

## **RSB Training Programme: Scientific Entrepreneurship**

This half-day Masterclass helps participants visualise and understand the ways in which researchers turn their research-based opportunities into viable businesses.

### **Who is the course aimed at?**

This course is aimed at PhD students, Postdocs and academics.

### **What does the course cover?**

The half-day is based around two case studies about medical technologies (though the concepts illustrated are equally applicable to any IP or know-how based technology) and the sessions are deliberately interactive. The two cases are distributed before the Masterclass and the sessions are run as a facilitated discussion in which we explore the main issues and ask what the case protagonists did well, did badly and what they should do next.

### **Teaching Objectives**

- The purpose of a technology strategy as an 'agenda for action'.
- The strategic use of 'Proof-of-Concept' and other development funds
- The conduct of market research - seeking out negative evidence.
- The 'Spin-out' as a vehicle rather than as an end in itself.

### **Further information**

Course tutor **Dr Jeff Skinner** is the executive director of the Deloitte Institute of Innovation and Entrepreneurship at London Business School. He is also co-director of the Entrepreneurship Summer School and teaches on a variety of MBA and Executive Education programmes at the School.

### **Feedback from Jeff's course in 2015:**

*"Very interactive and engaging"*

*"Session constructed well and good to use real examples"*

### **Contact**

For more information and to register your interest, please [contact](#) our training officer.