



I2i

Idea to Innovation
programme

Cranfield
School of
Management

Bettany Centre for
Entrepreneurship

What is i2i?

The Idea to Innovation (i2i) programme was established by the Cambridge-MIT Institute as Enterprisers in 2002. The programme has run over 30 times since its inception for PhD communities, early career researchers and middle managers from the private and public sectors.

Since 2016 we have delivered three i2i programmes, which have inspired approximately 120 PhD students and helped to grow an entrepreneurial community across campus. This has resulted in the successful development of ideas and has supported with the formation of entrepreneurial ventures such as Corrosion Radar.

The purpose of the programme is to develop participants' self-confidence by encouraging them to apply their knowledge and skills when creating new ventures or supporting existing ones.

The i2i programme is aimed at ambitious individuals looking to unlock their entrepreneurial and creative potential and consider the social and economic relevance of their research.

Who is it for?

- Researchers within Centres of Doctoral Training.
- Doctoral candidates across multiple disciplines.
- Postdocs from across disciplines and backgrounds.



"I wanted to convince myself that I have waited enough time to start my own business. I needed inspiration, self-confidence and direction to bring my ideas to reality. I think I have it all now."

Sebastian Mitea,
University of Cambridge, Enterprisers, alumnus, 2012

What are the learning objectives?

The four day programme is practical and based on experiential learning. It equips participants with the skills to identify enterprising opportunities and to apply creative ways of thinking to any research or project through a process of knowledge, activity and reflection.

The i2i programme is for you if your objective is to:

- raise awareness of the impact of your research within communities,
- think more creatively and entrepreneurially,
- learn about the commercialising process and becoming more employable,
- turn your research and learning into new venture opportunities.

The i2i programme will enable you to:

- build your self-confidence, skills and networks to help you to make a difference,
- meet like-minded researchers, entrepreneurs and experts from various backgrounds,
- create a pathway to clearly identify the impact of your research,
- get inspired and build clarity on your future aspirations.

What are the benefits?

Throughout the programme you will have the opportunity to:

- develop a short statement for your research impact,
- unleash your creative potential,
- develop basic business know-how and soft-skills that are valued by industry,
- learn practical approaches through creative thinking to identify opportunities,
- meet industry players, entrepreneurs and experts with whom you can test your ideas,
- gain a clearer understanding of the meaning of innovation and entrepreneurial behaviours,
- develop team awareness,
- develop a vibrant community and network of people who will play a key role in creating an enterprising culture.

"The programme was informative and timely to my entrepreneurial ambitions, I learnt new skills on pitching and communication."

"A great experience for personal development and aligning my research in valuable/impactful real life application."

Aqeel Shamsul,
Doctor of Philosophy, Cranfield University



i2i programme summary

- **Day One** enables an understanding of personal values, motivations and direction.
- **Day Two** focuses on the importance of building teams, as well as generating potential impact pathways for your research.
- **Day Three** looks at the basic elements of taking an idea and turning it into a product or service and how to communicate it with passion.



Value of i2i

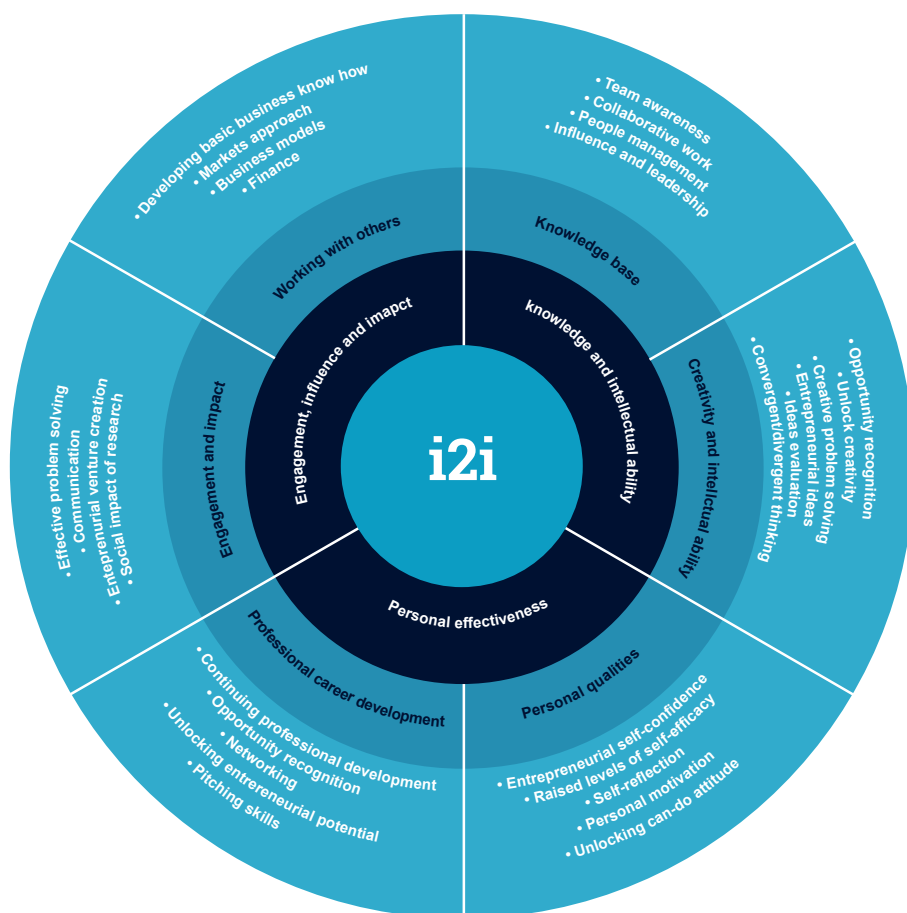
What has been achieved so far?

i2i was born as Enterprisers at Cambridge

- 1200+ students have been inspired by the programme.
- Over 200 academics, experts and student facilitators have been involved.
- 100+ Enterprisers alumni and industry experts have contributed to the programme.

Since 2016, as part of the Bettany Centre for Entrepreneurship, the i2i programme has;

- Developed new partnerships with the QTEC -University of Bristol, EPOC- University of Cambridge.
- Received sponsorship from EPSRC, NERC, QTEC, HEFCE.
- Inspired 120+ doctoral students and post doctoral fellows.



"Attending the i2i course at Cranfield is an exhausting but eye-opening experience! The days are packed with interactive activities providing a great opportunity to develop the skills needed to grow your business. The setup is such that you can tap into a network of experts and entrepreneurs who have been through it and are eager to share their experiences. This course is a must for anyone with a business idea but not sure how to proceed and looking for a 'safe space.'"

Mahmut, Oxford University



Find out more about our Bettany Centre events here: www.cranfield.ac.uk/som/bettanyevents

For more information please contact: bettanycentre@cranfield.ac.uk

