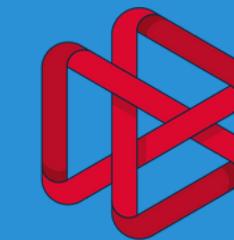


Bringing Out Your Best Self!

Edinburgh Innovations
08 March 2023



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Student Enterprise Hub Appleton Tower



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LAUNCH YOUR OWN BUSINESS

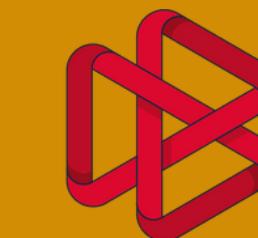
Events, competitions and expert advice
to support student entrepreneurs.

Visit our website

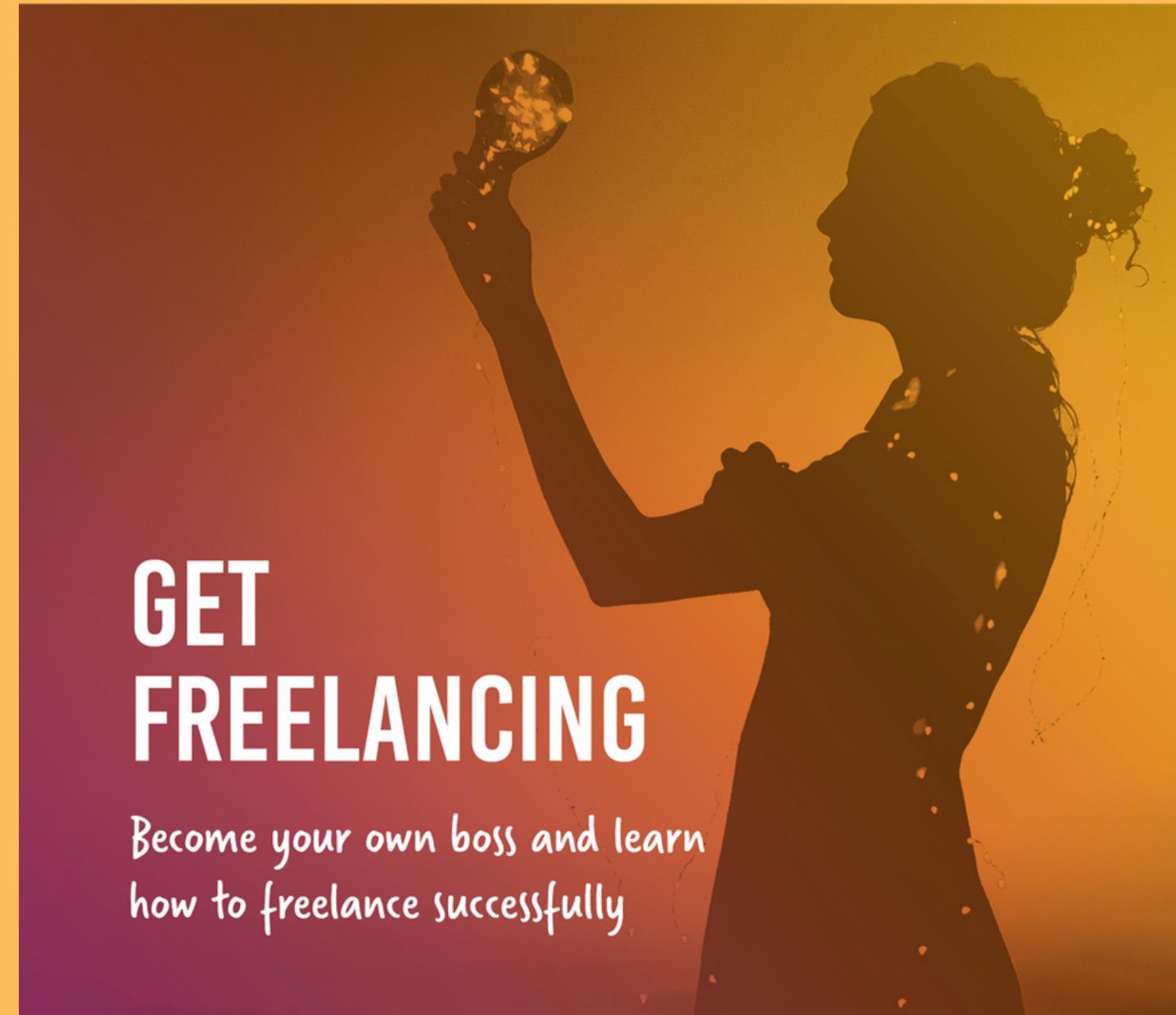
eil.ac/Students



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These interactive workshops help you to become a **successful freelancer**. During these sessions we:

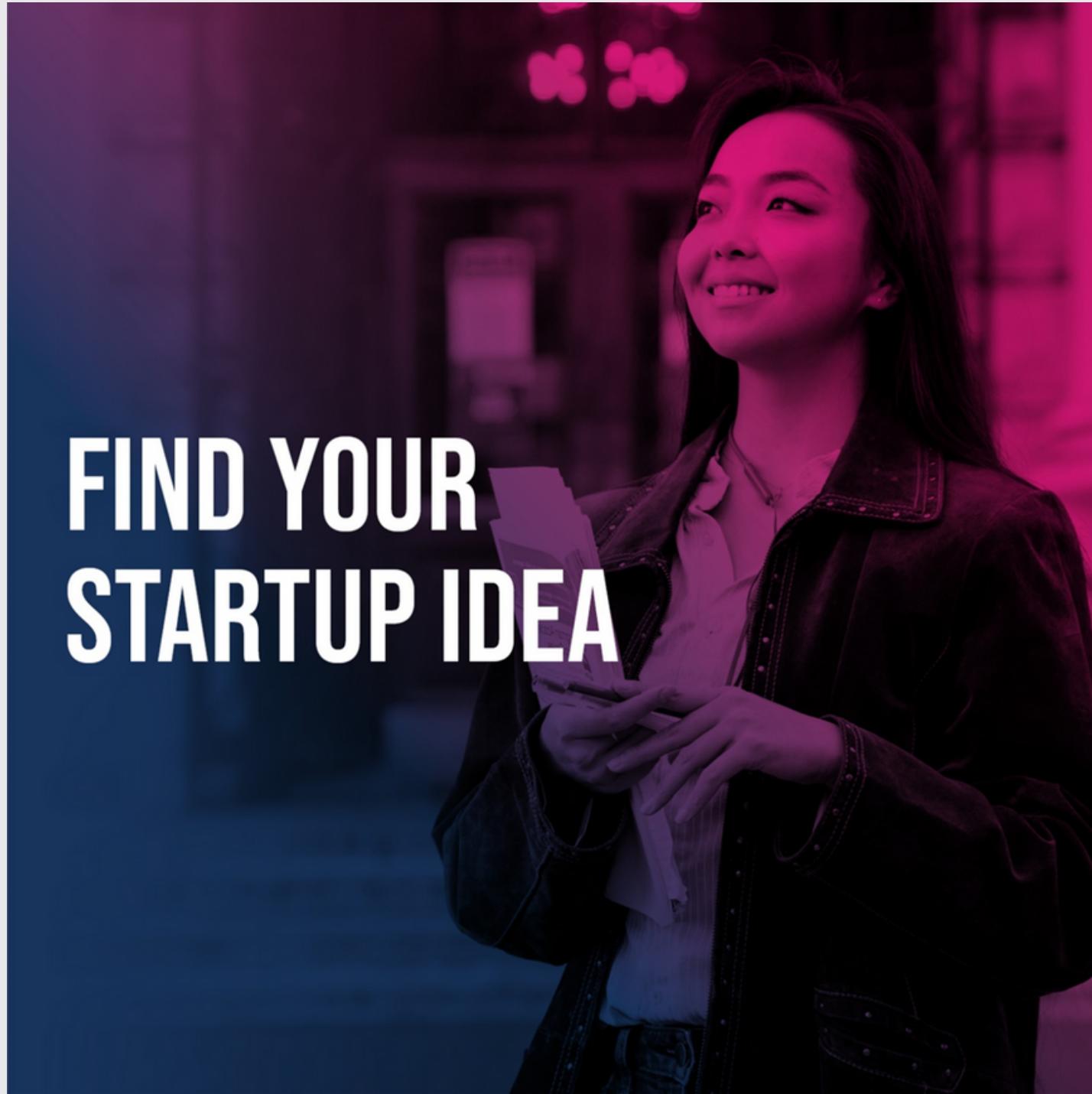
- Support you to define your value as a freelancer and understand your customer.
- Provide insight into the practical concerns around legal, tax, pricing, getting paid!
- Invite excellent guest speakers from experienced freelancing backgrounds, and offer you the opportunity to network.



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- Are you interested in starting your own business but don't have a startup idea?
- This session is designed as an interactive experience.
- We will equip you with the toolkit and mindset to identify good business ideas. This includes Lego and different brainstorming techniques.



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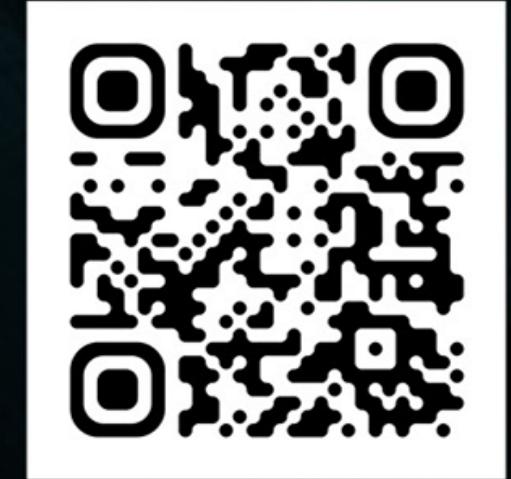
A black and white photograph of two women in a professional setting. One woman, with blonde hair, is seated at a desk looking down at a tablet or document. The other woman, with dark hair, is seated across from her, gesturing with her hands as if explaining something. They appear to be in a meeting or consultation.

Book a meeting

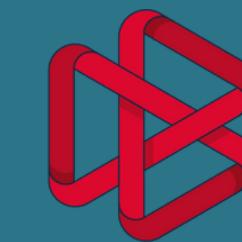
ONE-TO-ONE EXPERT BUSINESS ADVICE

Book a meeting

eil.ac/bookameeting



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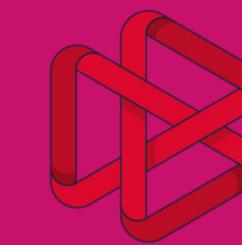
Collaborate with our enterprise community

STARTUP COMMUNITY PLATFORM

Join the community
eil.ac/StartupCommunity



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Join here

POWER HER UP



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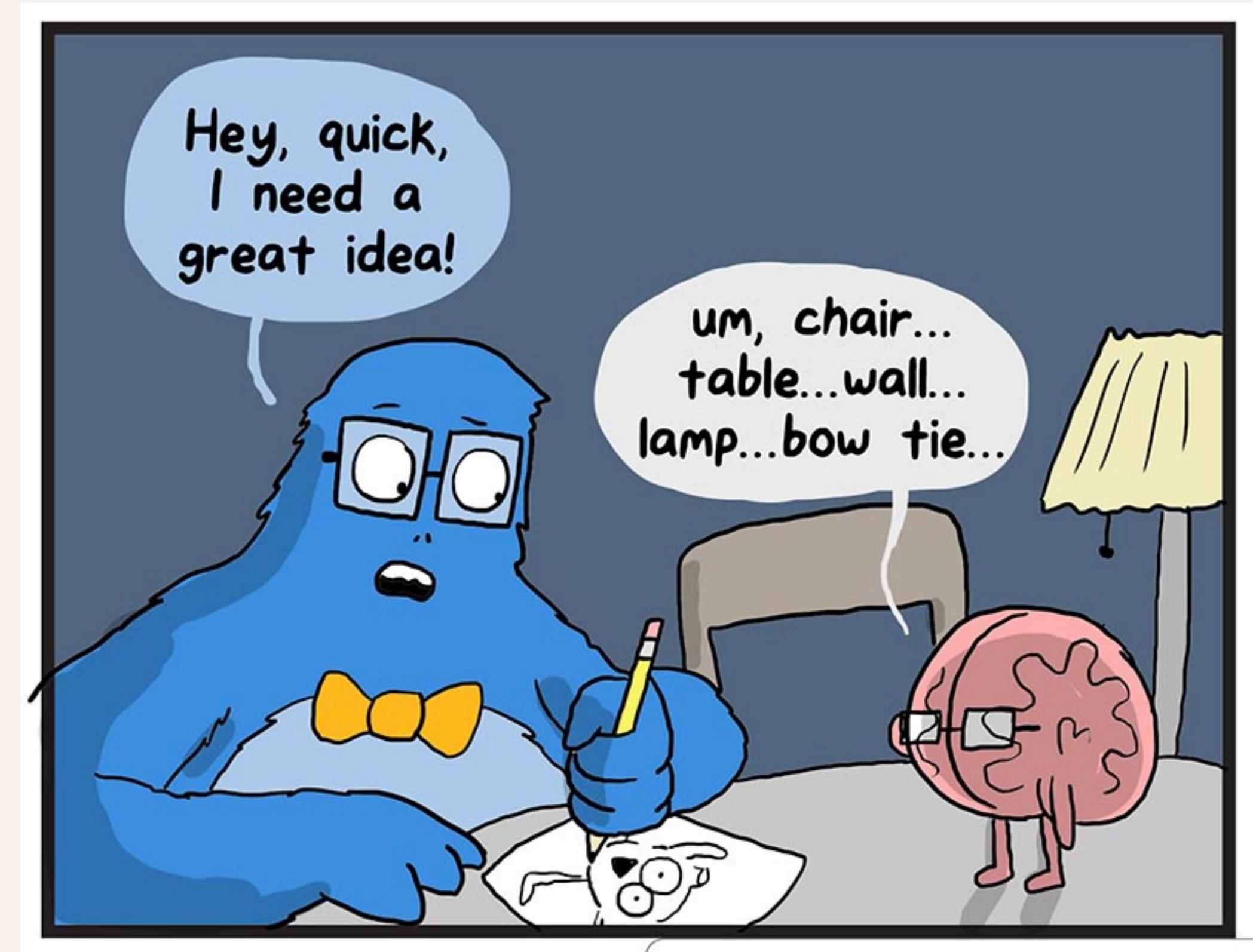
I N S P I R E
LAUNCH
GROW



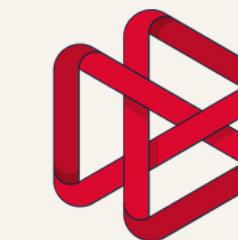
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ENTERPRISE
AWARDS

APPLY NOW

**What
building your
idea can feel
like
sometimes.**



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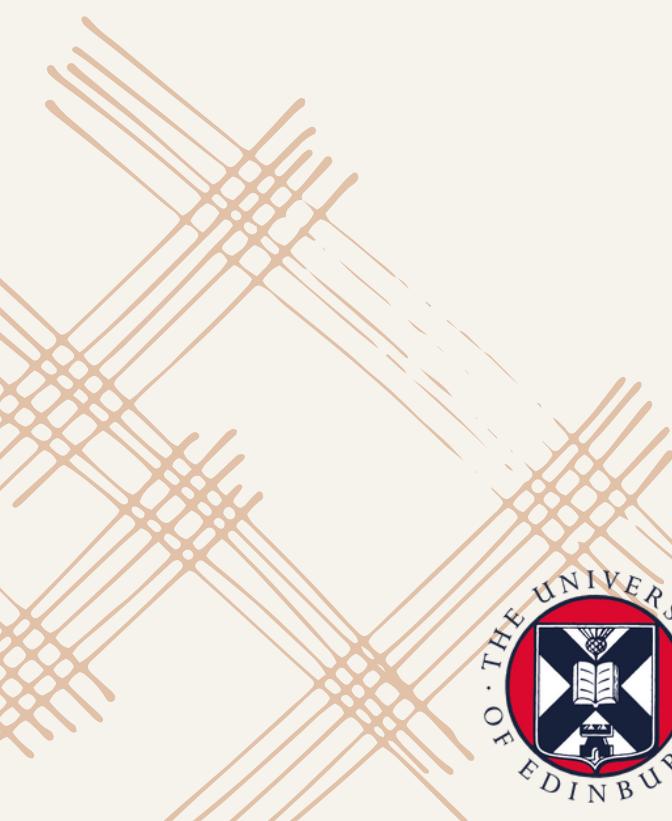
~~PERFECT~~

Experiment.

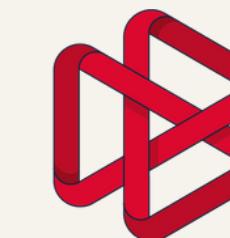
Fail.

Learn.

Repeat.



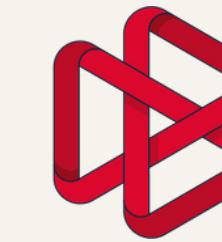
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Get Wild With Your Thinking!



S.C.A.M.P.E.R.

Substitute: What would happen if we swapped X for Y?

Combine: What would happen if we combined X and Y?

Adapt: What changes would need to be made to adapt this to a different context?

Modify/Magnify/Minify: What could we modify/magnify/minify to create more value?

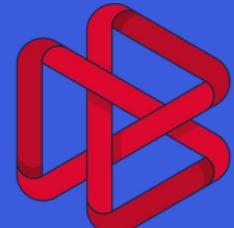
Put to another use: What other uses or applications are there?

Eliminate: What could be removed to simplify it?

Reverse/Rearrange: What would happen if we looked at it backwards?



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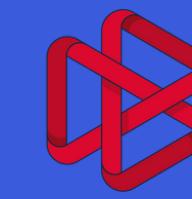
SCAMPER is a quick, easy and direct form of creative brainstorming.

You can use the tool by asking questions about existing products, using each of the seven prompts. These questions help you come up with creative ideas for developing new products, and for improving current ones.

Let's try it!



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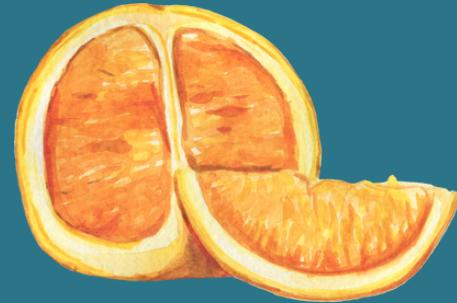


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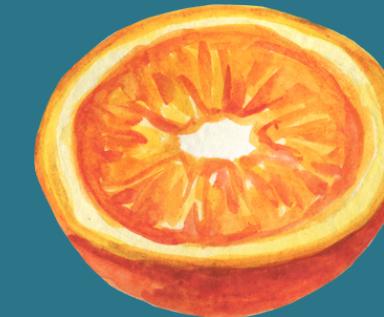


So if I were to give you an orange and ask you to use this model.

S.C.A.M.P.E.R.



Substitute: What would happen if we swapped X for Y?



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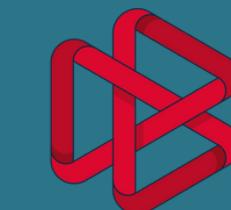
Reverse/Rearrange: What would happen if we looked at it backwards?



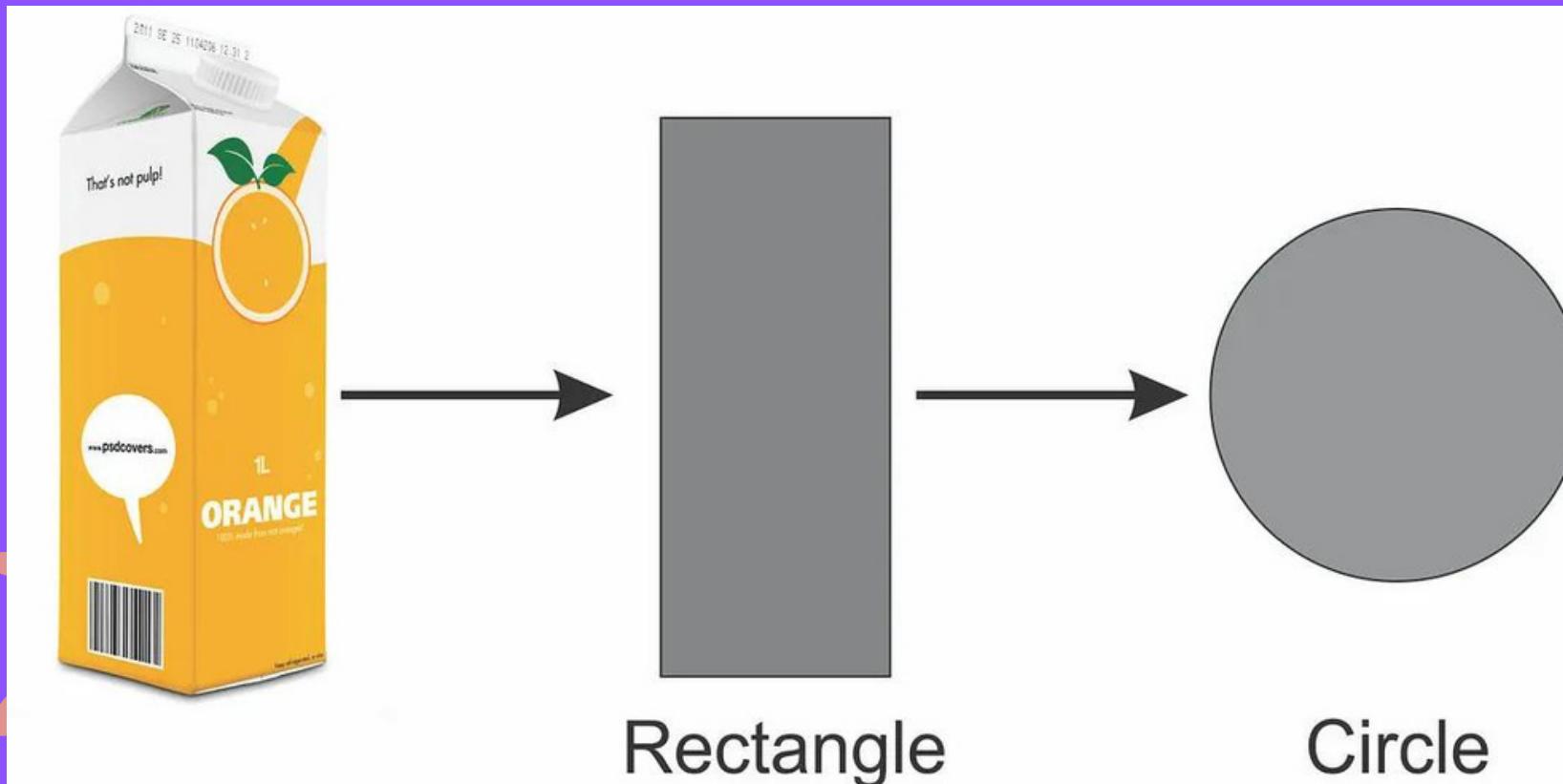
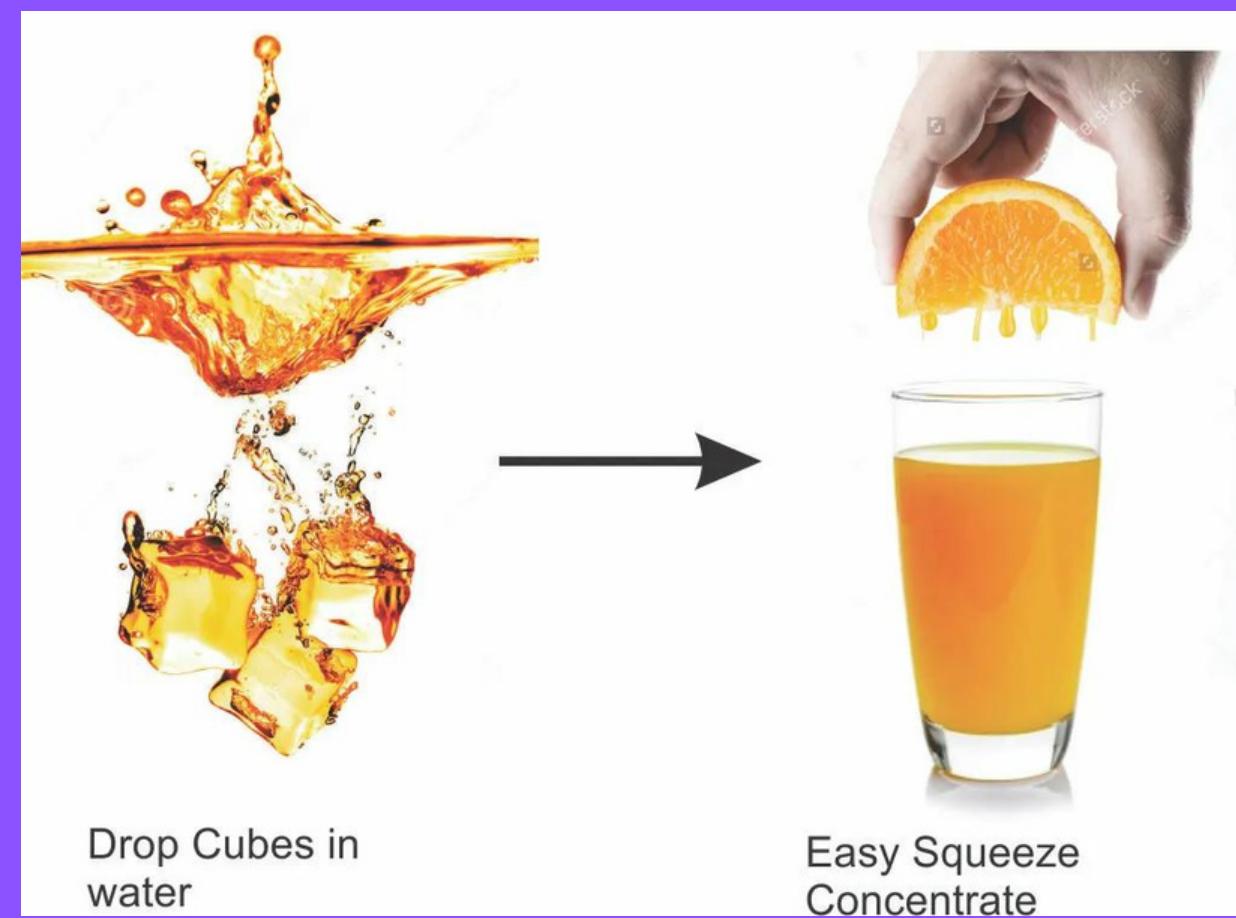
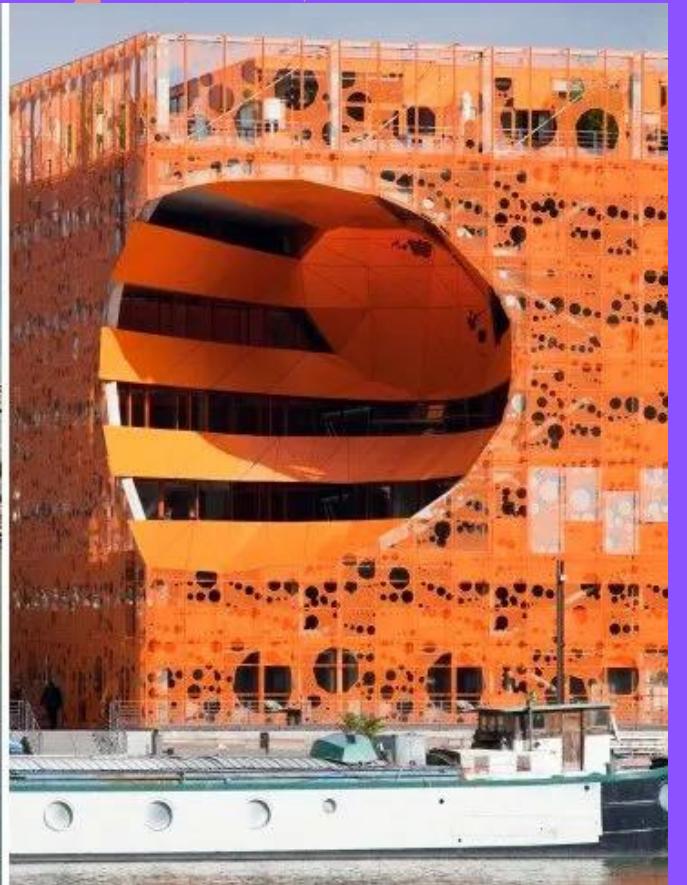
What might you come up with?



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Circle



The Concept Garden

S.C.A.M.P.E.R.

Substitute: What would happen if we swapped X for Y?

Combine: What would happen if we combined X and Y?

Adapt: What changes would need to be made to adapt this to a different context?

Modify/Magnify/Minify: What could we modify/magnify/minify to create more value?

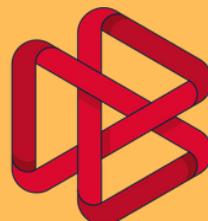
Put to another use: What other uses or applications are there?

Eliminate: What could be removed to simplify it?

Reverse/Rearrange: What would happen if we looked at it backwards?



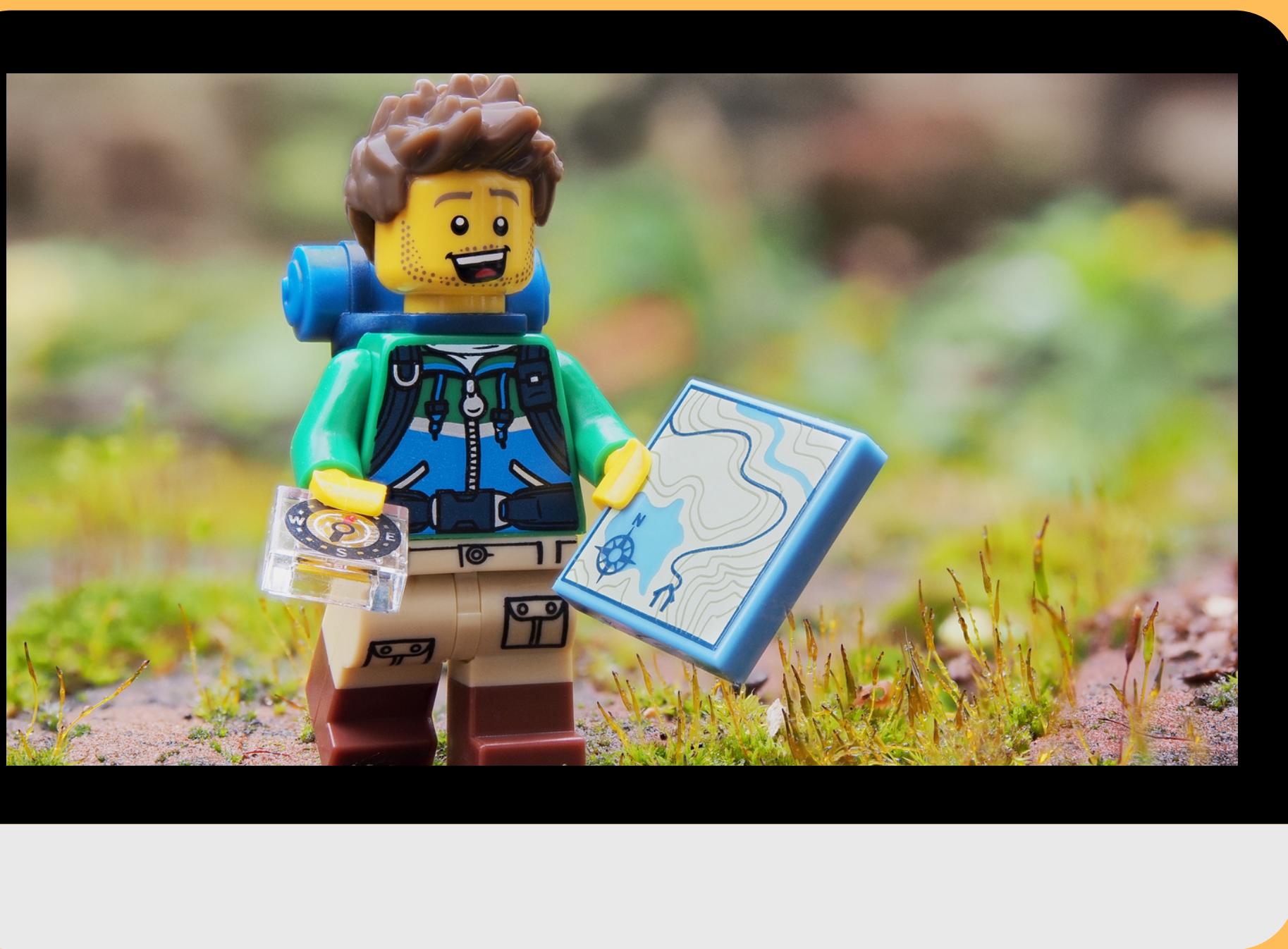
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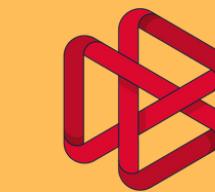
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What have you come up with?



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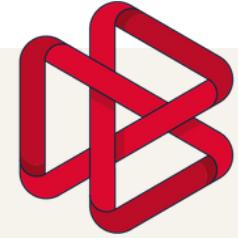


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Always play to your strengths!



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**In your subject Area:
Example Biomedical Science:**

Your unfair advantage could be:

- Molecular Analysis
- Understanding how body systems work
- How disease affects the human body
- Identifying different bacteria
- blood typing
- data handling and analysis

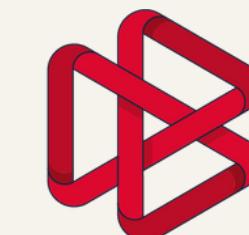
In your personal life:

Your unfair advantage could be:

- Public speaking
- Team working
- Finance and financial planning
- Cooking
- Reading books
- Exercising
- Painting
- Dying hair



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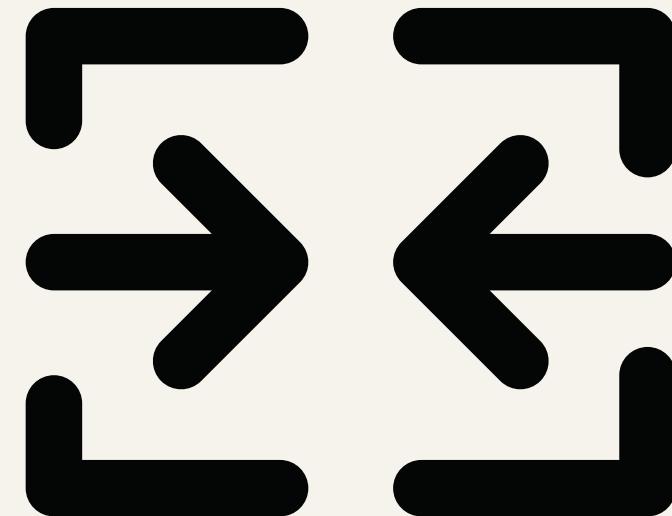
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Combine two amazing things!

Personal Life

Your unfair advantage could be:

- Public speaking
- Team working
- Finance and financial planning
- Cooking
- Reading books
- Painting
- Dying hair



Knowledge in a certain subject area

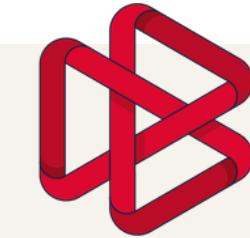
Your unfair advantage could be:

- Molecular Analysis
- Knowledge of Emulsification
- Understanding how body systems work
- How disease affects the human body
- Identifying different bacteria
- blood typing
- data handling and analysis

Talk to people in your chosen field!



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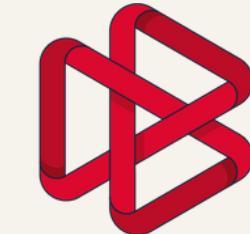


"I'm a believer that everybody, in their lifetime, has at least one million dollar idea." -Spanx founder Sara Blakely



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3 Minutes



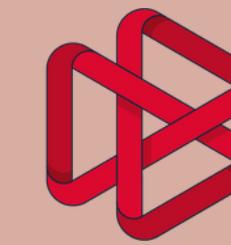
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Your Words Matter!

- **Don't over complicate things:**
 - It begins with emulsification of two liquids that are normally immiscible owing to liquid-liquid phase separation at 1,600 RPM.
 - - It begins by combining two liquids that usually don't blend at high speeds.



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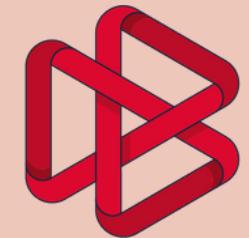
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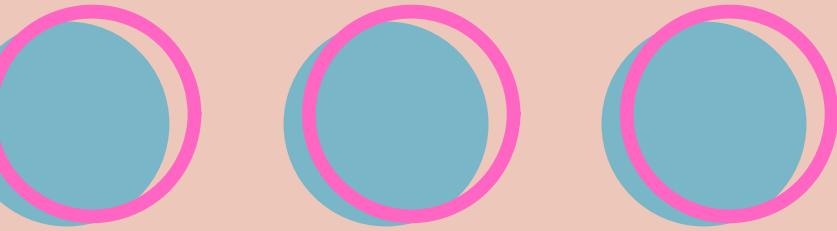
Be Memorable!



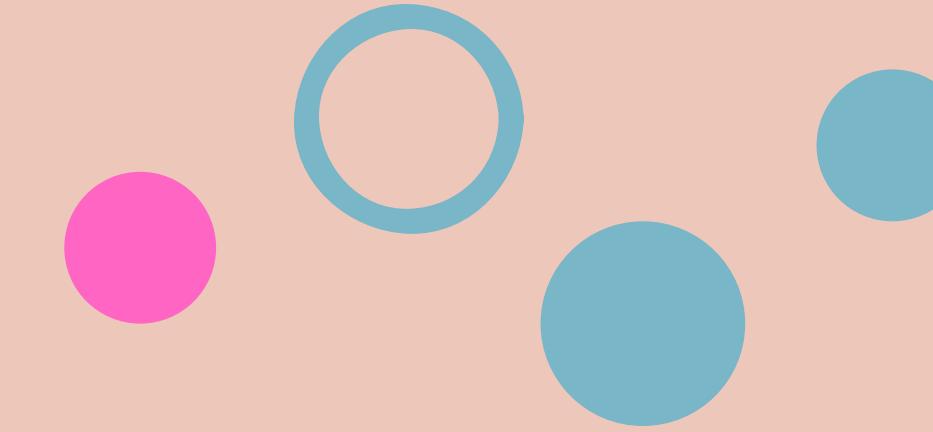
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Get 1-2-1 Business Advice!



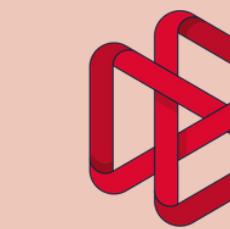
Join Our Startup Community Platform



More Amazing Events!



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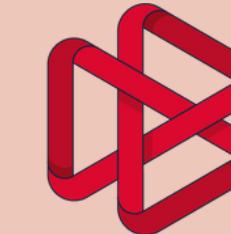
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**Keep working and
growing.
You could change the
world.**



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