



BEYONDSCALE

BeyondScale is seeking to create a pan-European community of practice that will share and document emerging good practices, based on the outcomes of the individual and collaborative activities of the participants.

BeyondScale utilises the **HEInnovate** self-assessment platform to drive entrepreneurial and innovative change.

HEInnovate

HEInnovate is a self-assessment tool by the European Commission and the OECD for higher education institutions to explore their innovative potential.

HEInnovate diagnoses areas of strengths and weaknesses, opens up discussion on respective topics. HEInnovate covers eight areas for self-assessment.



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Value Proposition Workshop



Dimension: Knowledge Exchange & Collaboration

Organiser: Hincks Centre for Entrepreneurship Excellence at Munster Technological University *

Outbound activity: The Expansion of MTU's entrepreneurship ecosystem

Purpose: To expand MTU's entrepreneurship and innovation ecosystem to the benefit businesses/organisations in the region and MTU students

Main workshop questions:

- What MTU can offer/change to support businesses/ organisations in the region?
- How can businesses/organisations further support MTU's entrepreneurship ecosystem in the region?

In this issue:

Value Proposition Workshop by Hincks Centre for Entrepreneurship excellence.
School of Business, **MTU**

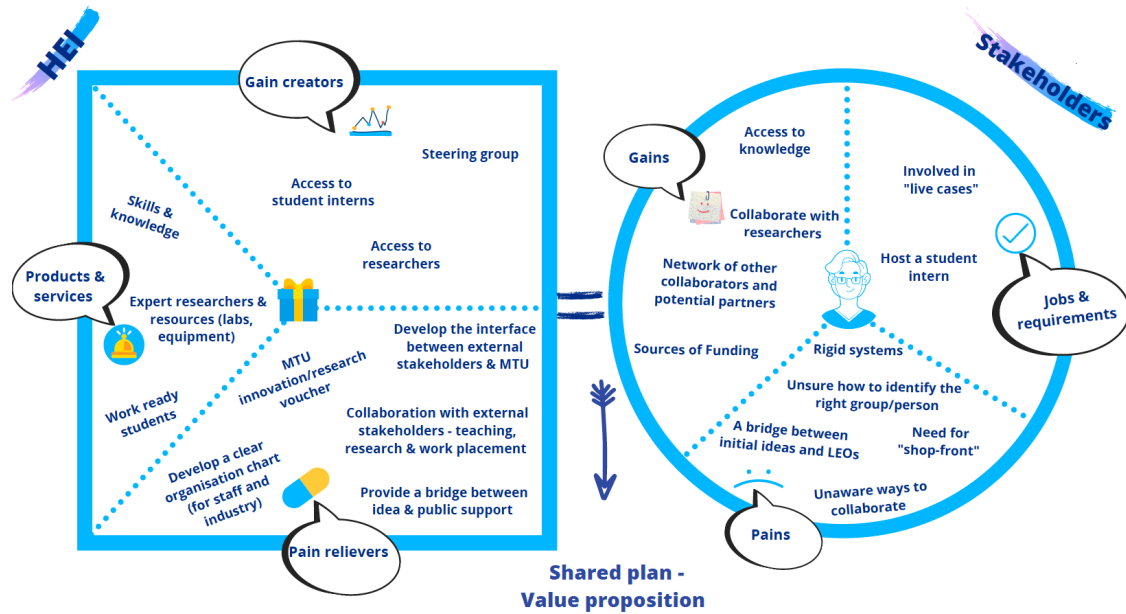


- External stakeholders from businesses & organisations in the region;
- Involved BeyondScale Buddies: CHEPS, NOVA & HEA (as external advisory board).

NB*: Cork Institute of Technology (CIT) became Munster Technological University (MTU) on 1st of January 2021

HEInnovate Value Proposition Canvas

Dimension: Knowledge Exchange & Collaboration



BeyondScale



Main workshop outcome:

- MTU Action Plan: "The expansion of MTU's entrepreneurship ecosystem"
- an insight into how the industry can further collaborate with MTU.

Overall experience:

- The online format was successful. The small group allowed for good conversation and discussion flow;
- The use of the value proposition model and other visuals helped to explain the aim of the workshop and encourage discussion.

Pains, Gains & Internal Barriers

In the value proposition workshop series, as it is shown in the canvas, attention must be paid to Pains, Gains, and Internal Barriers. **'Pains'** stand for the stakeholders' challenging experience with the HEI performance.

'Internal barriers' refer to an institution's processes and structures that might be preventing for cooperation with internal and external stakeholders.

'Gains' stand for the value that stakeholders and the HEI can derive from engaging in the project (collaborative activity).

BeyondScale Outbound Action Plan Jan 2021

Action Plan

Outbound Activity: **The expansion of MTU's entrepreneurship ecosystem**

Arising from the information gathered from responses to questionnaires and workshop with external stakeholder in December 2020, a summary of the key findings follow by a plan of action is presented.

Summary of key findings:

Benefits (gains) for external stakeholder engaging with MTU's entrepreneurship ecosystem:

1. Access to knowledge
2. Opportunities to collaborate with researchers
3. Student interns, future employees
4. Sources of funding

Challenges (pains) for external stakeholder engaging with MTU's entrepreneurship ecosystem:

1. Access to the right person/group, need for a 'shop front'
2. Information on what research activities are happening at MTU. 'Gateway to Collaboration' and 'SME Learning Fora'
3. Funding research projects 'MTU Innovation Voucher'

Planned actions to improve external stakeholders' engagement with MTU's entrepreneurship ecosystem.

Action	Participants	Expected outcome	Date for action
Meet with MTU's external affairs office to discuss the University's 'shop front'. (e.g. website, marketing).	Hincks Centre, School of Business and the External Affairs office (including External Campus Office). (the inclusion of other research centres/groups /department at a later stage)	Proposals to increase collaboration with external stakeholders, particularly small and micro business across the region.	June 2021*
Collaborate with the university's Research Office to explore how to showcase research activities, funding opportunities and seminars to a wider external audience in the region.	Research Office, the Hincks Centre and School of Business.	Plans to develop a marketing plan/directory of Research Centres/groups, contacts, seminar/workshop directory. Outreach research activities in the region particularly for small and micro businesses.	April 2021*

*actions will require ongoing collaboration with various groups across the University & external stakeholders

Stay Tuned

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