

The background of the entire page is filled with a dense, chaotic pattern of thin, light blue lines that resemble a scribble or a network of connections. The lines vary in length and direction, creating a textured, energetic feel.

WELCOME

YOU ARE STARTING AN EXTRAORDINARY JOURNEY.
THIS IS YOUR GUIDE BOOK. KEEP IT WITH YOU.



www.innovators.ie

You & us

What you can expect from us:

The Innovation Academy's mission is to provide a transformational educational experience for the betterment of Irish society and economy. The Academy shapes creative minds capable of launching new ventures and executing on them.

Sometimes we may put you outside your comfort zone to demonstrate to you what is possible when you are stretched. We focus on every participant getting the best out of their experience at The Innovation Academy.

Co-creation is an important element of our courses. This means that we will listen to any suggestions you have and will do our best to implement your requests, ideas and suggestions into the schedule if we think that they will benefit other participants.

We believe in equality of opportunity and respect for diversity.

Together, we will create an environment that tolerates failure and mistakes. That is why we have prioritised the ability to reflect on and record self-realizations as part of the formal assessment.

What we expect from you:

While you participate at The Innovation Academy we request that you accept our values of equality of opportunity and respect for diversity, and that you act accordingly.

Participation is all. We expect you to attend and contribute fully during the activities, and to teamwork. We do understand that exceptional and unforeseen life events can prevent you from attending on course days on rare occasions.

We ask that you submit all your deliverables on time to the lead facilitator for each module before continuing with the next module. That way our staff will be freed to devote themselves to developing excellent material for your courses.



The objective of this course

This course will present you with unique opportunities to think and act more entrepreneurially. It will enable you to nurture your creativity, your capacity for innovation, and your ability to measure and take calculated risks. The experience is transformational. You will graduate with an ability to perceive new opportunities, and to plan and manage projects to deliver on your ideas.

A note on academic excellence

The Innovation Academy courses and participants are assessed by a Board of Studies at University College Dublin as well as an External Examiner, Prof. Heidi Neck, Jeffry A. Timmons Professor of Entrepreneurial Studies, Babson College, USA.

Structure

The course has three modules.

Module 1 Immersion in Creative Thinking 7 Weeks

Through a series of short challenges and activities you will explore idea generation and selection as part of a multidisciplinary team. In the latter part of this module you will participate in an innovation sprint in which you apply your creative thinking to a real problem posed by an external organization from the public, private or not-for-profit sector.

Module 2 Entrepreneurial Thinking 8 weeks

The second module builds on your ability to innovate in a structured way. During this module participants become more self-directed. You will develop your ideas into a strategy and onward to action, using the Business Model Canvas as a platform.

Module 3 Application 3 weeks

This module is all about you and your ability to self-activate based on your experience of the previous two modules. In the supportive environment of The Innovation Academy and your new community of coursemates you now direct your own innovation sprint in discussion with our facilitators to secure your dream job, launch your new venture or consolidate your future plans.

Deliverables

What you will produce.

Module 1

1. Team presentation on Innovation Sprint
A presentation to the class and the client organisation that your team will give at Newman House. The presentation itself can take any format, but will be limited to 7 minutes.
2. Team Poster
A printed poster that enhances and supplements your presentation to the client.
3. Team Report
This typically includes all the information that was presented to the client organisation, together with any relevant information that could not be included in your presentation.
4. Report on personal self-realizations
This is your report on your experience of the module. Focus on the realisations you came to during the process, rather than describing the process itself. Describe self realisations, what you found personally challenging, and what innovative solutions you discovered.

Module 2

1. Presentation
This is your presentation of a new venture to the class and Innovation Academy staff on the final day of the module. We encourage team presentations but individual ventures are also acceptable. The presentation may take any format but as with your previous presentation for module 1 there will be a time limit as well as time for probing questions.
2. Report on personal self-realizations
This is your ongoing record of your self-realizations, insights, self-acknowledged failures and calls to action to which you should have become more attuned as the programme progresses. We expect to see an increased level of self-awareness with respect to your own entrepreneurial aptitudes and actions when compared to the record you submitted for module 1. You may wish to re-read and reflect on your initial realisations for module 1 as part of your submission for module 2.

Module 3

1. Plan and Demonstration of Action
At this stage we are looking for your professional plans beyond The Innovation Academy and evidence that you have taking identifiable steps to bring those plans to fruition. Have you run a pilot of your new venture? Do you have a prototype? Have you built a team around you? Have you secured an interview or a new job?
2. Record of self-realizations
This is your final record of self-realizations and should include a forward look at how you anticipate you will leverage your course experiences and qualification on graduation. What are likely to be your biggest challenges and what is your strategy to overcome them? Who are your key collaborators and supporters, and why? What strengths and weaknesses are you most aware of and how will those influence your future development objectives? You may wish to re-read and reflect on your previous realisations for modules 1 and 2 to reflect on your transition during the course.

The community

You are now part of a very special community. Innovation Academy students form strong friendships, and often build collaborations that last beyond the duration of the course at The Innovation Academy. You will meet new colleagues and friends from different backgrounds. These are relationships that you can build upon.

[Every Monday The Innovation Academy Studio at Stephens Green is open for alumni gatherings.](#)

You are also entering a growing network, one you can benefit from and contribute to. You will be introduced to entrepreneurs and intrapreneurs who The Innovation Academy invites to speak during the course.

When you graduate

Graduates receive the Postgraduate Certificate in Innovation, Entrepreneurship and Enterprise (NFQ level 9) from University College Dublin.

To date 74% of graduating participants have gone into regular employment or are establishing self-employment. We endeavour to help you fulfil your ambitions, and our facilitators hope to know you well enough to help you, and can provide you with references.





Venue details

**The Shackleton Lounge
O'Brien Science Centre**
Belfield Campus, Dublin 4
Opening Times: 8:00am – 8:00pm

Location: facing the “lake”. See campus map at http://www.ucd.ie/maps/ucdmap_eng.html

Bus: Dublin Bus numbers 17 and 39a have a terminus in Belfield. Several other routes serve the campus. See www.dublinbus.ie, and www.buseireann.ie for bus services other than Dublin Bus. Train: the nearest railway station is Booterstown (for DART). See www.dart.ie and www.irishrail.ie.

Note on bicycle parking: bikes that block access will be removed.

Car: free and paid parking spaces are available but are hard to find during term-time.

Food: there are a variety of cafes, coffee shops and vending machines on campus.

**The Innovation Academy Studio
Newman House (basement)**
85-86 St. Stephen's Green, Dublin 2
Opening Times: 9:30am – 5:00pm

Location: between Harcourt Street and Earlsfort Terrace, half-way down the Green at the traffic lights.

Bus: see www.dublinbus.ie and www.buseireann.ie for buses serving the Green.

Luas: the “green” line stops on the Harcourt Street side of St. Stephen's Green.

Car: parking meters on all sides of St. Stephen's Green (maximum stay 3 hours).

Food: There are plenty of cafes and coffee shops on nearby Leeson St, Grafton St and Harcourt St. Camden St is also within a 5/10minute walk. Tea and coffee are provided for free to the students in the basement kitchen. There is also a fridge and microwave oven to store and prepare food.



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