

Research Commercialisation

Becoming an Entrepreneurial Academic

The Research Commercialisation knowledge track supports academics and researchers with the foundations and strategies they need to begin or continue commercialising their research. The Becoming and Entrepreneurial Academic course provides an introductory look into the processes that will help commercialise your intellectual property or research.

Divided into three bite-sized learning modules, this introductory course covers the following topics: the process of identifying and planning to commercialise your intellectual property, suggestions for identifying and approaching your potential clients, and strategies for developing and pitching a proposal.

Led by an expert in the field, the course modules include engaging videos, real-life examples, and guided opportunities to apply your learning immediately. Upon completion of this two-hour course, you will receive a digital certificate.

This course provides a high-level introduction to Research Commercialisation. The remaining three courses in the Research Commercialisation knowledge track will explore specific business models and build upon the foundational knowledge provided in this introductory course.

Start learning with Research Commercialisation: Becoming an Entrepreneurial Academic today!

RESEARCH COMMERCIALISATION

A FOUR COURSE KNOWLEDGE TRACK

DIGITAL SHORT COURSES FOR ACADEMIC AND RESEARCHERS

RESEARCH COMMERCIALISATION KNOWLEDGE TRACK

Knowledge E's digital Research Commercialisation knowledge track supports academics and researchers by **demystifying the research commercialisation process** and supporting learners as they take meaningful steps toward becoming entrepreneurial academics.

The courses are led by an expert instructor and filled with compelling **case studies, interactive exercises, and opportunities for reflection**. The courses guide learners through carefully designed, step-by-step processes which alleviate the stress of embarking on a journey toward entrepreneurship.

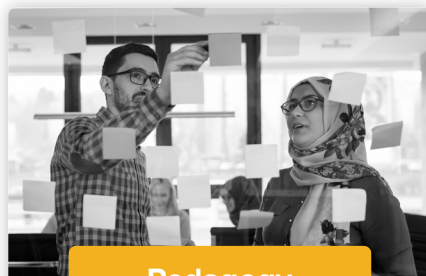
The knowledge track is organised into one high-level introductory course which provides a comprehensive overview of research commercialisation and three in-depth courses that build upon each other. These three courses guide researchers through the research commercialisation process from the identification of their intellectual property to an exploration of strategies needed to close deals. All the courses are **simple, direct, and immediately applicable**.

COURSE DESIGN



Audience

Supports university professionals, including faculty and staff, who are interested in commercialising their research



Pedagogy

Combines short, self-paced design with expert delivery of instruction and practical, engaging learning activities



Subjects

Focuses on integral strategies for academics and researchers to begin or continue commercialising their research

COURSE FEATURES



Outcome-based



Instructor-led videos



Authentic case studies



Interactive content



Guided exercises



Knowledge checks



Reflection opportunities



Action plans

COURSE EXPERT

The courses in this knowledge track are presented by a leading industry expert. He brings an invaluable wealth of knowledge to his courses, compounded by decades of consultancy experience in academic strategy, marketing, and programme design.

COURSE OVERVIEW

Our outcome-oriented approach emboldens faculty and staff to navigate the world of entrepreneurship and intellectual property from a research perspective.



Module 1:

What intellectual property do I have and how can I commercialise it?

Module 2:

How do I identify and approach potential clients?

Module 3:

How do I develop and pitch a proposal to a client?

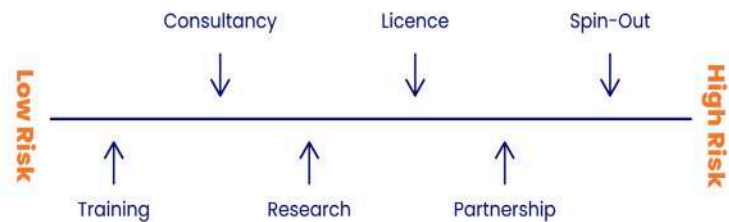
This course provides an introductory look into the processes that will help researchers and academics commercialise their intellectual property.

COURSE 1: Becoming an Entrepreneurial Academic

1. Exploiting IP: The Commercialisation Continuum

Now that you have created a list to identify what intellectual property you have available, you can create an IP audit.

Take a look at the ways you can exploit your IP:



3. Why Do People Buy?

Welcome to Module 3: How do I develop and pitch a proposal to a client?

Take a look at the video below to get started.





COURSE 2: Identifying Potential Clients and Understanding Their Needs

Module 1:

Managing Intellectual Property

Module 2:

Your Competitive Position

Module 3:

Decoding Client Needs and
Developing Solutions

This course invites researchers to look deeper into the ways their competitive positions as entrepreneurial academics can support potential clients.

Consider the research outputs that you may own.

Take a look at the list. Do any of these fit your intellectual property? **Click on each output in the list to explore.**

If you have not done so already, take a moment to create a list of scholarly outputs you can exploit.

- Diagnostics
- Teaching tools/materials
- Product designs
- Software
- Audio/Video Recordings
- Publications
- Data sets

Feature		Benefit
Full award or stand-alone modules tailored to your learning needs	WHICH MEANS THAT	Knowledge & skills that are directly applicable in your organisation
Applied nature of assessment		Solve business problems whilst assessing learning
Blended approach to teaching (i.e. cases, lectures, discussion, projects, videos)		Works with many different learning styles amongst your colleagues
Teaching staff are current practitioners and research active		You will be learning the most up-to-date practice



Module 1:

Purpose and Format of a Proposal

Module 2:

Proposal Format and Components

Module 3:

Checking that the Proposal Meets Everyone's Needs

This course explores ways to meet customers' needs, proactive approaches to funding, risk management, and project proposals.

COURSE 3: Developing a Commercial Proposal

YOUR COMMERCIAL PROPOSAL

Click on each tab to record your thoughts.

1	WHAT DOES SUCCESS LOOK LIKE?
2	WHEN?
3	WHERE?
4	HOW BIG?

< >

1. Does the client know what they want?

It's important that you understand the client's needs. You can benefit from a proactive approach.

Does the client know what they want? Take a look at what it could mean if the client understands what they want, does not understand what they want, or partially understands what they want.



- **May go through a formal tendering process for higher value contracts**

Why? Large and complex projects are risky for a client. They will want reassurance that potential bidders are clear on the specific requirements. They will also want to choose from a pool of reputable and reliable providers.

- **Little room for creativity**

Why? The client is already clear about what they want and how this project might fit together with other projects or activities within their organisation. They will also want to compare between bidders to get the best possible value for money. This is easier if all potential suppliers quote to the same specification.



Module 1:

Planning for Implementation

Module 2:

Getting Ready to Negotiate

Module 3:

Securing a Deal

This course supports researchers and academics as they design a project workload, create a compelling pitch, and prepare to negotiate.

COURSE 4: Presenting a Compelling Proposal and Securing the Deal

1. RACI: Organising a Training Course

How do you use the RACI chart to support your project?

The video below uses an example training course as an example of the ways the RACI chart can be used to help manage the project.

Task	Client	Academic Team	Trainer	Institution Services*	Delegates
Learning outcomes	R/C	A/R	C/I	I	I
Trainer and content		A/R	C		
Venue and date	C/I	A	C/I	R	I
Quote and purchase order	A/R	R		C/I	
Recruitment	A/R		I	I	C
Evaluation	A	R	R	I	C
Invoicing and payment	R	A/R	I	C/I	
TOTAL WORKLOAD	R=4/ A=4	R=5/ A=4	R=1/ A=0	R=1/ A=0	R=0/ A=0

*Includes: Room Booking, Catering, ICT, Finance, Security, Personnel

2. Constructing a Negotiable Deal: Cucumber Pricing

How do you negotiate the price for a package of work? This video explores the 'Cucumber Pricing' method.

Constructing a Negotiable Deal: Cucumber Pricing

Watch later Share

Consultancy
 UG student Senior academic

Research
 Graduate student Professor

Training
 Associate staff Research staff informed practice

Facilities
 Workshop Laboratory

Equipment
 Legacy State-of-the-art

2nd Option: slice the cucumber the other way

1:27 / 2:58

YouTube

CONTACT US TODAY TO GET STARTED!

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