# The Handbook

**Within this handbook you will find information on the following:**

The *Project Outline*, *Project Objectives*, *Project Outputs* and *Project Commitments*. The schedule is also included, though please be aware that some changes may be made to accommodate the programme. Any such changes will be notified via email in advance.

Acknowledgements are at the end of the document.

If there are any questions or queries, these should be directed to the Project Co-Ordinator:

Chris Lowerson – c.lowerson@lancaster.ac.uk

## Project Outline:

PG RISE is an opportunity for enterprising postgraduate students to work with real innovative and emerging inventions from a leading university to determine the best route for their commercialization, and present the results to a diverse audience of business and academic experts. Each team consists of up to 7 postgraduates from a multitude of subject disciplines and backgrounds, who work with a nominated research project from the University. The team assesses the commercial prospects for the technology, by discussing the technology with real target customers in relevant industries. The teams are guided by the academic principal investigators, the PG RISE Programme Co-Ordinator, and mentors from the local business community.

Together the teams will identify suitable product markets, and define directions for future technology development, helping to drive the use of University research in real-world applications. Identifying the best path for commercializing a breakthrough technology is an iterative process, so the programme is designed with many small checkpoints. We expect that you will put forth hypotheses, test them, then go back and revise them based on customer input or other feedback. At several points during the term, teams will have the opportunity to present updates on their progress, and to get feedback from the other teams. At each step, the entire group will have the opportunity to review and challenge your hypothesis and conclusions, helping to ensure that the final conclusions represent a well-justified analysis of the technology's commercial potential.

## Project Objective:

The goal of PG RISE is to explore, identify and analyse the commercial and social impact potential for your team's emerging, breakthrough technology or research. At the end of the programme, your team will have identified the markets and applications with the most promise. It's also entirely acceptable for your team to come to a well-researched conclusion that there is no attractive market for the technology. A key part of the PG RISE project involves finding contacts in relevant industries to gather real-world feedback on your ideas for applications for the technology. This will build and extend your existing network of contacts, as well as helping you to develop hands-on experience in talking to new people with a range of different backgrounds about your project. You will also gain experience in working in a team of people with different skills and experience to yourself. Your final presentation will provide an overview of the competition, the most appropriate applications for your technology, and the next steps for moving forward. This analysis will be presented in the form of a power point presentation along with supporting materials, which could serve as the starting point for a subsequent team to develop a business plan or licensing programme. Each team will make a presentation of their findings to a broader audience at the end of the project.

## Project Outputs:

Over the course of the project we expect that each team delivers the following:

*Initial Presentation*:
At the end of the second session, each team will make an informal verbal presentation to the other teams, summarizing their project and brainstorming results.

*Weekly team meetings*:
As well as the group sessions, teams will need to hold weekly team meetings to report to their fellow team members on progress, and agree priorities for the following week.

*Mid-term Presentation*:
The mid-term presentation will be 10-15 minutes long and is given to the other teams, their mentors and researchers. This will be your first formal presentation and should include:

- Summary of your technology and its benefits
- Market areas investigated
- Applicability of technology to market areas
- Any background information you have discovered so far
- Companies or people you hope to speak to in each area
- Anything else you have found out!

*Customer Interviews and Analysis*:

Perhaps the most critical aspect of the project will be identifying the markets that hold the most potential for the technology. To that end, contacting and interviewing potential customers in that market to determine their level of need for/interest in the product is critical. Each team will be expected to conduct a minimum of 10 customer interviews, which will be summarized in a pack of supporting materials for the final presentation.

*Verbal Updates*:

At each session, teams will update the group on their progress so far, including:

- Important or interesting findings (from market analysis or customer feedback)
- Findings of direct relevance to the technology, e.g. *key needs for a particular market as relayed by a customer.*
- Findings of more general applicability, e.g. *we found customers were more forthcoming under the following circumstances*
- Any roadblocks or hurdles that need to be resolved

These updates will usually be around 5 minutes long

*Final Presentation*:

The final presentation should be designed for an audience with no prior exposure to the technology. You will be presenting to the rest of the group, as well as a small audience made up of interested academics and business partners. There will be a panel of 3-4 selected people from the university and local entrepreneurs who will be providing feedback on your presentations.

It will need to be short and to-the-point, covering in 10 minutes the following key aspects:

- Brief introduction to the technology and its key differentiators
- Review of markets analysed
- Summary of results from different markets
- Recommendations and next steps

Each presentation will be followed by Q&A to defend the conclusions reached.

*Final Report*:

In addition to the final presentations, teams will hold a final handover meeting with their principal investigator and the PG RISE Co-Ordinator to go through their findings and recommendations in more detail. Teams should also package up their detailed findings (including summaries of discussions and contact details for industry contacts) into a useful final report for them to use going forward.


## Project Commitments

At the beginning of the project there will be an overnight residential experience which we highly recommend everyone to attend. During the normal course of the programme participants in PG RISE are expected to be able to commit approximately 2-4 hours of work per week. This is made up of 1-2 hours in weekly workshops and team meetings, and also 1-2 hours work and research doing the project.

The workshops are a compulsory part of this programme, and your attendance is expected. ***If you fail to attend 75% of these sessions without previously agreeing an absence with the project co-ordinator in advance of the session, then you will not receive a certificate of participation***. If you know that you are going to be significantly late, or you know that you cannot attend for some reason, then please email the co-ordinator with as much notice as possible.

| Date & Time (Project Week) | Event & Speaker | Preparation / notes | Room |
|---|---|---|---|
| 21/01/2015 to 22/01/2015 | Overnight Residential Experience & Introduction to PG RISE | See email for full details<br><br>Read the Handbook | N/A |
| Wednesday 19:00 27th January (Week 1) | Meet the PIs / Meet your mentors | | Bowland North Seminar Room **10** |
| Wednesday 18:00 – 20:00 3rd February (Week 2) | Workshop: NABC Ideation – Stuart Nolan<br>Insights into how to think about your projects and ideas in a new and different way, and looking at how to present and pitch those ideas in a more meaningful manner. | *Compulsory session*<br><br>*Weds - 6PM* | Bowland North Seminar Room **10** |
| Wednesday 20:00 3rd February (Week 2) | Team meeting<br>Space and time is booked for optional team meeting. | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |
| Wednesday 18:00 – 19:00 10th February (Week 3) | Workshop: Meet the Experts – Discussion panel<br>A panel of local entrepreneurs will share their experience and advice on engaging with industry and stakeholders, accessing and communicating with different customer groups, analysing markets and market opportunities, evaluating new ideas and their validity as potential businesses, and more. | *Compulsory session*<br>*Weds - 6PM*<br><br>*Think about some general questions you want to ask this panel for advice on.* | Bowland North Seminar Room **10** |
| Wednesday 19:00 10th February (Week 3) | Team meeting<br>Space and time is booked for optional team meeting. | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |
| Thursday 18:00 – 19:30 18th February (Week 4) | Workshop: Intellectual Property – Wesley Randle<br>In this session Dr Wesley Randle will be going over the basics of what IP is, how to understand it, and how to protect it. | *Compulsory session*<br>*Thursday - 6PM*<br><br>*Read the cheat sheet -* http://tinyurl.com/horytc7 | Bowland North Seminar Room **06** |
| Thursday 19:30 18th February (Week 4) | Mentor meeting<br>Space and time is booked for your mentor meeting. | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **06** |
| Wednesday 18:00 – 19:00 24th February (Week 5) | Workshop: Presentation Skills – Stuart Nolan<br>Learn how to focus your message within your presentations, and tailor what you are going to say to the audience you are presenting to. | *Compulsory session*<br><br>*Weds - 6PM* | Bowland North Seminar Room **10** |
| Wednesday 19:00 24th February (Week 5) | Team meeting<br>Space and time is booked for optional team meeting – or, use it for presentation practice! | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |

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| Wednesday 18:00 02nd March (Week 6) | **Mid Term Presentations**<br>5-10 Minute presentation on your journey so far. This will be a presentation to the whole group, but also each PI with opportunities for Q&A. | *Compulsory session*<br>*Weds - 6PM*<br>*Ensure you have done at least one dry run* | Bowland North Seminar Room **10** |
| Wednesday 19:00 02nd March (Week 6) | **Team networking meeting**<br>Space and time is booked for optional team meeting, and networking with PIs and mentors | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |
| Wednesday 18:00-19:00 09th March (Week 7) | **Workshop: Value Proposition Canvas – Simon Harrison**<br>Work through the Value Proposition Canvas model to be able to better understand your customer and their needs, and how you are to plan to be able to satisfy them. | *Compulsory session*<br><br>*Weds - 6PM* | Bowland North Seminar Room **10** |
| Wednesday 19:00 09th March (Week 7) | **Team meeting**<br>Space and time is booked for optional team meeting. | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |
| Wednesday 18:00-19:00 16th March (Week 8) | **Mentor Clinic**<br>Space and time is booked for meetings with mentors. | *Confirm with your individual mentors – subject to availability* | Bowland North Seminar Room **10** |
| Wednesday 19:00 16th March (Week 8) | **Team meeting**<br>Space and time is booked for optional team meeting. | *This would be a good time to update the other teams on your progress, and share experiences so far!* | Bowland North Seminar Room **10** |
| **Week 9** | **Workshop: How to conclude your PG RISE project / Report writing**<br>Last chance to go through any fine details with the Project Co-ordinator in terms of the content of your project report. | *This session will be held during the Easter Break (21/04/16 – 18/04/16) and confirmed at a later date.* | TBC |
| **Week 9** | **Team meeting**<br>Use this time to work on your report as a team. | | TBC |
| Friday 18:00-20:00 22nd April (Week 10) | **Final Presentation & Awards Ceremony**<br>A formal presentation to key stakeholders. | *See handbook for guidance on presentation.*<br><br>*See email for full details of event.* | Location TBC |
| Friday 16:00 22nd April (Week 10) | NOT Optional:<br><br>Submit Final Report – *Deadline is 16:00  22/04/2016* | Submissions to c.lowerson@lancaster.ac.uk | |

**\*\* Please Note: This schedule is subject to change \*\***

## Acknowledgements