Project ACTION 2017
Launch Event

16/11/16

Prof Phil Wright
Dr Gail de Blaquière
Miss Katie Wray
Please welcome…

Prof Phil Wright
PVC, Faculty of Science, Agriculture & Engineering
Newcastle University
Winners 2016

• ASEP, SafeHands: An innovative solution to ensure that staff and visitors in hospitals adhere to the hand sanitation requirements

• LowC: A modular approach to rail freight design, to allow more cargo to be transported and smart data systems to monitor space and track freight

• Waste2Wealth: A soap product that has positive effect upon eczema and other skin conditions, which is produced as a by-product of the extraction of trace elements from plant materials to enhance biogas production
Newcastle University is committed to the impact of its research and to ensuring its research helps address some of the key global issues by focussing on selected societal challenge themes (Ageing, Sustainability and Social Renewal).

ACTION was a competition for Newcastle University researchers to address societal challenges through enterprise.

Ran for 4 years (2011-2014) covering each of the societal challenges plus British Science Festival.
ACTION Programme Summary

- 9 Month Programme
- Postgraduate research students and research staff
- 4 Enterprise Training Labs (+ 2 optional labs)
- Mixture of Internal and External Facilitators
- Mentor support
- Teams develop a commercial proposition to a challenge/opportunity related to Changing Age
- Teams complete a business summary
- Teams pitch to a panel of judges at a showcase finale
Project ACTION

- First ran in 2016
- Revised programme of activities – less time commitment, bigger prizes!
- Will enable you to collaborate with others, develop projects which demonstrate impact and ultimately pitch for funding to enable you to implement your ideas.
- This session is an opportunity for us to talk to you and you to talk to us about the competition.
Project ACTION 2017 is a competition for problem solvers, innovation enthusiasts and commercial thinkers!

Project ACTION supports Newcastle University's vision to address societal challenges linked to real, identifiable needs and global issues and to developing entrepreneurial researchers capable of implementing effective solutions to these challenges.
Over to you…

Project ACTION is a highly-participatory project.

• Who are you and what are your interests?
• What are the problems that your research addresses?
• What other problems are you interested in solving?
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>16 November</td>
<td>Project ACTION Launch</td>
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<tr>
<td>7 December</td>
<td>Creative Thinking &amp; Idea Innovation</td>
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<td>25 January</td>
<td>Research Proposal to Enterprise Proposal</td>
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<td>6 February</td>
<td>Ideas Exchange &amp; Team Creation Event</td>
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Project ACTION Key Dates

21 February  Understanding Finance & Funding in Research & Enterprise

2 March     Protecting Your Idea & Understanding Intellectual Property

4 April     Networking Skills & Developing the Digital Researcher

7 April     Application DEADLINE
Project ACTION Key Dates

4 May  Presenting Your Plan to the Right Audiences

3-7 July  Intensive Week

7 July  Pitches & Prize-giving

March 2017 – March 2018
Implementing the project, sharing your success

Project ACTION 2017
Learning & Development

If your application is successful, you will co-create, together with experts in the Faculty, a 4-day programme of training to enable you to have the best chance of success at the funding stage.
The prize

Project ACTION will culminate in a pitch to an expert judging panel, who have funding available up to £20,000 for those projects that identify an opportunity, can be implemented and demonstrate impact.
What do I need to do next?

1. Attend as many sessions as you want/can
2. Attend the Ideas Exchange event in February 2017
3. Apply as a team for Project ACTION 2017 in April 2017
Questions?

The Project ACTION Team
• Gail de Blaquière
• Katie Wray
• Jenny Brady

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