Trinity College Dublin Ireland

RIS & MBA Workout

(Research and Innovation Services with TCD School of Business)

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Organiser: Bridget Noone bnoone@tcd.ie

Mentors: Fiona Shalloe, Chris Kealy, Michael Murphy
VC judges: from 4th Level Ventures, & John Taylor, entrepreneur and Stanford P-G.
Volunteers: entrepreneurs from Clinical Medicine, Biochemistry, and Surgery at TCD and ten of the MBA Class of 2003
Mission
To accelerate the planning and execution of Knowledge-based spin-outs created by campus entrepreneurs, (see PANEL project, a network with Munich, Barcelona, and Milan: www.panel.ie)

To provide “coalface” experience of new business formation for MBA Students at TCD

To experiment with format for hands-on entrepreneurship education
R&IS MBA Workout for 2003/4

Key Audience for 2003/4:
Students (candidate entrepreneurs)
~60 Post Graduates, Unrestricted subjects
(see for past example of a spin-out: www.eneclann.ie)
Plus members of the MBA class of 2004, (25)
http://www.tcd.ie/Business_Studies/Mba/whats_new.)

Number of Faculty
(7 directly involved)
One formal programme per annum
Project Qualification:
Initiation in Innovation Centre, O’Reilly Institute TCD Workshops.
• New Idea Generation for postgraduates (modelled on IDEO template to capture enthusiasm)
• Conversion from Researcher to Business orientation, Seminars
• General Entrepreneurship Curriculum: (www.knife.ie)
• Clinics to validate and assess suitability: involving a VC (4th level ventures: www.4thlevelventures.ie)
• .....create project list for MBA teams’ choice

Roundtable on Entrepreneurship Education
- Program Highlights -
Team matching to projects
MBA self-assembled teams compete as consultants to be appointed to projects they select from the list, after presentations.

Appointment to project:
Following interview and selection by the project entrepreneurs, teams, bound by confidentiality, carry out contract, supervised by R&IS mentors with formal stage reviews in Enterprise Centre, TCD. Final written reports to the MBA Director and the entrepreneurs.
Results:
MBA Students integrate MBA workout with their formal Business Planning course for credit and are assessed on Workout by Mentors, and are marked by the two Directors. MBA graduates regarded process as a rewarding learning scheme.

Examples from 2003:
Cellix Ltd, a spin-out received strong analysis and endorsement of their market approach from MBA team, and are proceeding to test market their product, but “Cimbolate Systems Ltd”* (wisely) shelved their plans on receipt of MBA report (*Not their real name)