



SPRINT  
Commercialisation  
Kickstart 14 and 21  
November

18<sup>th</sup> October 2024

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# PHASE 1: KICK OFF BOOTCAMP CONCEPT IDEA STAGE

## Purpose (UCC Innovation):

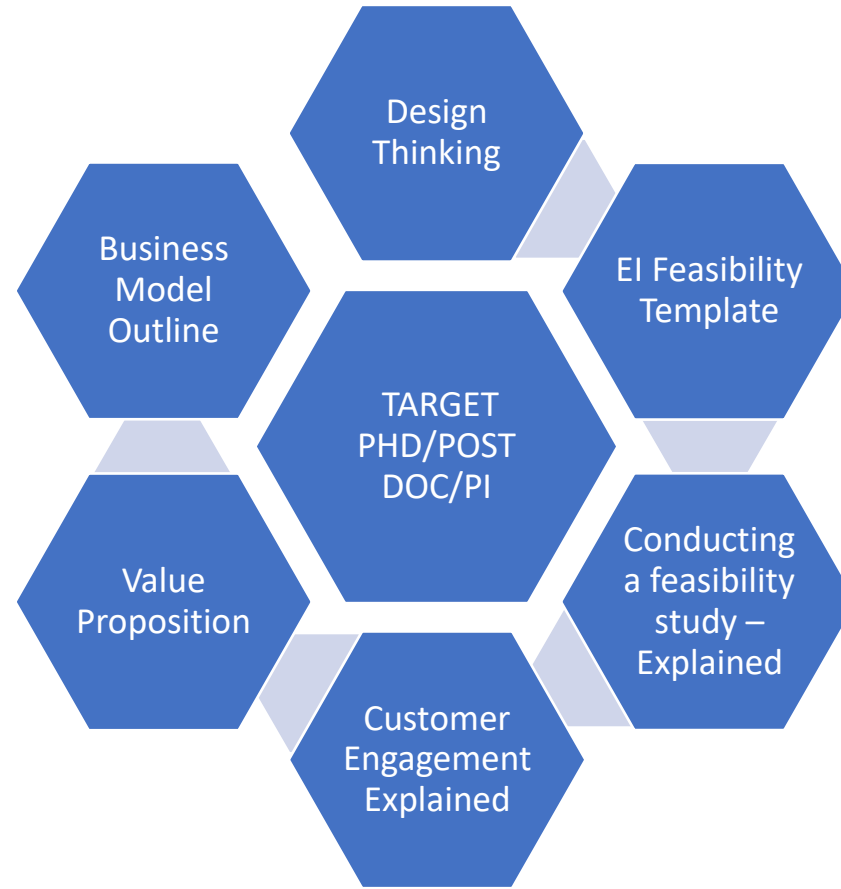
Inform researchers of UCC supports and policies  
Link to Case Manager

## Format:

7 modules;  
2 Days

## Entry requirements:

**DIGITAL BADGE FOR PARTICIPANTS**



# MASTER CLASSES IN INNOVATIVE THINKING

- DESIGN THINKING –
- BUSINESS MODEL CANVAS –
- VALUE PROPOSITION –
- SALES AND MARKETING –
- GRANT ASSISTANCE –
- CONDUCTING A MARKET ANALYSIS PROJECT –.

# DESIGN THINKING

- Design Thinking -

using a problem solving approach to innovation, thinking creatively about your research and the possibilities of how it can create impact to change how things are done.

# Business Model Canvas

- providing a structured way to analyse business opportunities and provide clarity on one page. Creating a one page plan to give an overview of how to engage with partners to develop a concept from lab to market

### PROBLEM

List your top 1-3 problems.



### SOLUTION

Outline a possible solution for each problem.



### UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



### UNFAIR ADVANTAGE

Something that cannot easily be bought or copied



### CUSTOMER SEGMENTS

List your target and users.



### EXISTING ALTERNATIVES

List how these problems are solved today



### KEY METRICS

List the key numbers that tell you how your



### HIGH LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube = Flickr for videos)



### CHANNELS

List your path to customer (inbound or



### EARLY ADOPTERS

List the characteristics of your ideal customers



### COST STRUCTURE

List your fixed and variable costs



### REVENUE STREAMS

List your sources of revenue



Lean Canvas is adapted from The Business Model Canvas and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

# LEAN CANVAS



# VALUE PROPOSITION

- Matching your research with possible business opportunity/market demands
- What value does your research bring to the consumer, what problem are you solving
- How do you create value and impact from your research offering
- What customer groups/segments can you support

# SALES AND MARKETING

- How do you create a sales plan
- How do you engage with early customer investigation
- How do you segment your market
- What are the channels / route to market work and which is best for your business opportunity.



# FEASIBILITY STUDY – what is it how to apply

- Feasibility Study and how to get approval
- How to fill out the application
- What information you will need
- What areas to explore
- What customers to target
- What marketing support material is available to support your application

# How to conduct a market discovery feasibility study

A step by step guide to how to conduct a market survey.

The questions you need to ask and how to ask them

An introduction to all the supports open to you including further grant supports of up to €500k

# Programme Dates – 14<sup>th</sup> and 21 November

- Sign up deadline on 7 November
- Further information – Teams call one to one to discuss is this for you
- Digital Badge for those who participate on the programme
  
- Any questions?
  
- With thanks, Myriam Cronin, Director SPRINT Accelerator Programme

Contact [myriam.cronin@ucc.ie](mailto:myriam.cronin@ucc.ie) or on the QR



[www.ucc.ie/en/gateway](http://www.ucc.ie/en/gateway)

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ACCELERATOR  
PROGRAMME

**GATEWAY** Business Innovation  
UCC & Incubation Centre

**UCC** Nuálaíocht  
Innovation

**CALLING ALL POST DOCS,  
RESEARCHERS, PIs AND  
PHD STUDENTS ENGAGED  
IN RESEARCH AT UCC**

Have you a research business idea  
with commercial opportunity?

Are you interested in learning new business skills  
and being mentored by entrepreneurs?

*If 'yes', **SPRINT Accelerator Programme** is for you...*



For more information & to register your interest go to [ucc.ie/en/gateway/sprintacceleratorprogramme](http://ucc.ie/en/gateway/sprintacceleratorprogramme)