THE EDINBURGH STANFORD LINK
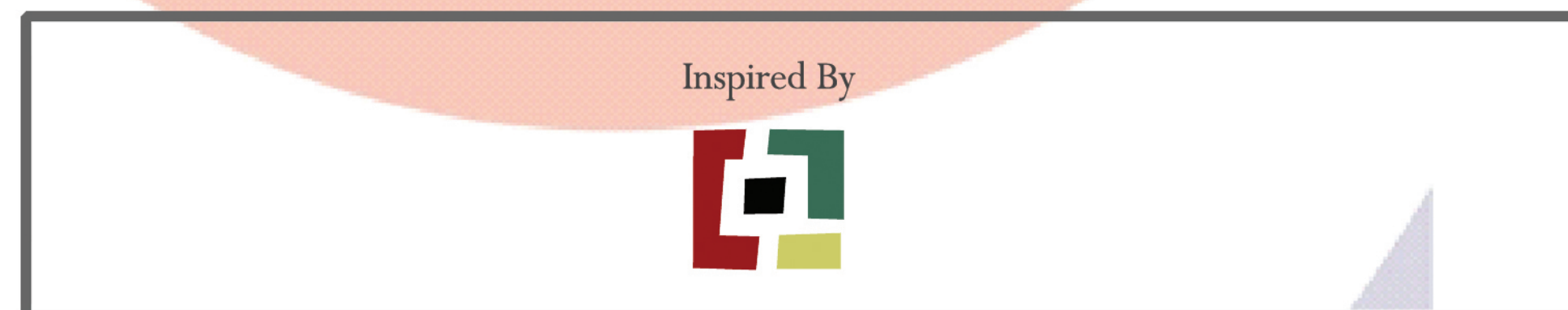### SCOTLAND   CALIFORNIA

Informatics Entrepreneurship

Established by the Edinburgh-Stanford Link in 2004 to improve the entrepreneurial culture among staff and students, the Informatics Entrepreneurship (IE) courses teach opportunity assessment and business planning skills to around 40 students each year.

Inspired By

The IE course is inspired by the Stanford Technology Ventures Programme (STVP), which teaches entrepreneurial skills at Stanford University, using a combination of academic teachers and leading figures from industry.

> " A great example of transatlantic excellence; the quality of speakers is outstanding and I hope students will be truly inspired by this course. It's hard to find a better illustration of linking business & academia "
>
> Deputy First Minister, and Minister for Education & Lifelong Learning

New Plans

In 2006/7 the course is being taught over two semesters, rather than one.

The success of the course has already inspired Architecture (in the School of Arts, Culture and Environment) to establish a similar course in its Design and Digital Media programme.

Key learning outcomes

✓ Build better interpersonal, teambuilding and leadership skills

✓ Examine the idea generation processes

✓ Research a technology business start-up idea

✓ Learn how to assess ideas on a macro and micro level

✓ Understand methods of protecting intellectual property

✓ Learn about funding and finance for small companies

✓ Develop vital pitching and sales skills

Michael Ramsey: Co-founder of TiVo speaking on the course

Going Online

In 2007, the School of Informatics will launch an e-learning module, enabling those outside the University to learn about technology entrepreneurship.

Administered by the Office of Lifelong Learning, attendees will qualify for a Diploma in Technology Entrepreneurship from the University of Edinburgh (upon completion of a suitable business plan).

Start-ups

A number of companies have been conceived on the course, including:

Alivox — Alivox is developing an automatic language identification system

Dunedin Arts — Dunedin Arts is a creative digital content provider

INSIGHT STUDIOS — Insight Studios is an award winning web design company

Linguit — Linguit develops a question & answering technology for mobile search

MobiGolf — Mobigolf is a mobile software application to aid golfers on the golf course

Entrepreneurs-in Residence

In late 2006 the Link launched an experimental scheme to pay selected students on the entrepreneurship course to carry out research on their ideas. The IP they develop will be licensed back to them at cost when they form a company. To date we have three projects nearing company formation stage:

FLEXPANSION — Flexpansion increases text input speed on electronic devices, initially for disabled people, but also with wider applications.

goSpin — GoSpin is creating the ultimate information and services website for travellers that wish to visit Edinburgh (and other cities within the UK).

Surya — Surya is developing a unique peer-to-peer collaborative search architecture.

THE UNIVERSITY OF EDINBURGH

School of informatics