

Prospector Course in Entrepreneurship at Wits

1 – 5 July 2024 | Wits Innovation Centre (WIC)



BACKGROUND AND PURPOSE

In this 5-day intensive workshop, participants will be introduced to the basics of innovation and entrepreneurship. It will cover topics such as

- Seeking opportunities for innovative technical solutions to the needs of society and taking these ideas to market by identifying the real users and stakeholders;
- Conducting structured interviews to refine the value proposition;
- Protecting the innovation's competitive advantage and developing a viable business model, a sound business plan, and a commercialisation strategy.



GOALS AND TOPICS

The objectives of this Workshop are to introduce scientists and engineers to the process of innovation, generation and protection of intellectual property, technology transfer and commercialisation of inventions. The Workshop is aimed at equipping equipping researchers to validate the true need of the end user/customer of a product or service based on the outputs of their research, to improve the understanding of the value proposition of their innovation. It will enable these researchers to refine and more clearly articulate, a viable value proposition through a structured practical process of analysis and discovery and appropriate presentation to prospective partners and/or investors.

The Workshop will consist of lectures by invited speakers, case studies, group discussions and role-playing sessions related to commercialisation of a product.



Topics will include:

- Readiness Levels – Relation between scientific research, inventions and products
- Innovation/Research to market case studies
- Market needs identification/feasibility study (Industry presenters will pose their problems)
- Protecting Competitive Advantage – Concept of intellectual property (IP) and its significance in commercialising your ideas
- WIC support for commercialisation
- Business Model development
- Value Chain Analysis – Taking science to the market – Timelines and processes for taking an invention to product;
- Doing business in South Africa (components of the entrepreneurial ecosystem, business formalities, IP management, grants, investor resources, etc.)
- Finance – Basic financial skills needed for start-ups (financial modelling)
- Marketing and Sales
- Leadership and Teams – Communication and networking skills
- Group exercises, networking, and collaboration among participants
- Pitching your ideas to investors, customers, etc., business plan presentations by participants (Final Pitch)



PARTICIPATION

This programme is for a selected and limited number of participants. It is particularly aimed at early career academic staff and researchers, postdocs, postgraduates, undergraduate students, and industry. Participants should be interested in learning innovation and entrepreneurial skills and in developing an understanding of how to commercialise their research outputs. Academic staff, postdocs, postgraduates, and senior undergraduates from all branches of science, engineering and management faculties from the Wits community and those outside it are invited to apply for participation in the Workshop.

Women candidates are strongly encouraged to apply. Selection of candidates will be based on the diversity of gender, age, ethnicity, experience, technical background, and strong motivation to become innovators and entrepreneurs as evidenced in their application.

Given the demanding program, participants should be willing to work hard during the entire week.

Workshop Fee: R3000 per person

Limited bursary opportunities are available. To apply for a bursary please send a 1-page motivation to:
Ms. Dineo Masokoane – dineo.masokoane@wits.ac.za

HOW TO APPLY FOR PARTICIPATION:

Until 15 June 2024 candidates can access the Online Application from the activity website [CLICK HERE](#)

VENUE: To be confirmed with registered participants

ORGANISING COMMITTEE:

Prof. Surya Raghu & Dr Adam Pantanowitz

CONTACTS

Ms Dineo Masokoane: dineo.masokoane@wits.ac.za

Ms Sarah Sepomla: sarah.sepomla@wits.ac.za

Prospector For 2015 Of Wits Univesity

**Mark Gillings, Piraye Hacıgüzeller, Gary
Lock**



Prospector For 2015 Of Wits Univesity:

Re-Mapping Archaeology Mark Gillings, Piraye Hacıgüzeller, Gary Lock, 2018-07-27 Maps have always been a fundamental tool in archaeological practice and their prominence and variety have increased along with a growing range of digital technologies used to collect visualise query and analyse spatial data However unlike in other disciplines the development of archaeological cartographical critique has been surprisingly slow a missed opportunity given that archaeology with its vast and multifaceted experience with space and maps can significantly contribute to the field of critical mapping Re mapping Archaeology thinks through cartographic challenges in archaeology and critiques the existing mapping traditions used in the social sciences and humanities especially since the 1990s It provides a unique archaeological perspective on cartographic theory and innovatively pulls together a wide range of mapping practices applicable to archaeology and other disciplines This volume will be suitable for undergraduate and postgraduate students as well as for established researchers in archaeology geography anthropology history landscape studies ethnology and sociology

Decoding **Prospector For 2015 Of Wits Univesity**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Prospector For 2015 Of Wits Univesity**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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