

# **Making it Happen From Vision to Reality**

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**The Scottish Institute for Enterprise**

# **Scottish Institute for Enterprise**

SIE gives students the opportunity to develop their enterprise skills and the chance to set up their own businesses during and after their studies.

It aims to make enterprise accessible to everyone whatever their degree and to unlock their potential.

# Support across HEI and FE

- Enterprise Education : Innovation and Enterprise Programme at curriculum and extra curriculum level
- Fresh Idea and New Ventures competitions
- Young Innovators Challenge
- Bootcamps and Start-up Weekends
- Regional Business Advisor support up to 2yrs
- Interns at each institution
- Patent fund and SEA programme

# Entrepreneurial MindSet

.....Entrepreneur is not a job title. It is a state of mind of people who want to make a difference and alter the future..... **Guy**

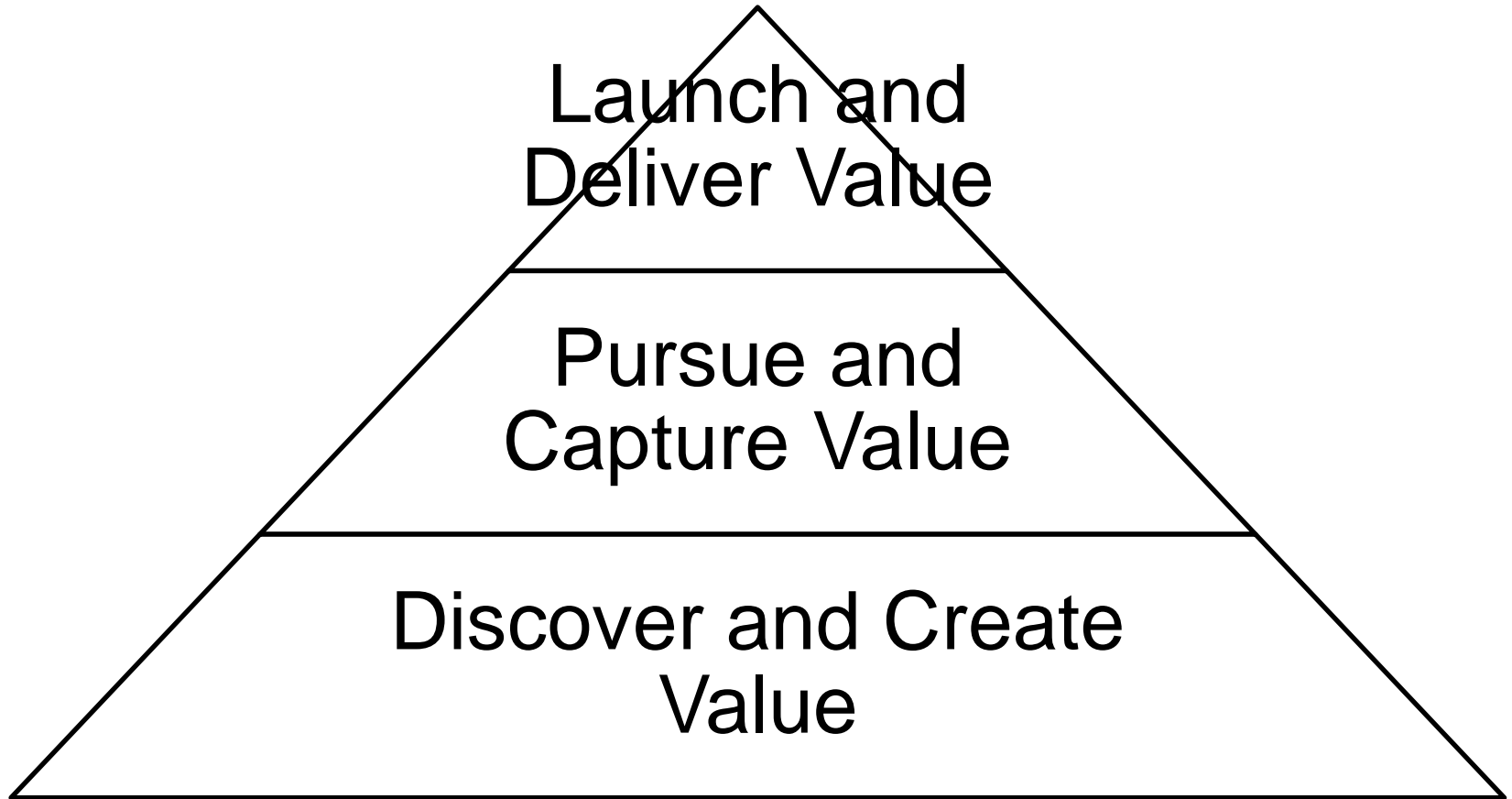
**Kawasaki – The Art of the Start-up'**

Aimed at people looking to start their own business or aspiring to lead change in their organisation.



# Innovation & Enterprise Programme

# Developing that Mindset



# Innovation and Enterprise Programme

- **Module 1** : Innovation and the discovery process or creating value in an idea.  
Discovering something about themselves.
- **Module 2** : Pursuing your idea and capturing its value in a business model.
- **Module 3** : Getting ready to launch and delivering the value in your idea to market.
- **Specialised modules and SEA**

# Some Definitions of Innovation

- The process of translating an idea into a product or service that creates value and can have a social and/or economic impact.
- Also defined as something original that breaks into the market.
- New methods of doing things



# The Discovery Process

- Myth busting
- Opening up your skills to the outside world
- Raises the bar at which you create value
- Validates existing ideas

# Tools and techniques

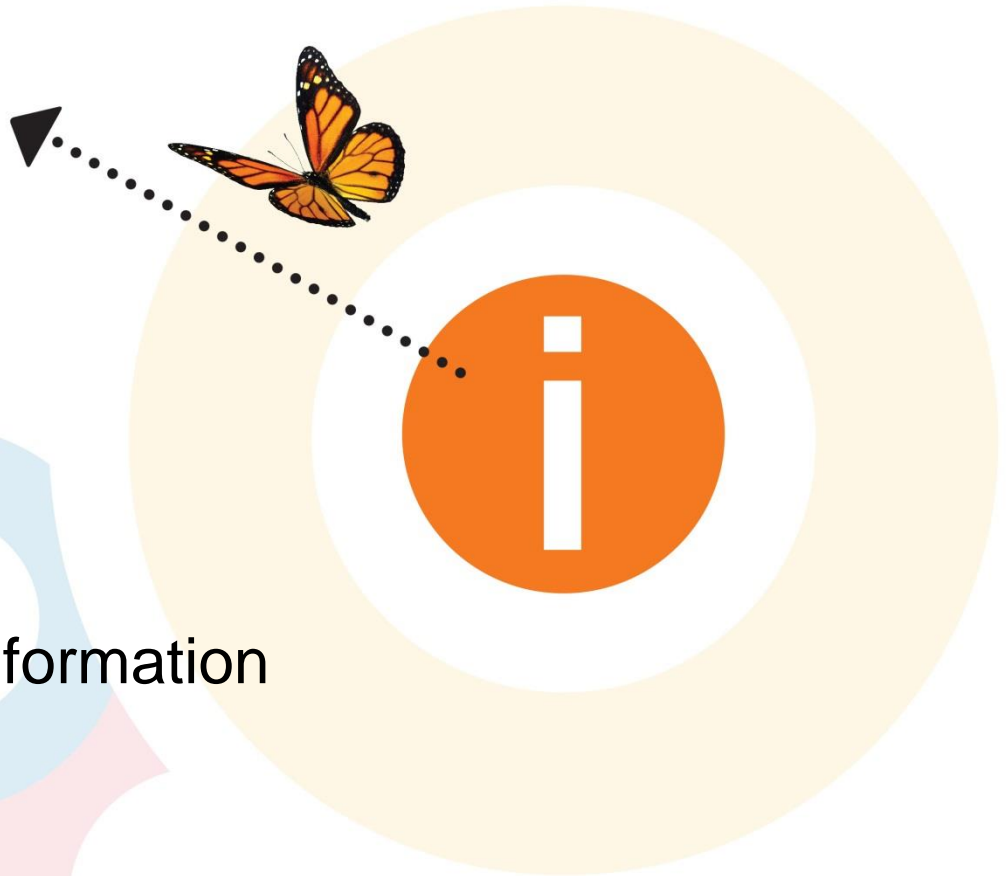
Design thinking

Disruptive thinking

Cross discipline – The Medici Effect and  
looking for intersections between  
disciplines

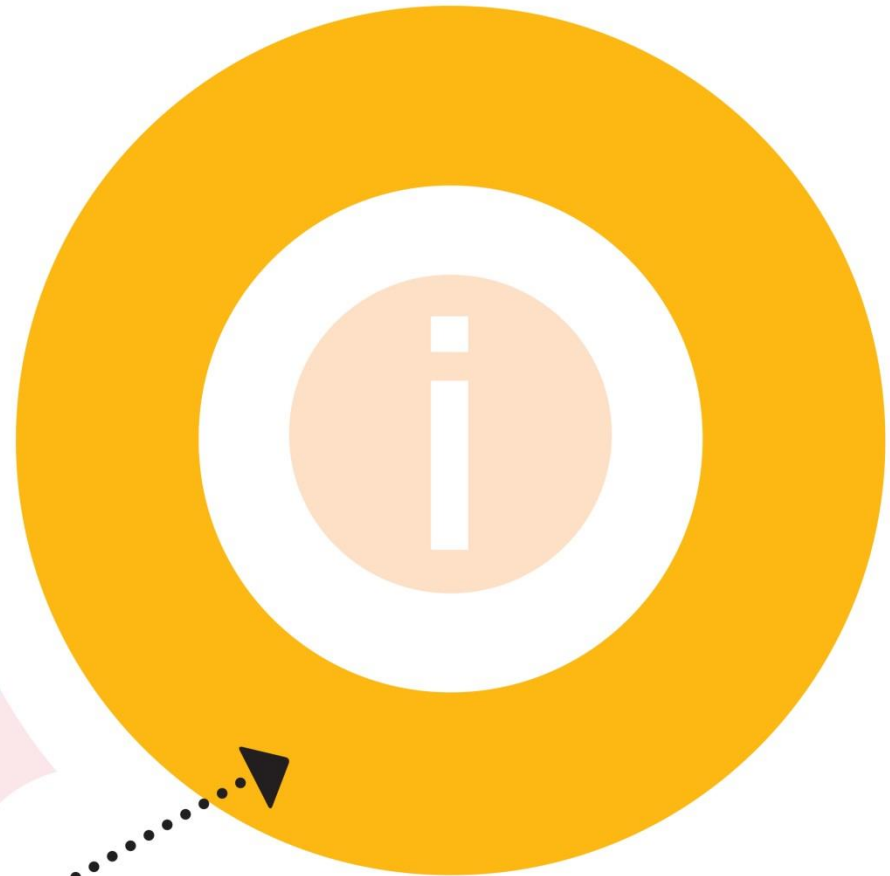
# Inside Out

- Skills and expertise
- Problem solving
- Empathy
- Good communication
- Collaboration
- Dealing with limited information
- Team player



# Outside In

- Market trends
- Changes in technology
- Friends and family
- Things that annoy you
- Social trends
- Scientific progress
- Political trends



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# The Innovators DNA



**INSIDE OUT** : Problem solving •  
Empathy Good communication •  
Collaboration  
Dealing with limited information  
Teampayer : Skills and expertise

## **OUTSIDE IN**

Market trends • Changes in technology  
Friends and family • Social trends  
Scientific progress • Political trends  
Things that annoy you



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# The Innovators DNA



## INSIDE OUT : PERSONAL

**CREATIVITY** . Problem solving •  
Empathy Good communication •  
Collaboration  
Dealing with limited information  
Teampayer : Skills and expertise

## OUTSIDE IN : HIGHER CREATIVITY

Market trends • Changes in technology  
Friends and family • Social trends  
Scientific progress • Political trends  
Things that annoy you ;



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# Values

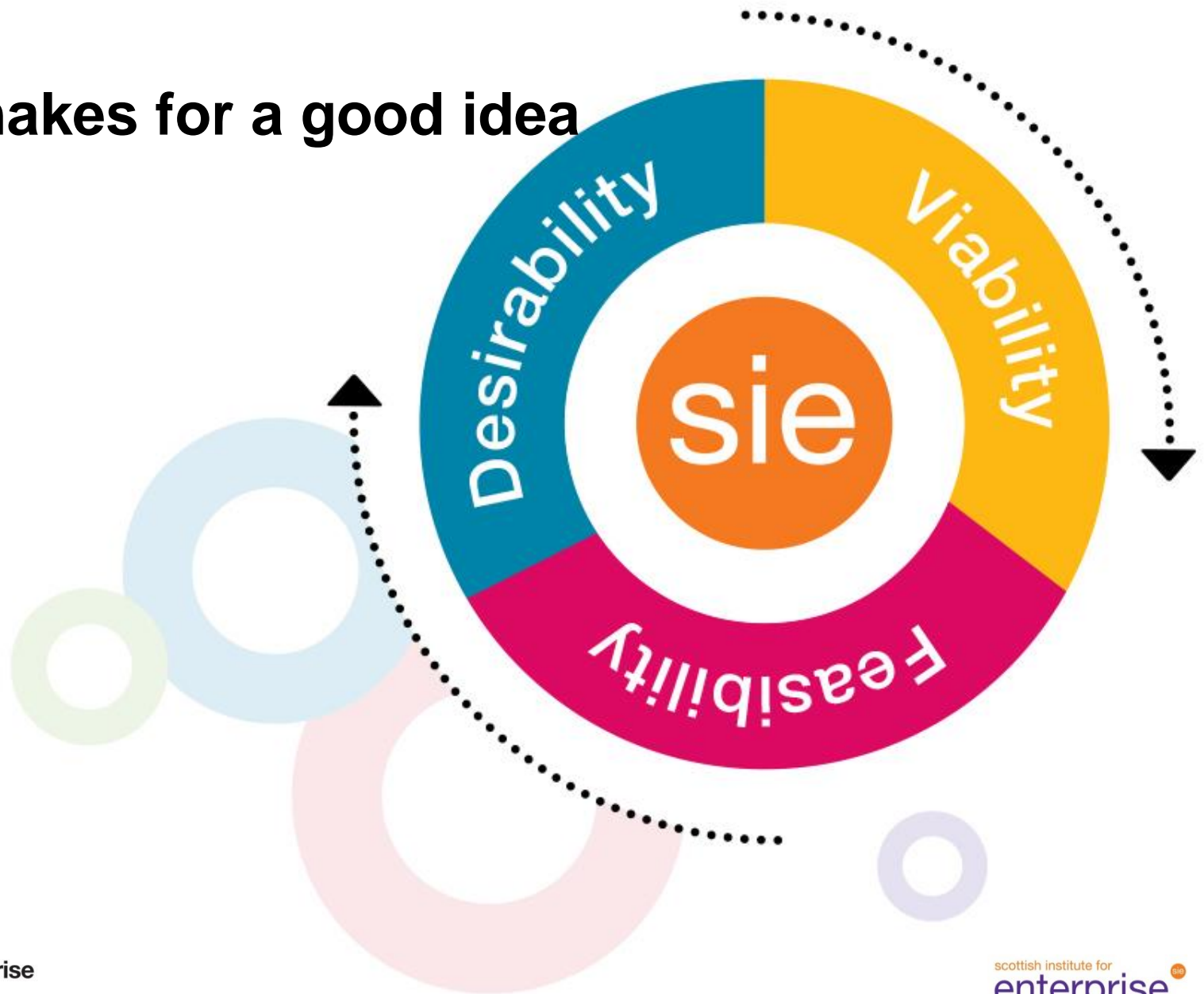
- Personal manifesto
- ‘Hear’ yourself throughout the process.
- Comparison at the start and end of the process

# We set a challenge

- Scanning the external environment (Outside In) to find a place of engagement for your ‘ Inside Out’ skills.
- Toolkit for leverage or traction between the two is rooted in the concepts of design thinking
- Challenge is non discipline specific



# What makes for a good idea



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# Design Thinking

- Observe - HEAR
- Insight development – CREATE Stepping stones to ideas
- Customer empathy and profiling
- Ideation
- Module 2 and 3 deal with the next stages

# The innovation process



# **Your workshop challenge**

Develop new curriculum or curriculum initiatives that help your students develop enterprising mindsets and make the transition to professional life.

# Stage 1

**Observe** – share stories and hear from each other about your experiences in relation to the challenge set

# Stage 2

Understand and gain insights into what the problems are.

Create opportunities or stepping stones for ideas

# **Stage 3**

Profile your student or customer

# Killing a good idea

- All ideas are valid.
- The wilder the better.
- Put your skills and experience into your imaginary bag or rucksack.
- Avoid peaking too soon.
- The greatest creativity comes from working in the moment.



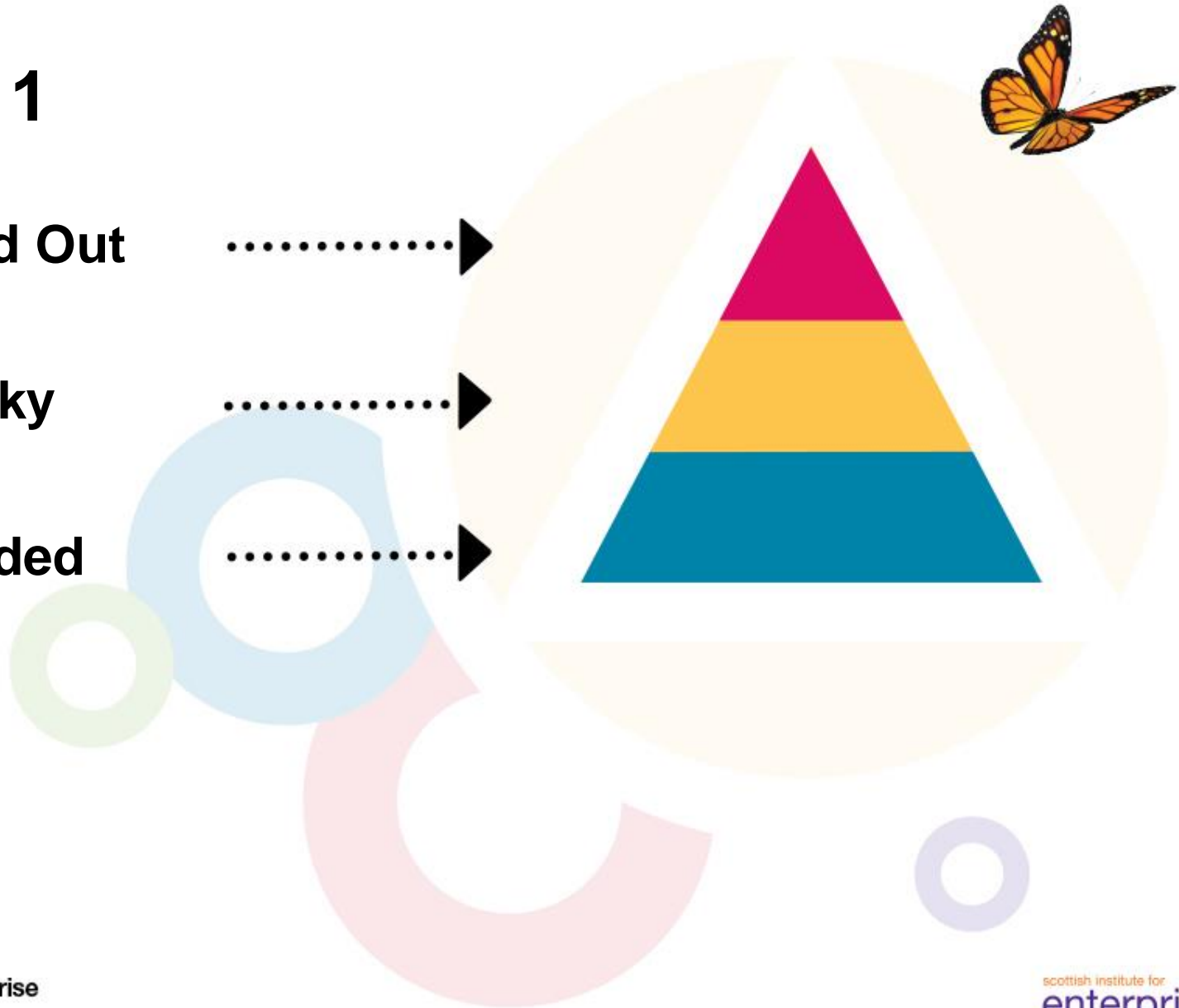
# Ideation Stage 4

Quantity – one idea per post it pad

No need to ask permission to put your idea on the table for consideration

# Stage 1

- Spaced Out
- Blue Sky
- Grounded



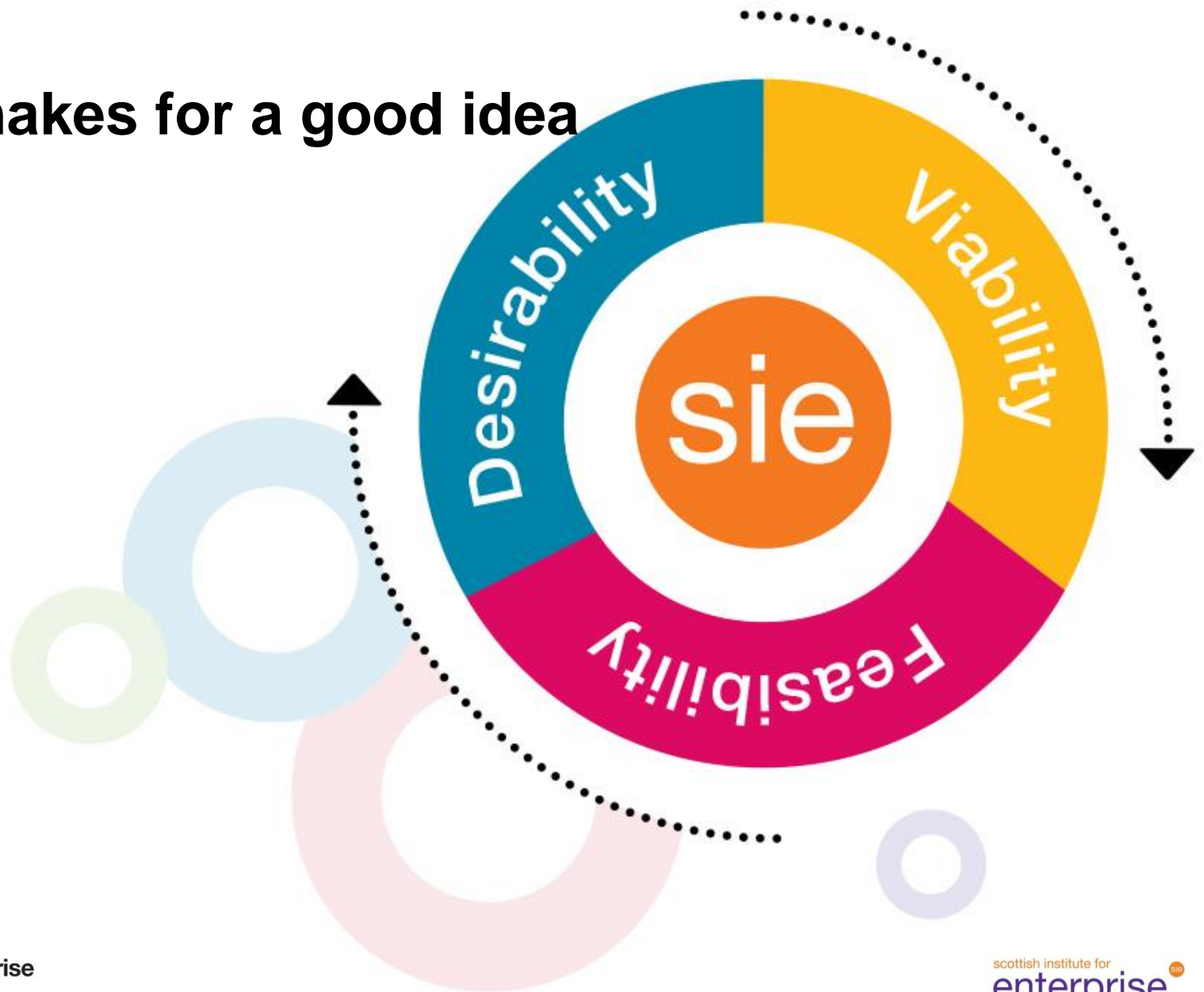
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# Take ownership

- Problem
- Solution
- Benefit
- Feasibility
- Viability

# What makes for a good idea



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# Module 2

- Minimum viable clarity - the what and the why
- Looking to pursue their idea
- Tool used is Business Model Canvas.  
How they can capture the value in their idea by crafting the key components of a business around it.

# Contact details



- [www.sie.ac.uk](http://www.sie.ac.uk)

-  Find us on **Facebook** **Scottish institute for enterprise**

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