



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning [www.isis-innovation.com/](http://www.isis-innovation.com/)... are automatically redirected to our new domain, [www.innovation.ox.ac.uk/](http://www.innovation.ox.ac.uk/)...

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**Isis**  
ENTERPRISE



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2015

A photograph of four business professionals in a modern office setting. They are gathered around a glass table, engaged in a discussion. The scene is backlit by a large window showing a sunset or sunrise, creating a warm, golden glow. The silhouettes of the people and the table are reflected on the polished floor.

# Innovative Entrepreneurship

Enabling successful enterprise through practical training and development

# Enabling Successful Enterprise & Commercialisation



## Why Entrepreneurship?

Interest in entrepreneurship has grown over the last decade: advances in technology and the availability of funding for companies at all stages of development mean that it is easier for people to start new businesses.

Within the university environment, pressure from funders to demonstrate economic impact, as well as growing interest from students in entrepreneurial careers, and greater support from higher education institutions for new venture creation, are all stimulating entrepreneurial thinking and activity. Corporations, in turn, are seeking to entice new graduates with in-house entrepreneurship (often referred to as 'intrapreneurship') programmes. Finally, a shift in cultural attitudes towards entrepreneurs is encouraging a wider range of individuals to turn their ideas into new businesses. Today, the successful commercialisation of new ideas – can come from any number of sources, be it universities, companies, or the general public.

There is an awareness that the 'innovation ecosystem' in which new ventures are formed can be critical to their success. This ecosystem includes networks, training, funding, and infrastructure, among many other things.

As explained in the 2014 Scale-up Report ([www.scaleupreport.org](http://www.scaleupreport.org)), universities have a key role in providing education and in building skills of entrepreneurs. Research has shown that business supports such as incubation services or entrepreneurship programmes can increase the success rates of their participants.

*Entrepreneurship means possessing the skill set and the good habits for identifying, exploring, and exploiting opportunities while managing associated risks to create financial value and for public benefit. Isis Innovation does not subscribe to the common view that the basis for effective entrepreneurship is somehow magical or intangible. **Entrepreneurship can and should be learned.***

# Isis Enterprise – Supporting Entrepreneurship



## Our Tailored Solutions

Isis Enterprise provides advanced professional development and training in entrepreneurship. Our cutting-edge offerings have been tried, tested and proven to produce first class results. Workshops, courses, and mentorship programmes are offered exclusively on a bespoke basis, which ensures the unique needs of every client are comprehensively catered for.

The method of delivery and training materials can be tailored to maximise impact for clients of all types, including:

- Academics and researchers within higher education institutions and research institutes
- Individuals starting out in business, including those involved in start-ups and spin-outs
- Small and Medium-sized Enterprises (SMEs) looking to improve business performance, expand product or service provision, or capture new international markets
- Those working in facilitation roles (e.g. with governments and business parks) to enhance business ecosystems and build broader business capacities
- Large corporations and governmental entities looking to develop a culture of intrapreneurship
- Those at any stage of commercialising technology, knowledge and/or software

Entrepreneurs come in all shapes and sizes. Our customers include a range of universities, local and national governments, incubators, science parks and corporates.

For universities and research institutes, this translates into upskilling academics and students, enabling them to better conceive the value of their knowledge within the global economy. In the corporate environment, this can mean influencing the mindsets, processes and structures that engender a culture of intrapreneurship, and that ultimately leads to the creation of better services and products. For governments seeking to develop or support their local, regional or national knowledge-based economies, entrepreneurship training provides the skills and confidence for individuals to start new businesses, and for SMEs to scale.





## Entrepreneurship Modules

Central to any new or existing enterprise is the business plan. Our core entrepreneurship modules provide the knowledge and skills necessary to develop and execute an effective business plan. This includes marketing, business strategy, raising finance, managing performance, recruitment, and leadership. Additional modules can supplement these core skills, providing training in the areas of sales & negotiation, business incubation, IP strategy, risk management, and business models.

Our expert consultants and trainers are able to develop specialist training material in niche areas according to the client's needs. Past examples of specialised provision include training in product certification for regulated markets and entrepreneurship in the biotechnology, healthcare, and ICT sectors.

## Practical Training & Development



### Our Approach

The success of our training and mentorship approach is built on individual and small-group support as well as enquiry-based learning. Our programmes are practical and applied, drawing heavily on real-life case studies to allow us to provide experiential knowledge of unparalleled relevance. Delivery is interactive and includes extensive opportunity to engage critically and to consider and debate key issues and concepts. Content is adapted in real time as clients grow to understand their entrepreneurship needs.

Workshops, training programmes, and mentorship schemes are offered intensively over 1-2 weeks, or spread over a period of time, which allows for better on-the-job implementation and monitoring of entrepreneurial strategies.

### Why Isis Enterprise?

Isis Enterprise was established in 2004 as a division within Isis Innovation Ltd, to provide technology commercialisation and innovation management consultancy services to organisations around the world. In recognition of its successful international growth, Isis Enterprise has been awarded a Queen's Award for Enterprise: International Trade 2015.

Isis Innovation Ltd, the technology commercialisation company of the University of Oxford has been involved in the creation of new technology businesses for over 27 years, and has created over 80 businesses. In 2014 the company was recognised by the Global University Venturing organisation as the 'Technology Transfer Unit of the Year' for its work in supporting new companies.

Isis Enterprise consultants are drawn from a variety of disciplines within life sciences, engineering, software industries; a number of them have built and run their own successful businesses. Isis Enterprise trainers have

- strong scientific and commercial backgrounds underpinned by excellent academic credentials, and recognise the vital combination of industry knowledge, experience and understanding in delivering value to clients
- over ten years of experience in delivering training for clients in 50 countries, ably supported by skilled, multilingual delivery teams
- access to world-leading expertise from the University of Oxford.



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Global University Venturing



## Our Case Studies



### Malta

Isis Enterprise worked with the University of Malta to develop and deliver a new Master's programme entitled 'Knowledge-based Entrepreneurship' for technology-based business founders. This is now in its third year of delivery. The project was designed to implement a set of entrepreneurship tools and processes within Malta that would be taught by local trainers from 2015 onwards. Local trainers attended all sessions and were given training guidance notes to accompany the 120 lectures and workshops that comprise the Master's programme.

*"The best course I've experienced in seven years at University."*

*"This was an amazing journey; everything was well-planned and it was evident that a lot of attention to detail had been given to all aspects of the training."*

*"Thanks so much for making this course so dynamic and fun. It was an amazing experience."*

Participants in the Knowledge-based Entrepreneurship Master's Programme

### Russia

The Tomsk government in Siberia, Russia, commissioned Isis Enterprise to develop and mentor early stage technology businesses from the region through education and training programmes focussing on entrepreneurship, the evaluation of technologies, publicity, and raising inward investment. The training raised awareness of international business issues within the Tomsk region and resulted in several partnerships between Russian and European businesses.



### Developing LED Champions

For many companies, the decision to export requires an entrepreneurial approach. Isis Enterprise has worked extensively with a group of innovative LED lighting companies in Malaysia to help them realise their aspirations for international growth and new product development. Through training, mentoring and coaching, Isis Enterprise has developed new value propositions for these companies, furthered a better understanding of the technology and market landscapes, and developed and enacted bespoke internationalisation strategies for the companies.

### Academic Entrepreneurship Programmes: Universidad de Chile

Isis Enterprise has worked with the Universidad de Chile to enhance and continuously develop the entrepreneurial attitudes and skills of its staff and researchers.

These programmes involved the university's academic staff and graduate research students. A mixed delivery model was used to maximise impact: face-to-face lectures and workshops, online video seminars and discussions, mentored project clinics, and masterclasses led by successful entrepreneurs were all critical components. Academics at all levels developed their abilities to be externally entrepreneurial (e.g. by learning the best practices for business) and to be intrapreneurial such that they have more confidence to take measured risks within their own research, teaching, and third stream activities for the ultimate benefit of their university.



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Isis Enterprise's training programmes are as unique as its clients. We would be pleased to discuss your organisation's specific training needs and to put together a programme to suit your requirements and budget. Contact us today.

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