring
Raising Startup Funds
Investment Pitching

Project Delivery

FRIDAY

Deliver your findings back to the client venture to their support growth as a business.

Inspiring Innovators

The Startup Entrepreneur Experience is an **immersive, real-life** exercise in the commercialisation of university-led technology. We pair small cohorts of postgraduate or postdoctoral researchers with early-stage ventures to help them solve real problems and see first-hand into leading innovation.

During our 5 day programme, you will face real-world scenarios that real first time entrepreneurs are experiencing. We provide the building blocks to overcome obstacles and challenges, you apply knowledge to solve problems and build a strong business case.

Learn from **researchers turned entrepreneurs, innovators, company directors, and investors.**

The program aims to nurture your innovation and entrepreneurial mindset and connect you to a thriving community of innovators.



A fantastic program! It has thoroughly prepared me to engage in entrepreneurship and I have learnt a lot. I now have the desire to step out and start something of my own.

Dr Saurav Kumar Guin
MSCA, Maynooth University

Apply Now!

We have several courses running from October 2021 to March 2022

Monday 25th - Friday 29th October

Monday 22nd - Friday 26th November

Monday 13th - Friday 17th December

Monday 24th - Friday 28th January

Monday 21st - Friday 25th February

Monday 21st - Friday 25th March

Postgraduates and postdoctoral researchers **APPLY** now:

www.spin-up.science/startup-experience