Entrepreneurship Week
2019

25 February – 1 March

uod.ac.uk/entweek

In partnership with DUSA
Welcome

Schedule of Events

**Mon 25**
- 11:00-12:30: RSE Fellowship Workshop
- 14:00-16:00: Sales Workshop with Sandy McCurdy

**Tues 26**
- 09:30-16:00: Mountain Bike Innovation Centre Sessions
- 10:00-12:00: Understanding Social Enterprise Workshop
- 15:00-17:00: Pitching Masterclass with Scottish EDGE & Elevator

**Wed 27**
- 10:00-12:00: The Circle Breakfast Networking Event
- 13:00-14:00: Entrepreneurial Masterclass with Andy Campbell
- 18:00-19:00: Annual Public Lecture in Entrepreneurship with Mike Soutar
On behalf of the Centre of Entrepreneurship, I am delighted to present the programme of events for the university’s third annual, public-facing Entrepreneurship Week.

This year we have worked with partners across the university and beyond to bring together a diverse range of events that will hopefully offer something for every audience – staff, students, alumni, businesses and the general public.

The week features events about social enterprise, women in business, and investment, as well as a variety of start-up support workshops. One of the highlights of the week is the Annual public lecture in entrepreneurship, which will be delivered by Mike Soutar, of the BBC’s The Apprentice. Mike, who has interrogated potential employees and business partners on behalf of Lord Alan Sugar for the past eight years, will return to his home city to address students, staff, and the wider public as part of Entrepreneurship Week.

The week will conclude with the final of our Venture 2019 new business competition, which includes a business support exhibition from over 16 prominent organisations. There will also be keynote speakers and, of course, live pitching from our staff, students and recent graduates for a share of the £27,500 prize fund.

We look forward to seeing you at the various events throughout the week.

Brian McNicoll
Head of Centre of Entrepreneurship
RSE Fellowship Workshop

→ Mon 25 Feb – 11:00-12:30
→ Dalhousie 1LG04
→ Open to all - Staff, students, alumni and general public

In this workshop, the RSE team will discuss the benefits and format of the RSE Enterprise Fellowship programme and how to successfully apply for a Fellowship. They will also cover information on eligibility and success criteria, and will be joined by a successful alumni Enterprise Fellow who will share their experiences and how they benefitted from the opportunity.

Sessions are open to staff, recent graduates, PhDs, postgraduates, and researchers, and there will be a chance to ask questions and have 1:1 confidential chats.

The Universal Sales Truths That Hold Good - Always!

→ Sales Workshop with Sandy McCurdy
→ Mon 25 Feb – 14:00-16:00
→ Dalhousie 2S13
→ Open to all - Staff, students, alumni and general public

Sandy McCurdy will explain why many people and companies get selling wrong. Sandy will describe how, throughout his long career, he discovered that selling is much more about persistence and taking thoughtful action than it is about natural talent and the “gift of the gab”. In his current career as a sales trainer, Sandy is helping diverse organisations such as a large solicitors practice, a training organisation, a home delivery company supplying ready meals to senior citizens, and a small company manufacturing a natural midge repellent.
To book your FREE tickets visit: uod.ac.uk/entweek
Mountain Bike Innovation Centre Sessions

→ Tues 26 Feb - 9:30-16:00
→ Tower River Room
→ Open to all – Staff, students, alumni and general public

Calling all engineers, scientists, entrepreneurs, designers, creatives and academics! If you have an idea for a new, innovative cycling product, come along to this event to discuss your idea with the Mountain Bike Centre of Scotland.

For free support on how to take your idea forward, please register a ticket for this event and then email us on mtb@napier.ac.uk to book a specific appointment.

Understanding Social Enterprise Workshop

→ Tues 26 Feb - 10:00-12:00
→ Dalhousie 1S06
→ Open to all – Staff, students, alumni and general public

As part of the University of Dundee’s Entrepreneurship Week 2019, we are pleased to have Dundee Social Enterprise Network (DSEN) delivering a workshop that provides an understanding of what a Social Enterprise is, how to start and run one, and what support is available to you to get one of the ground. We will also be joined by an inspirational social entrepreneur who will speak about their experience.

To book your FREE tickets visit: uod.ac.uk/entweek
Pitching Masterclass with Scottish EDGE & Elevator

→ Tues 26 Feb - 15:00-17:00

→ Centre of Entrepreneurship

→ Open to all - Staff, students, alumni and general public

Scottish EDGE is a funding competition aimed at identifying and supporting Scotland’s up-and-coming, innovative, high-growth potential entrepreneurial talent. Scottish EDGE works with Elevator to support entrepreneurs and start-up businesses in any way they can.

The outcome from Scottish EDGE Funding so far has been staggering:

→ 2,990 Applications
→ £13m+ Awarded
→ 350 Businesses Supported
→ 1652 Jobs Generated
→ £131.29.22m Additional Turnover
→ £108.33m Additional Investment

Team Elevator want to help you develop and perfect your pitch in advance of the opening date of applications for Round 14 of Scottish EDGE, which launches on the 28th of Jan 2019.

Join us at The Centre for Entrepreneurship, to hear from our experts on how to pitch at this Pitch Boot Camp, specifically looking at the Scottish EDGE model and the benefits this could have on your business.
Wednesday 27

The Circle Breakfast Networking Event  
#MoreThanProfit

→ Workshop with Kirsty Thomson  
→ Wed 27 Feb – 10:00-12:00

→ The Circle: 4-6 Staffa Place, Dundee, DD2 3SX
→ Open to all – Staff, students, alumni and general public

An interactive workshop with CEO of The Circle, Kirsty Thomson, about running a charity, social enterprise community group, or socially-aware business. She will discuss the highs and lows and things to consider when starting out.

Entrepreneurial Masterclass with Andy Campbell

→ The F*** Word: Why Every Entrepreneur Needs to Embrace it  
→ Wed 27 Feb – 13:00-14:00

→ Fulton F20, School of Science & Engineering
→ Open to all – Staff, students, alumni and general public

Over the last 20 years, Andy has amassed a wealth of experience in business start-ups and scale-ups. In 2014, he started working with Elevator to oversee the delivery of a new, state-of-the-art Centre of Entrepreneurship in Aberdeen. Andy now actively heads up the Accelerator Programme for Elevator and has led the creation of the new Centre of Entrepreneurship and Accelerator in Dundee, in partnership with the University of Dundee. Separately, Andy works with the International Space School Educational Trust (ISSET) and NASA Astronauts to deliver STEM-focussed educational programmes for Schools, sending experiments to the International Space Station.
Annual Public Lecture in Entrepreneurship with Mike Soutar

- Wed 27 Feb – 18:00-19:00
- Drinks reception follows

- Dalhousie Lecture Theatre 3
- Open to all – Staff, students, alumni and general public

He may be best known for grilling candidates on the BBC’s The Apprentice, but one of the country’s top businessmen says that he is “thrilled” to be giving a lecture at the University of Dundee.

Mike Soutar, who has interrogated potential employees and business partners on behalf of Lord Alan Sugar for the past eight years, will return to his home city to address students, staff and the wider public as part of the University’s Entrepreneurship Week.

The co-founder of Shortlist and Stylist Magazine will deliver the University’s 3rd annual Lecture in Entrepreneurship on Wednesday 27th February as part this year’s Entrepreneurship Week.

To book your FREE tickets visit: uod.ac.uk/entweek
Thursday 28

Enterprise Educators Seminar

→ Thurs 28 Feb - 10:00-16:00

→ Seminar Room 1, Careers Service, 1 Airlie Place

→ Please note that this is only open to University/College staff

→ Staff from EEUK members - Free of Charge
All other individuals - £125 (non-refundable)
Book tickets directly with EEUK: tinyurl.com/y2dj2z74

This Enterprise Exchange event will explore how University enterprise and entrepreneurship educators and careers and employability professionals can work together more effectively to develop enterprise skills and attributes in students and graduates from all disciplines.

A range of keynote speakers will share their perspectives on the importance of all 3 Es to the economy and will explore with the audience what the potential is for further developing links between careers & enterprise departments. There will be practitioner-led workshops focussing on existing models of collaboration and facilitated discussions about the opportunities and challenges of aligning the 3E’s and definitions.
Entrepreneurial Masterclass with Crispin Reed

→ From the Scrymgeour to Skyscraper and Scratting
→ Thurs 28 Feb - 10:30-11:30
→ Dalhousie Lecture Theatre 1
→ Open to all - Staff, students, alumni and general public

Crispin graduated from the University in 1984 at a time when business studies undergraduates were based at the Faculty of Law in the Scrymgeour Building. Having written his final year dissertation, entitled ‘Big Bang’, the deregulation of the Stock Exchange, he veered away from a career in the City and was lured by the bright lights of the advertising industry. He first worked with leading agencies Leo Burnett, Collett Dickenson & Pearce and Springer & Jacoby. He had the privilege of working with and learning from many leading corporations including Procter & Gamble, Kellogg’s, Barclays Bank, McDonald’s, Mercedes-Benz, Honda, and Nintendo, including a few years based in Singapore.

In 2016 he established his own company, Skyscraper Consulting, which specialises in management and marketing consultancy, particularly for SMEs and entrepreneurs. At the same time, he became a Director of The Taunton Cider Company. In his talk, Crispin will draw on his experience working with the ‘big boys’ and combine this with observations from being ‘in the trenches’ with entrepreneurs and the lessons he has learned from starting companies from a blank piece of paper.

To book your FREE tickets visit: uod.ac.uk/entweek
Scottish Enterprise Intellectual Property Workshop

→ Making the most of your assets
→ Thurs 28 Feb - 13:00-17:00

→ Centre of Entrepreneurship
→ Please note that this workshop is only open to businesses

The workshop will cover these main topics:

→ Identifying and documenting your assets
→ Understanding what IP is and how best to identify it within your own company.
→ Protecting your assets
→ Understanding IPR and the rights and protections it confers on different classes of IP. Overview of how different types of IPR are obtained (Patents, Copyright, Design Rights, Database Rights and Trademarks).
→ Making money and saving money
→ Value release by working a monopoly position, licensing (exclusive, sole, non-exclusive or by territory or Field of Use) or assignment.
→ Patent Box windfall on Corporation Tax levels, Pre-emptive patent filing to protect background IP prior to collaborative research or development programmes and keeping your patent estate real in terms of commercial territories and exploitation plans.

You will also have a chance to ask questions at the end of the session.
Converge Challenge Application Workshop

→ How to apply for Converge 2019
→ Thurs 28 Feb - 13:00-15:00
→ Dalhousie 1G10
→ Open to staff, students and recent graduates

Converge Challenge is the leading pan-Scotland company-creation competition and entrepreneurship development programme for staff, students, and recent graduates of Scottish Universities and Research Institutes. The Challenge aims to create a new generation of entrepreneurs in Scotland through a £200k+ prize fund. This workshop is for anyone who is considering applying to Converge Challenge and would like to find out more about the competition, as well as the internal support that is available to help you with your application.

Women in Business Networking Event

→ Thurs 28 Feb - 18:00-20:00
→ Centre of Entrepreneurship
→ Open to all – Staff, students, alumni and general public

Business Gateway is delighted to bring you a presentation from Queen Geek of the Marketing Geeks, Clare Marshall, who will cover the important points to remember when building a marketing strategy. These include how to consistently build a brand and avoid costly distractions. She will also discuss why customers purchase certain goods, how to build customer trust, the benefits of having a clear marketing plan, and how to plan in advance to increase your customer engagement.

To book your FREE tickets visit: uod.ac.uk/entweek
Venture 2019
Pitching Final & Business Support Exhibition

→ The final event of Entrepreneurship Week
→ Fri 01 Mar - 10:00-18:30

→ Dalhousie Lecture Theatre 3
→ Open to all - Staff, students, alumni and general public

The Venture 2019 Final promises to be an exciting day within the University of Dundee, and indeed the city’s calendar, being the final event in Entrepreneurship Week.

By registering today you will secure your FREE ticket to:

→ Hear from high-profile entrepreneurial speakers including David Tonery of OxyGen Combustion, Sarah Stenhouse of oodls, Tayyaba Nafees of CyberShell Solutions and Stuart Martin of Hyper Luminal Games

→ Have ample networking opportunities with businesses, investors and academics

→ Speak to the 16+ expert business support organisations within our exhibition

→ Find out more about the Centre of Entrepreneurship and accelerator programme that has been established for Dundee City in partnership with Elevator

→ Watch our Staff, Students and Graduates pitch live on stage hearing the best new business ideas from the university

To book your FREE tickets visit:
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Business Support Exhibitors

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