

**GRAND  
SCALE**



# Introducing Grand Scale Ignite

Entrepreneurial Education Programme for Promising Pre-Spinout Teams

Starting March 2024

# Grand Scale Ignite

## Entrepreneurial Education Programme for Promising Pre-Spinout Teams

Grand Scale Ignite is a fully funded 4 week online entrepreneurial education programme\*, specifically designed to empower promising academic research teams to transform their innovative concepts into successful, commercially robust spinout ventures.

Under the guidance of highly experienced entrepreneurial educators, Grand Scale Ignite upskills academic research teams with the essential entrepreneurial acumen and practical commercial skills required to:

- Successfully test and validate their innovative concepts in the market.
- Determine their route to market for launch.
- Secure vital investment to propel their business forward.

# Grand Scale Ignite

## Programme Overview

Grand Scale Ignite bridges the gap between academia and entrepreneurship with a tailored curriculum, providing essential skills and knowledge for navigating the complex world of early-stage commercialisation.

Academic teams learn the vital entrepreneurial skills to enable them to develop a robust business model, set early assumptions and test product-market fit in lucrative markets, alongside gathering early customer validation for product refinement and future adoption.

Teams are also upskilled to confidently determine their route to market, develop their go-to-market strategy and understand how to attract and engage with the funding and investment community.

# Programme Curriculum

MODULE	DESCRIPTION
<b>Module 1</b> w/c 4 <sup>th</sup> March 24	<b>Introduction to Commercialisation: Crafting a Solid Foundation</b>  The journey begins with an exploration of the fundamentals of commercialisation. Participants will delve into the best practice of developing a robust business model and setting early assumptions. This stage serves as the bedrock upon which spinout ventures are built, helping teams establish a clear roadmap for their entrepreneurial endeavours.
<b>Module 2</b> w/c 11 <sup>th</sup> March 24	<b>Ensuring Product-market Fit: Meeting Customer Needs</b>  Understanding the market and its dynamics is pivotal to the success of any spinout venture. This module focuses on identifying potential target markets, gaining insights into customer behaviour, crafting a compelling value proposition, and rigorously testing assumptions. The goal is to ensure a product-market fit between the product or innovation, and the needs of the intended market.
<b>Module 3</b> w/c 18 <sup>th</sup> March 24	<b>Route to Market: Charting the Path to Success</b>  A well-considered go-to-market strategy is indispensable for successfully launching a new product or service, establishing a strong market presence, and achieving sustainable growth. This module provides a structured framework to develop a winning strategy. It considers various factors, including the chosen business model, competitive landscape, potential partners, and commercialisation tactics. The aim is to help teams chart a clear and effective route to market.
<b>Module 4</b> w/c 25 <sup>th</sup> March 24	<b>Fundamentals of Investment Excellence: Securing Funding</b>  Raising capital is a critical aspect of the spinout journey. This module demystifies the investment landscape, offering insights into how to secure funding at various stages of development. Participants will gain a deep understanding of the investment landscape, the art of engaging with investors, and the strategies required to secure the financial resources needed to propel their spinout ventures forward.



# Programme Trainers

Amber North and Grand Scale are experienced entrepreneurial educators.



## Amber North

Les Gaw, is a seasoned, serial tech entrepreneur who has successfully led a tech company from early-stage through to exit and understands the process and the challenges this brings to inexperienced founding teams.

As a director of Gabriel Investment Syndicate, a Glasgow-based angel syndicate, Les has personally invested in over 20 early-stage Scottish companies, leveraging his expertise and network to strengthen the evolving Scottish tech ecosystem.



## Grand Scale

Leanne Jennings and Roisin Garland, have over four decades of experience leading marketing initiatives for innovative research and tech-based spinouts, startups and global companies.

As a valued delivery partner for the UK's national early-stage spinout accelerator programme (ICURE), Grand Scale has upskilled and empowered over 50 spinout companies across a wide range of innovation areas to commercialise, successfully launch and accelerate growth in global markets.

# Programme Delivery

Grand Scale Ignite is a fully online programme delivered via an innovative, user-friendly edtech platform that facilitates live online training and hosts a suite of essential toolkits, actionable plans and templates.

## Key Information:

- Live online delivery takes place between **4th - 29th March 2024**.
- Expert C'level online training, support and mentorship for up to 3 team members, one of which must be the Entrepreneurial Lead. The additional two team places may be allocated to a commercial lead, principal research scientist, technical lead or Technology Transfer Officer.
- Access to an online community, moderated by the delivery team, to connect and support participants throughout the programme.
- 12 months access to training module recordings and suite of training materials including actionable workbooks per module, how-to guides, best practice templates and toolkits.

# Application Process

## Who is Eligible to Apply?

Academic research teams that are seeking to validate their innovative solutions within the market with a view to spinning out of their Entrepreneurial Campuses in the future are eligible to apply for the Grand Scale Ignite programme. 10 promising academic research teams across Scotland will be selected to join the programme in March 2024.

## How to Apply?

Informal interviews will be conducted by Grand Scale to assess your suitability for the programme between **27th November – 12th January 2023**.

Applicants will be notified of the outcome of their interview **w/c 22<sup>nd</sup> January**.

To secure a fully funded place on the Grand Scale Ignite programme, book your interview by clicking on the following link - [Apply Now](#)



**\*\*\*Limited to 10 teams\*\*\***

**Book your interview today.**

**Closing date for applications is Friday 12<sup>th</sup> January**

**[CLICK HERE TO APPLY](#)**

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For further information or to discuss this programme, please email:

[hello@thegrandscale.com](mailto:hello@thegrandscale.com)

[www.thegrandscale.com](http://www.thegrandscale.com)

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