

Find Your Startup Idea

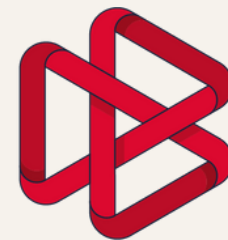
E4 Innovation and Impact Training

March 2023

Christina Starko
Christina.Starko@ei.ed.ac.uk

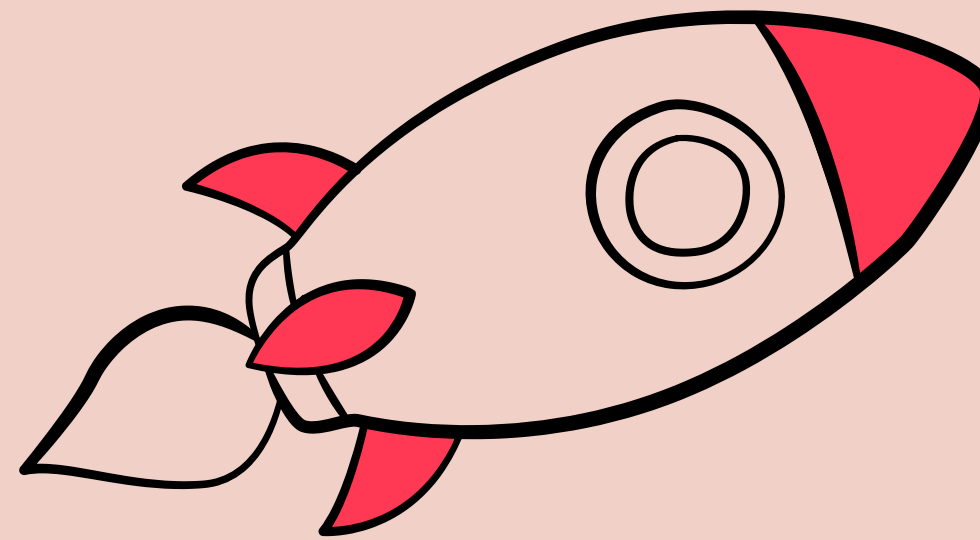


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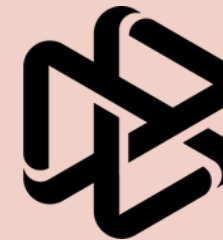


EDINBURGH INNOVATIONS

Who are we?



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EDINBURGH INNOVATIONS

Edinburgh Innovations Student Enterprise Team Vision

To inspire and equip every University of Edinburgh student with enterprise and entrepreneurship knowledge and skills to solve some of the worlds' biggest challenges.



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2021- 2022

**#1
Scotland and
Russell
Group**

**£30.5M
Investment**

**105
Startups**

**£2M
Grants and
Funding**

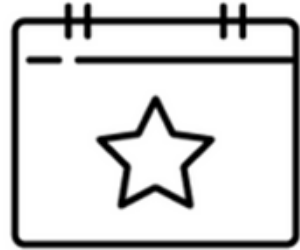


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Support we offer!



Events



Workshops



Accelerators &
Incubators



Competitions



Business advice



Access to funding

Regardless of the type of business we have a full package of opportunities to provide support



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LAUNCH YOUR OWN BUSINESS

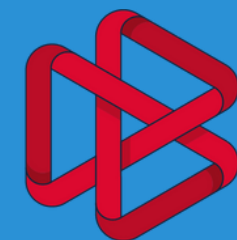
Events, competitions and expert advice to support student entrepreneurs.

Visit our website

eil.ac/Students



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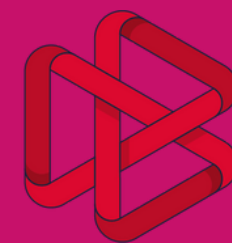
Collaborate with our enterprise community

STARTUP COMMUNITY PLATFORM

Join the community
eil.ac/StartupCommunity



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A silhouette of a woman in profile, facing left, holding a glowing, textured orb in her right hand. The background is a gradient from dark purple on the left to bright yellow on the right.

GET FREELANCING

*Become your own boss and learn
how to freelance successfully*

These interactive workshops help you to become a **successful freelancer**. During these sessions we:

- Support you to define your value as a freelancer and understand your customer.
- Provide insight into the practical concerns around legal, tax, pricing, getting paid!
- Invite excellent guest speakers from experienced freelancing backgrounds, and offer you the opportunity to network.



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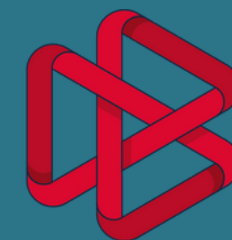
Book a meeting

ONE-TO-ONE EXPERT BUSINESS ADVICE

Book a meeting
eil.ac/bookameeting



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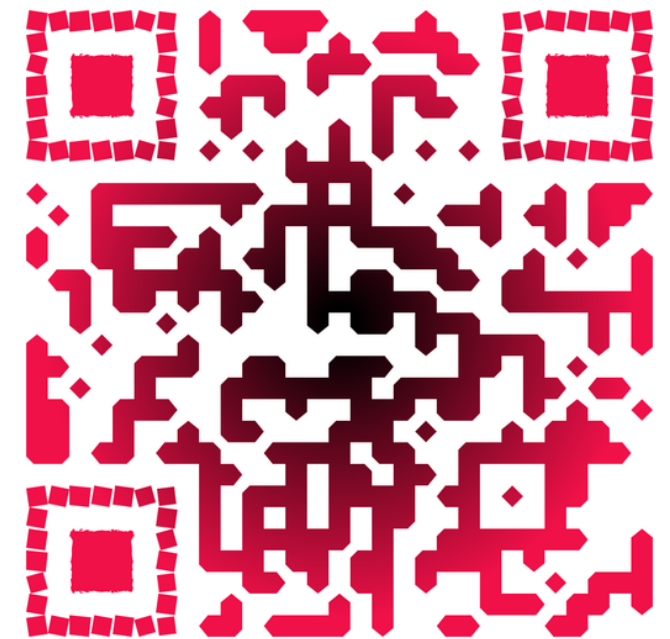


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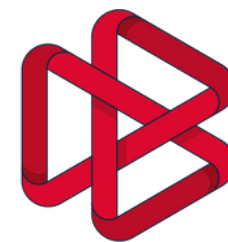
PhD Max - Pre-Accelerator Programme

Drive your knowledge and PhD to the Max!

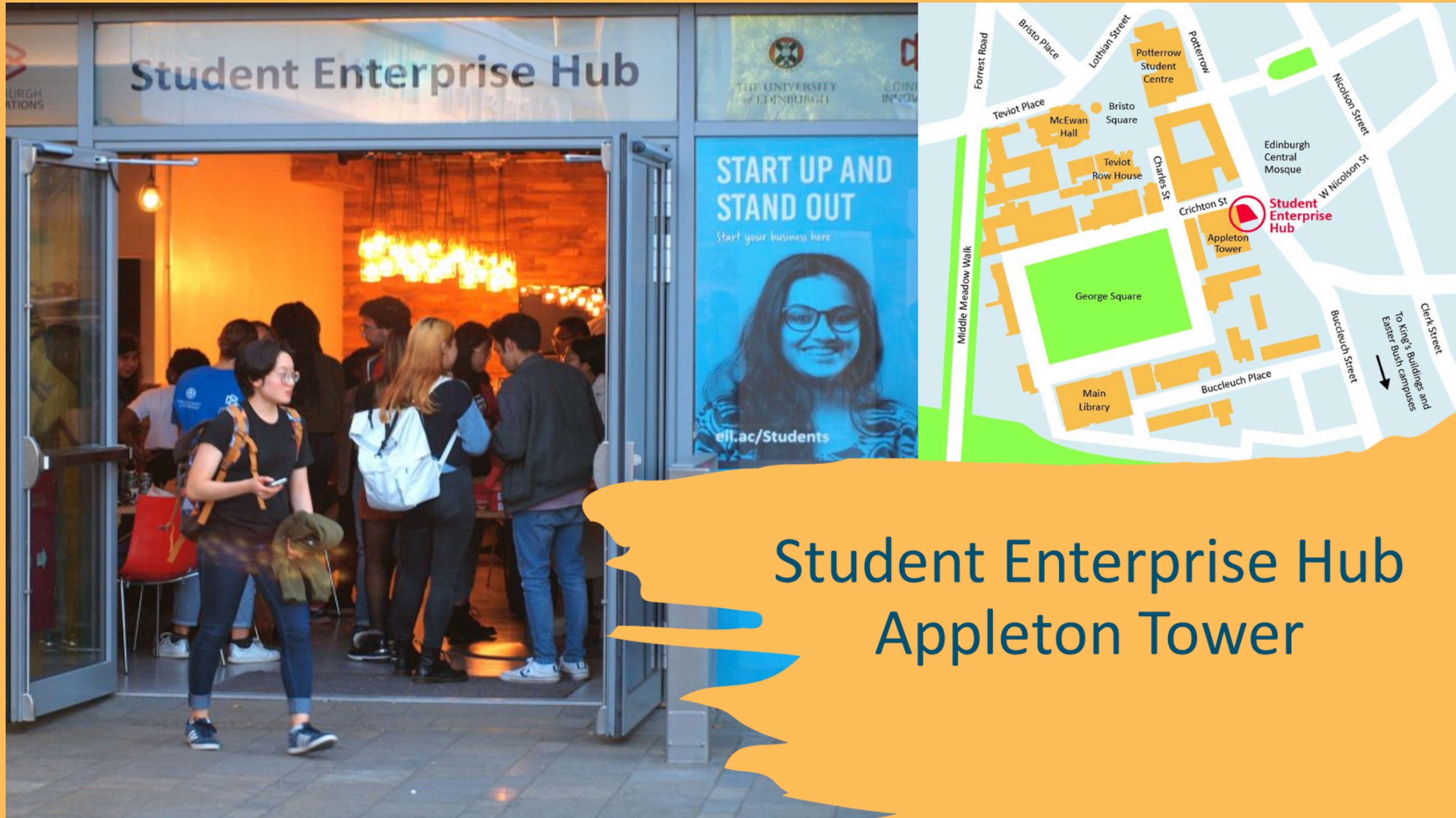
- We help prepare the next generation of PhD Students at the early stages of entrepreneurship.
- Leverage your research and technical expertise to build a business and create impact.
- All PhD students are welcome any year, any school!



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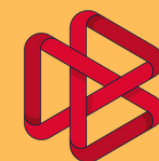
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Student Enterprise Hub Appleton Tower

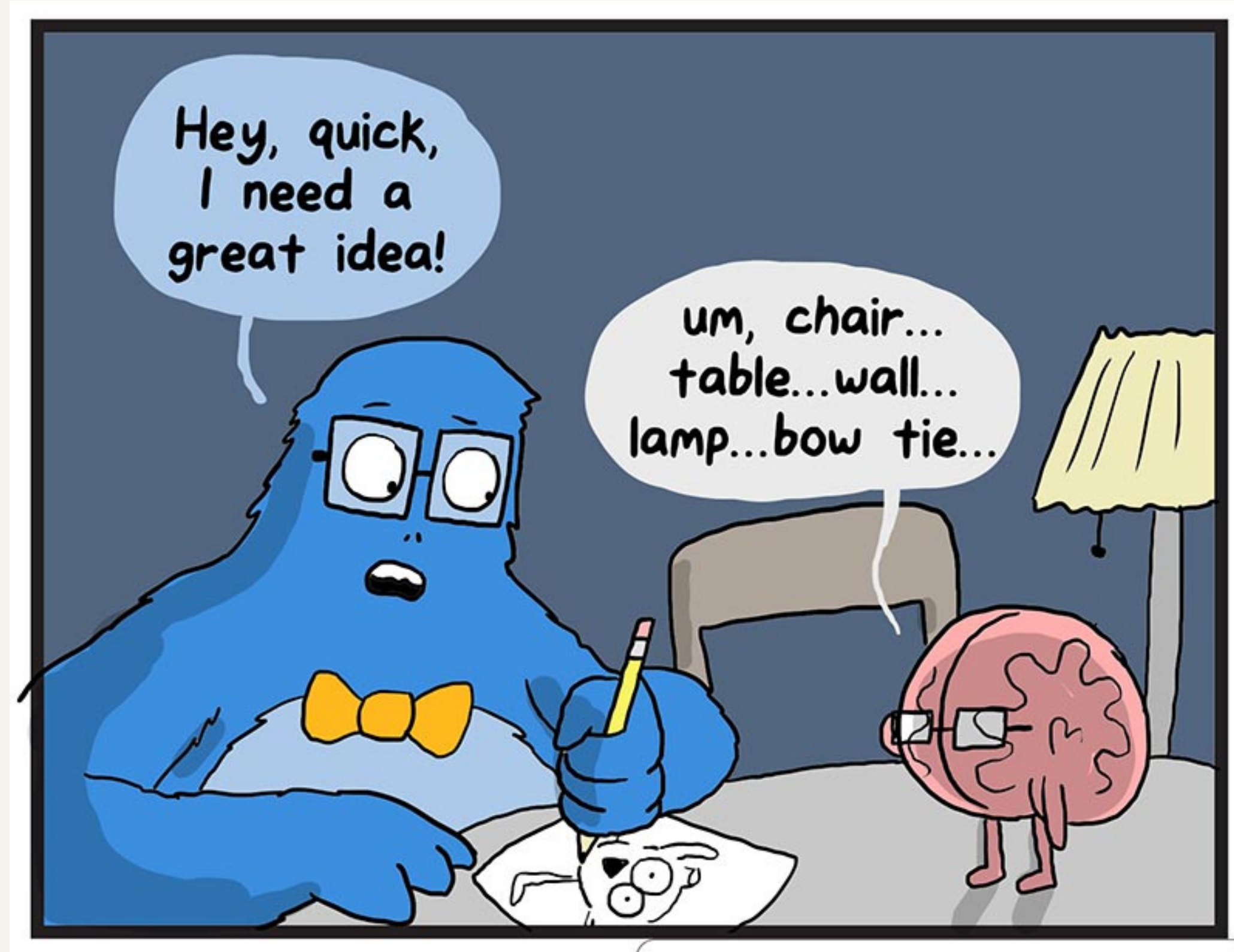


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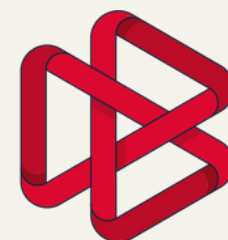


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**What
building your
idea can feel
like
sometimes.**

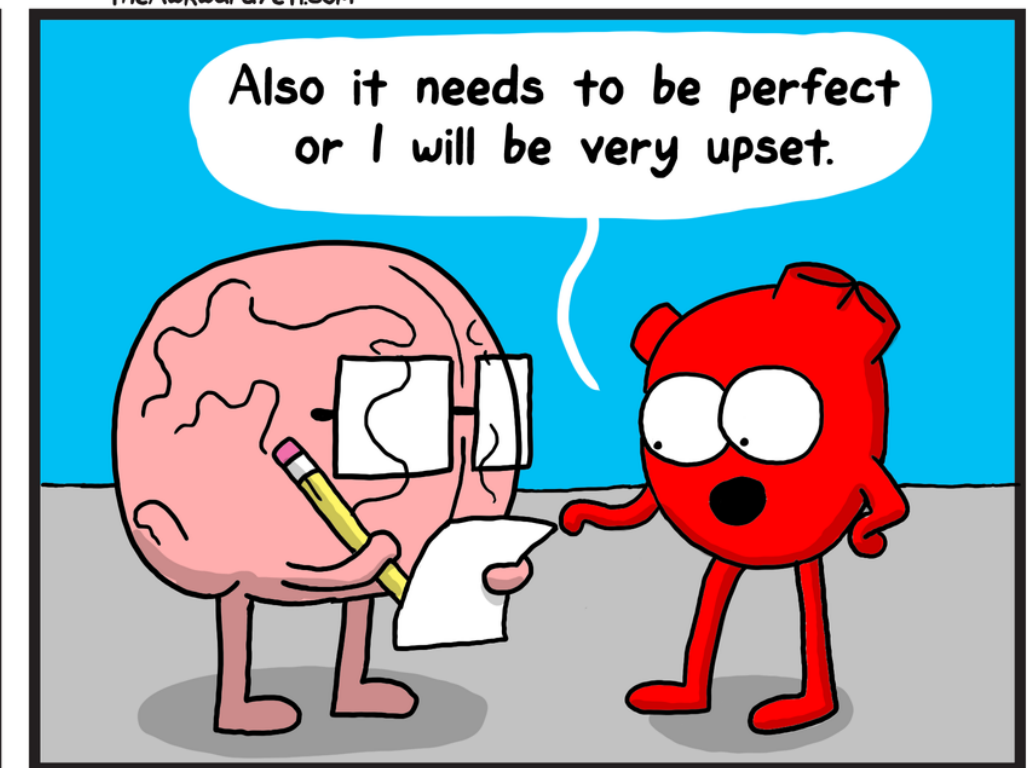
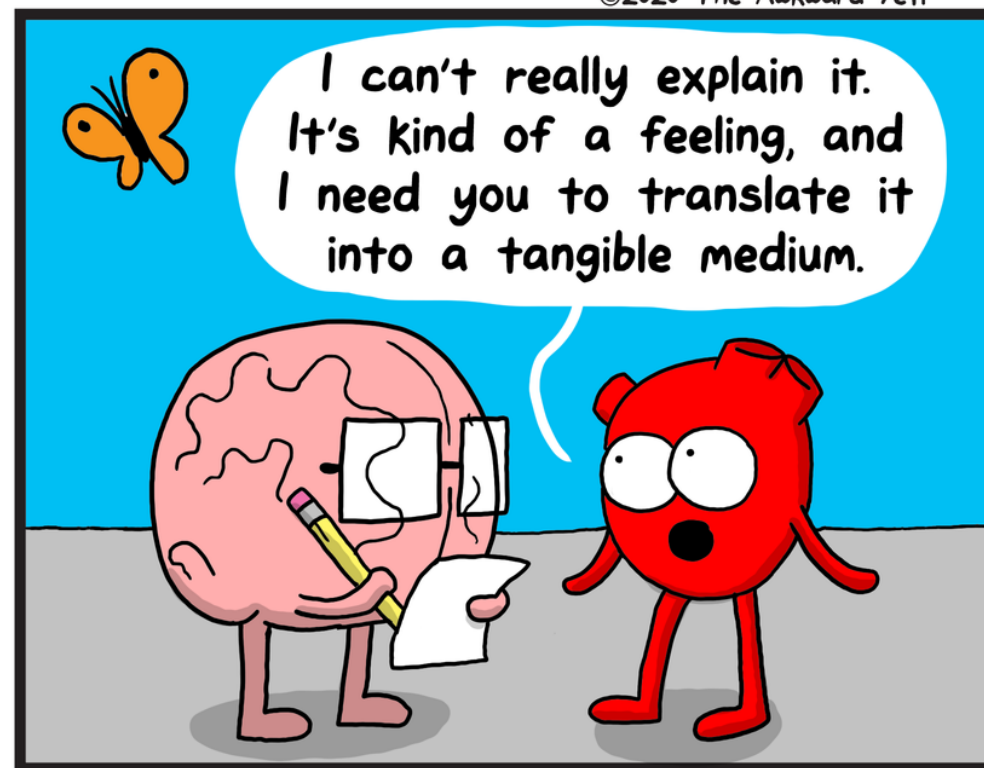
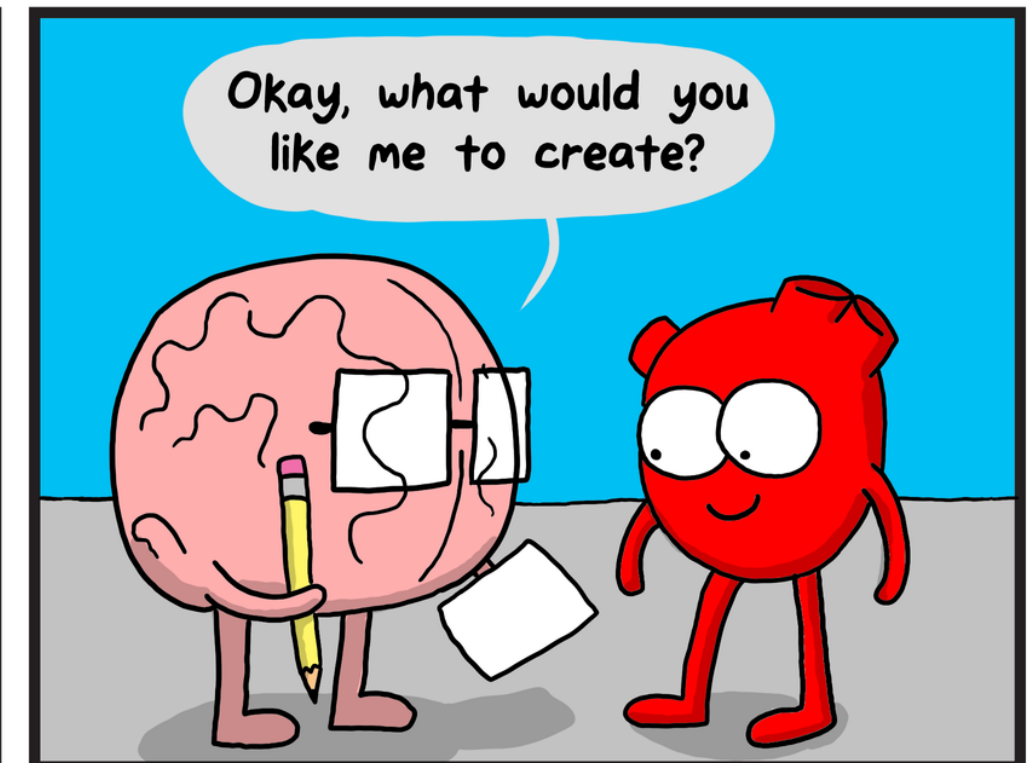
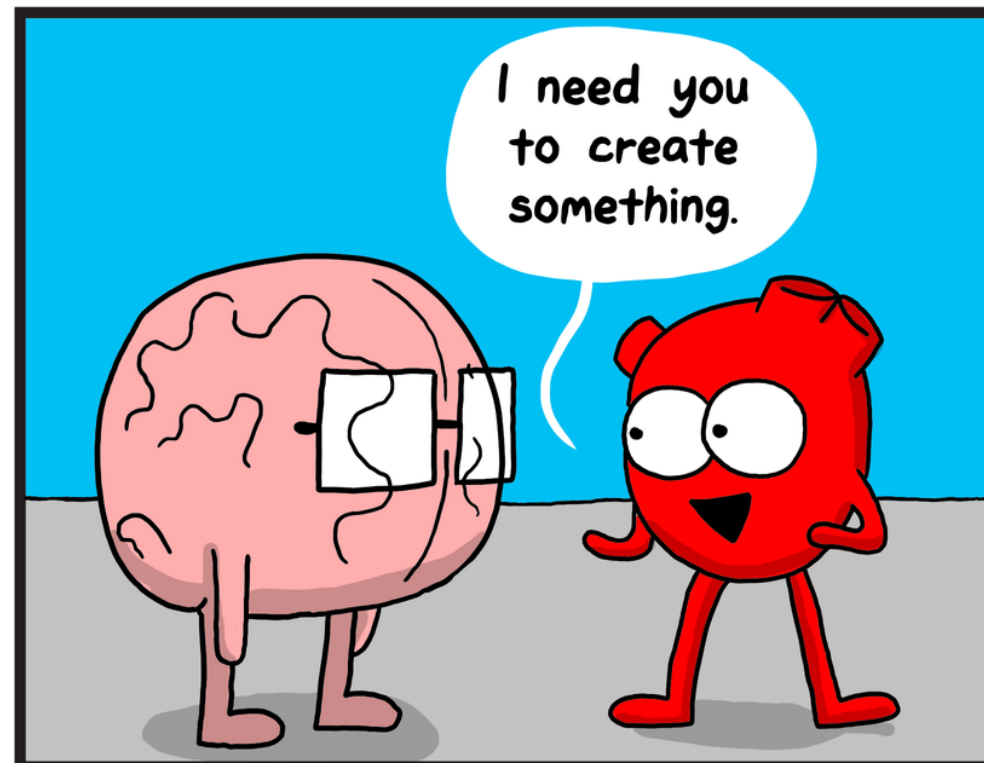


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A startup is basically an experiment that's been designed to deliver a new product or service under conditions of extreme uncertainty.



~~PERFECT~~

Experiment.

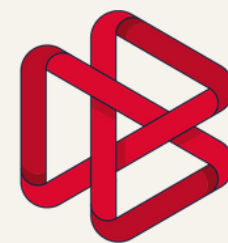
Fail.

Learn.

Repeat.



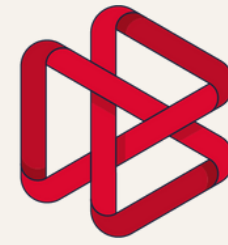
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Get Wild With Your Thinking!



S.C.A.M.P.E.R.

Substitute: What would happen if we swapped X for Y?

Combine: What would happen if we combined X and Y?

Adapt: What changes would need to be made to adapt this to a different context?

Modify/Magnify/Minify: What could we modify/magnify/minify to create more value?

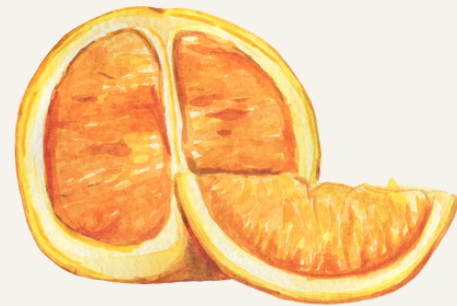
Put to another use: What other uses or applications are there?

Eliminate: What could be removed to simplify it?

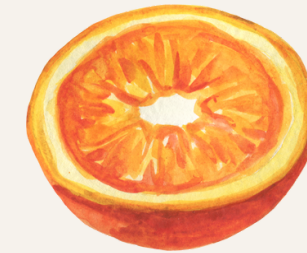
Reverse/Rearrange: What would happen if we looked at it backwards?



So if I were to give you an orange and ask you to use this model.



Substitute: What would happen if we swapped X for Y?



Combine: What would happen if we combined X and Y?

Adapt: What changes would need to be made to adapt this to a different context?

Modify/Magnify/Minify: What could we modify/magnify/minify to create more value?

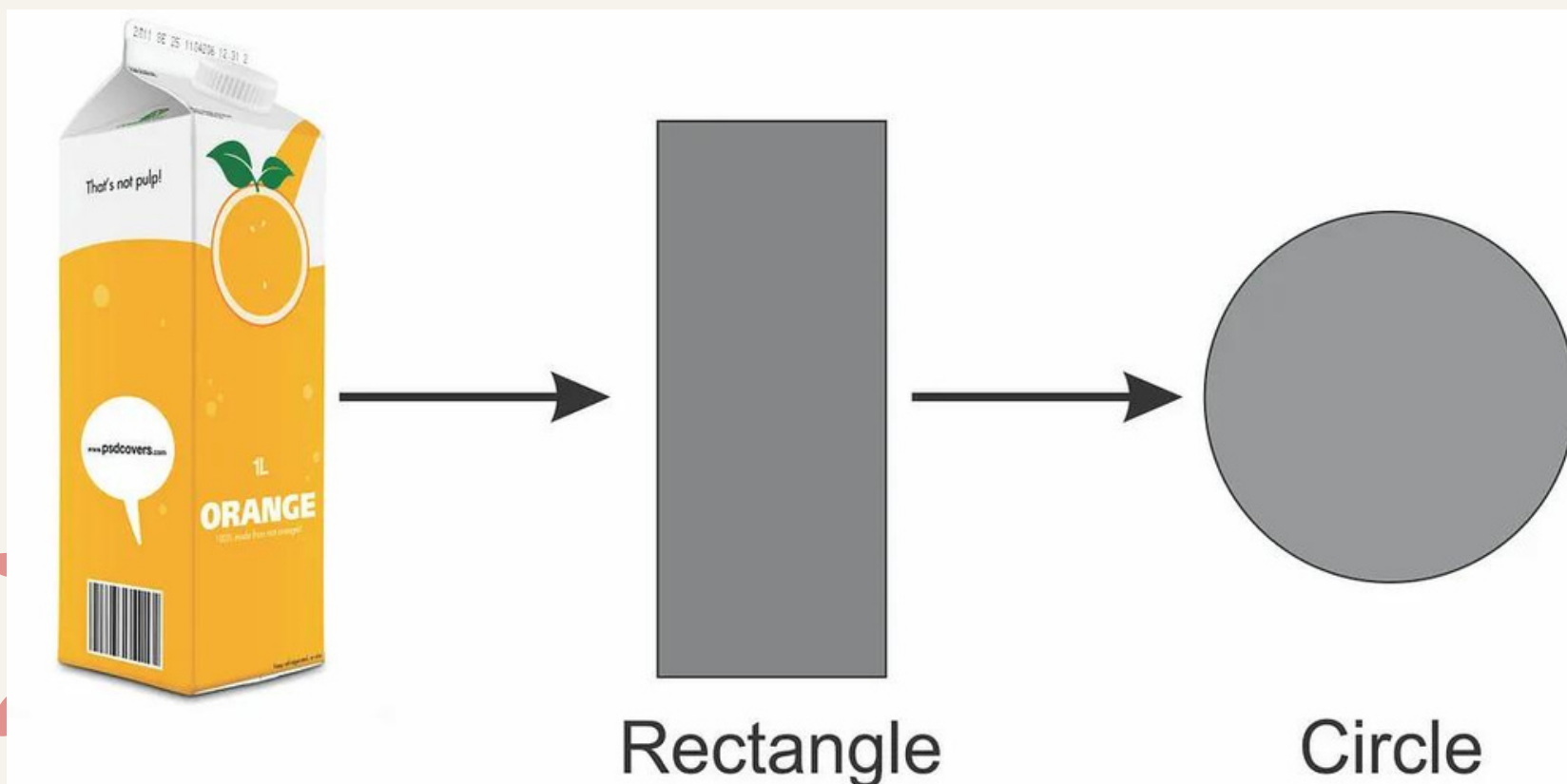
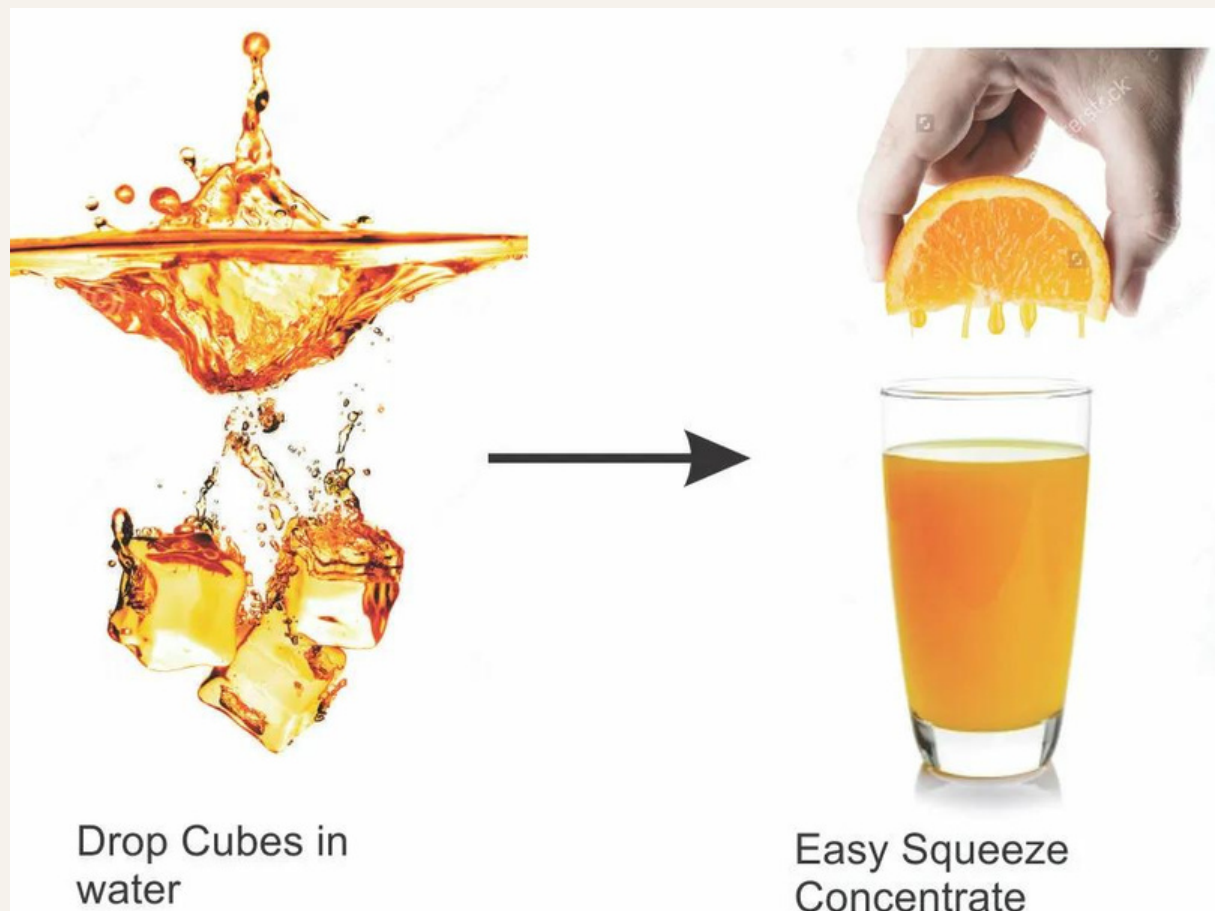
Put to another use: What other uses or applications are there?

Eliminate: What could be removed to simplify it?

Reverse/Rearrange: What would happen if we looked at it backwards?



What might you come up with?



The Concept Garden

S.C.A.M.P.E.R.

Substitute: What would happen if we swapped X for Y?

Combine: What would happen if we combined X and Y?

Adapt: What changes would need to be made to adapt this to a different context?

Modify/Magnify/Minify: What could we modify/magnify/minify to create more value?

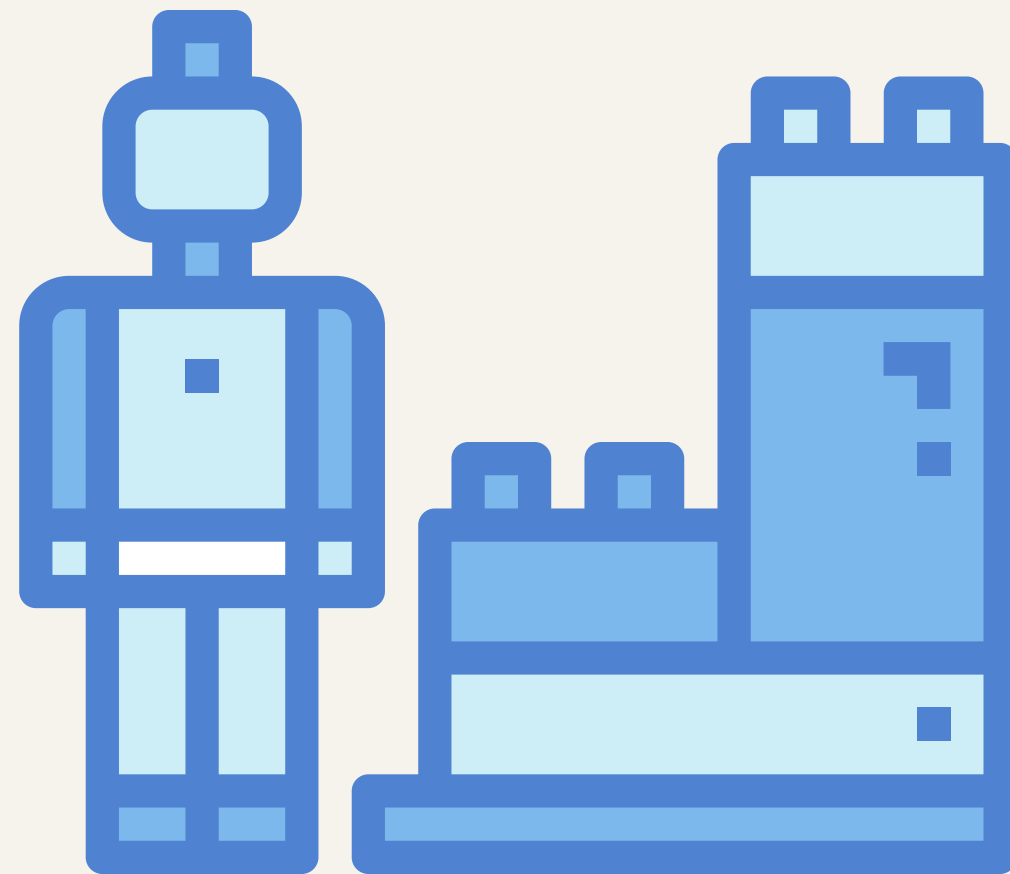
Put to another use: What other uses or applications are there?

Eliminate: What could be removed to simplify it?

Reverse/Rearrange: What would happen if we looked at it backwards?



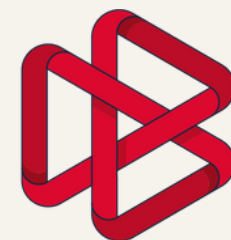
What have you come up with?



Recipes to build your idea.



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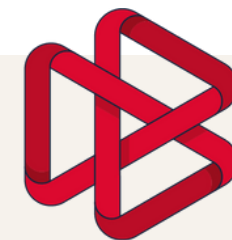
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Recipe number 1

**Start with ideas your team is good at and
would have an unfair advantage of
executing**



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**In your subject Area:
Example Biomedical Science:**

Your unfair advantage could be:

- **Molecular Analysis**
- **Understanding how body systems work**
- **How disease affects the human body**
- **Identifying different bacteria**
- **blood typing**
- **data handling and analysis**

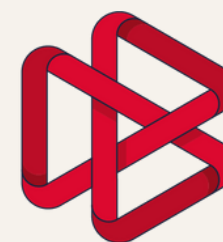


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In your personal life:

Your unfair advantage could be:

- **Public speaking**
- **Team working**
- **Finance and financial planning**
- **Cooking**
- **Reading books**
- **Exercising**
- **Painting**
- **Dying hair**



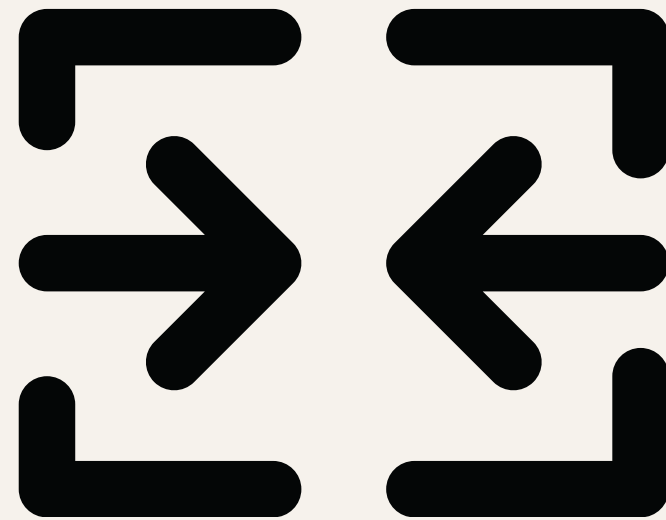
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Combine two amazing things!

Personal Life

Your unfair advantage could be:

- Public speaking
- Team working
- Finance and financial planning
- Cooking
- Reading books
- Painting
- Dying hair



Knowledge in a certain subject area

Your unfair advantage could be:

- Molecular Analysis
- Knowledge of Emulsification
- Understanding how body systems work
- How disease affects the human body
- Identifying different bacteria
- blood typing
- data handling and analysis



Recipe 2

What problem do you wish others would solve for you?



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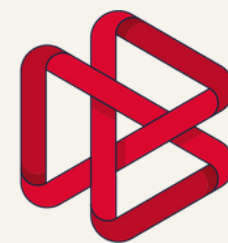


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What problem do you wish others would solve for you?

- **Not enough bins around the city.**
- **An easier way to teach children about hard subjects in school.**
- **The long onboarding process at a new job.**
- **To much plastic on fruit and veg in supermarkets**



5 Minutes

Recipe 3

What would you work on for 10 years even if you knew it would fail – because you're so passionate about it.



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Recipe 4

Think of what has changed in the world recently and explore opportunities in these areas.



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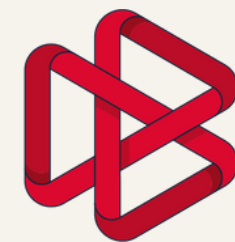


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Think of what has changed in the world recently?

- **Renewable Capacity Skyrockets: Renewable Power Capacity surpasses coal.**
- **Deepwater Horizon Oil Spill: The largest marine oil spill in history occurs in April 2010 after a surge of natural gas blasts through a concrete core on a rig located in a valley on the continental shelf called the Mississippi Canyon.**
- **Smart Phones: We have information at our fingertips.**
- **Food Culture: Kale and Quinoa Changed Our Eating Habits.**
- **Covid-19 testing: Changing the way we look at, "at home testing"**



Recipe 5

Look for companies that have been successful recently. What are some problems or limitations of this company?



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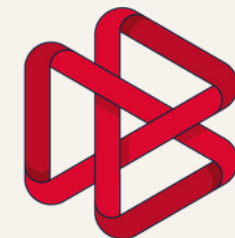
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Look for companies that have been successful recently. What are some problems or limitations of this company?

- **Big Agriculture**
- **Medical Providers**
- **Apple**
- **Royal Mail**
- **Amazon**



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Recipe 6

Crowdsource your idea.

**Talk to people in your chosen field about
problems they have.**



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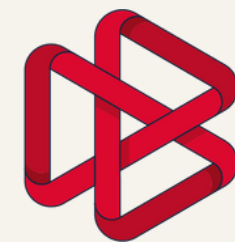
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"I'm a believer that everybody, in their lifetime, has at least one million dollar idea." -Spanx founder Sara Blakely

3 Minutes



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Recipe 7

Look for an industry that seems broken.



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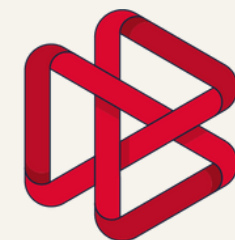
5 Minutes

Look for an industry that seems broken.

- **Air Canada**
- **Letting Agencies - most of them**
- **"Government Apps"**
- **Spice and Commodity Trades**



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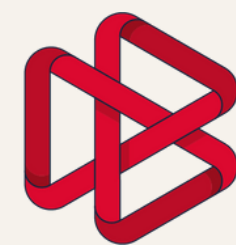


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Future Planning



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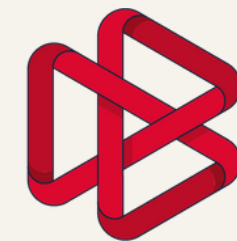
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Lifestyle expectations vs. reality



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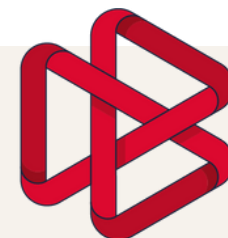
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REMEMBER YOU DON'T NEED TO DO THIS ALONE.

**EI has a bunch of resources and a team of
business advisors that can help you and your
team, all for free!**



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**Find your
startup workshop**



Freelance workshops



**Startup
weekend**



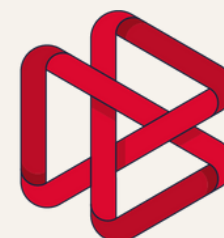
Startup Basics



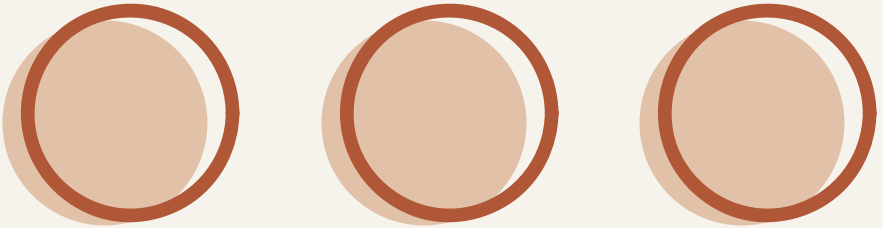
**Startup
Builder**



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Get 1-2-1 Business Advice!



Join Our Startup Community Platform

Amazing Events!



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**Keep working and
growing your idea.
It could change the
world.**



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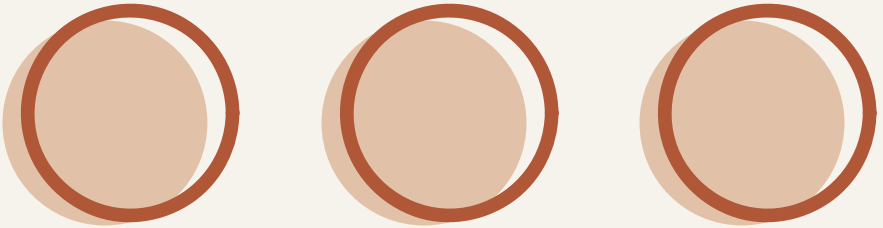


Thank you!

March 2023

Christina Starko
Christina.Starko@ei.ed.ac.uk





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More Amazing Events!



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