MaynoothWorks

GST10 STRIKE- DRAFT SCHEDULE 2025

Innovation and Research Commercialisation

Dates: March 26th, 2025

Venues:

Virtual 1-Day training

9.0 am-5.30 pm

Day :	**Wednesday March 26th 2025**
9:00am	Introduction to MaynoothWorks – Peter Conlon (PC)
9:15	What makes a good problem? Identifying a market need and validating its scope – (PT)
9.45	Customer Discovery, Validation, and Business Model Canvas Workshop – (PT)
10:30	Spin-out companies, Paul Tyndall (PT)
11:00	**Break**
11.15	Intellectual Property Basics/ Funding landscape and building better collaborations - Peter Conlon (PC)
12.0	Product Development, (PC)
1.0	**Lunch**
1.45	Company Pitches (Challenge) –PC/PT
	Team Challenges will be proposed from real-world problems facing industry and society
	Teams will be randomly assigned and directed towards a particular project.
4:30	Q&A
5:00pm	End

Any questions, please contact maynoothworks@mu.ie or paul.tyndall@mu.ie

Overview

GST10 equips researchers with the skills and tools to innovate, and to act with an entrepreneurial mindset: helping them to spot opportunities for their expertise to have an impact on society or industry. This includes identifying the wider impacts of their research; commercialising a research outcome; effectively collaborating within a team; and engaging with industry. The GST10 module is delivered by MaynoothWorks in collaboration with Design Innovation and external partner VARA Innovation. All participants in this virtual 1-Day bespoke version will receive introductory training in various aspects of Commercialisation, and the opportunity to develop and pitch a Business plan Canvas.

The course is designed as a first exposure to the world of business and research commercialisation: **no prior knowledge is assumed**.

Programme delivery will be carried out through presentations, seminars, and workshops: all seminars during training Wednesday March 26th[th] will be virtual.

This module enables teams of students to develop the skills required to commercialise their work and capitalise on their research skills, by going through many of the steps required to develop a new IP-led spin-out company. The course explores key themes such as:

- Identifying and quantifying an opportunity
- Product-market fit
- Understanding the research and Intellectual Property landscape
- Legal agreements and contracts
- Spin-out company formation
- Technical marketing
- Team building

The learning outcomes of this module will equip students with the ability to think about their research differently and gain experience of the skills needed to start their own company, or to take a strategic role in emerging technology sectors. This year we have optimised the module content and designed workshops to help students learn the practical skills required to build a business canvas and pitch for investment, alongside the experience to recognise the opportunities available to them as researchers and entrepreneurs.

The real-world problems facing industry and society proposed places students right in the heart of the action, working on problems and case-studies that will challenge the limits of their creativity, team-working, communication, research, and planning skills. At the end of the module, students will be asked to present a pitch to a panel which will encompass the learning outcomes of the module and exercise the skills gained from the training and business coaching provided.

Module Content

The STRIKE specific virtual module will run on Wednesday March 26th[th] from 9.0 am to 5 pm.