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Enterprise Campus
East Hub Business Advisor

Lucy Robertson
Enterprise Campus
East Hub Marketing and Events
Start-ups for Up-starts

*How Enterprise Campus can help*

Dr Jamie Love (PhD, MBA)
After your terminal degree?

But what’s next?

MSc

PhD
Academia – you hope
Academia – the reality

Post Doc | Post Doc | Post Doc | Post Doc

Post Doc

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The image depicts a timeline labeled "Academia – the reality" with multiple "Post Doc" stages, indicating a continuous cycle of postdoctoral positions, possibly highlighting the common experience of many researchers.
Industry – you hope

Lab Scientist → Jnr Scientist → Snr Scientist → Head Scientist
Industry – the reality
Bing… Why not start up?

Vice President R&D

CEO

Straight away
## What do you earn?

<table>
<thead>
<tr>
<th>Compensation</th>
<th>Academia</th>
<th>Industry</th>
<th>Start-up VP of R&amp;D</th>
<th>Start-up CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>Graded</td>
<td>Graded</td>
<td>£0 - £100k</td>
<td>£0 - £100k</td>
</tr>
<tr>
<td>Top ups</td>
<td>Grants</td>
<td>Bonuses</td>
<td>Bonuses</td>
<td>Bonuses</td>
</tr>
<tr>
<td>Shares</td>
<td>None</td>
<td>Minimal</td>
<td>Plenty</td>
<td>Plenty</td>
</tr>
<tr>
<td>Recognition</td>
<td>Often</td>
<td>Rarely</td>
<td>Lots</td>
<td>Lots</td>
</tr>
<tr>
<td>Career determined</td>
<td>By others</td>
<td>By others</td>
<td>By you</td>
<td>By you</td>
</tr>
<tr>
<td>Activities</td>
<td>Academia</td>
<td>Industry</td>
<td>Start-up VP of R&amp;D</td>
<td>Start-up CEO</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------</td>
<td>------------</td>
<td>--------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Your research</td>
<td>Mostly yours</td>
<td>Mostly not</td>
<td>Yours</td>
<td>Yours</td>
</tr>
<tr>
<td>Seek money</td>
<td>Grants</td>
<td>Rarely</td>
<td>Grants</td>
<td>Investors</td>
</tr>
<tr>
<td>Administration duties</td>
<td>Loads</td>
<td>½ load</td>
<td>¼ - ¾ load</td>
<td>1 – 2 loads</td>
</tr>
<tr>
<td>Responsibilities</td>
<td>Delegated</td>
<td>Delegated</td>
<td>Shared</td>
<td>Everything</td>
</tr>
<tr>
<td>Chess piece</td>
<td>Pawn</td>
<td>Pawn</td>
<td>Queen</td>
<td>King</td>
</tr>
</tbody>
</table>
Why do most start-ups fail?

No clue about:
- starting a business
- running a business

Product or service that:
- has no market
- is too expensive
- isn’t competitive
- is blocked by patents
Which Hub are you?

**ENTERPRISE CAMPUS EAST**
- Edinburgh
- Edinburgh Napier
- Heriot-Watt
- Open University
- Queen Margaret
- St Andrews

**ENTERPRISE CAMPUS NORTH**
- Aberdeenshire
- Abertay
- Robert Gordon
- Dundee
- Highlands & Islands*

**ENTERPRISE CAMPUS WEST**
- Strathclyde
- Glasgow Caledonian
- Glasgow
- Stirling
- West of Scotland

*Highlands & Islands.*
What We Do

- Intellectual Property
- Market testing and research
- Funding advice
- Legal and Accountancy clinics
- Business advice and mentoring
- Business planning
- Application Support
- Routes to market
- Company Formation
- Service contracts
- Prototyping
- Marketing
- Idea generation
- Business Bootcamp
No Idea? No worries...
From idea to pitch... in 2 days

Next Bootcamp: 23rd and 30th of June

Register: bit.ly/BTcampJUNE
Do you have a business idea? Postgraduate student in Scotland? Get in touch!

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