



# Trinity Founders Programme

Bridging the gap  
between Research, High  
Potential Start-Ups,  
Investors & Customers

## Overview

The Trinity Founders Programme developed by Trinity Business School and Trinity Research & Innovation tackles the unique issues faced by Founder teams of companies spun out of high potential innovation.

Developed for academic founders and other high potential start-up founders, the programme empowers participants to connect and create scalable businesses that resonate with customers, the investor community and provide significant social and economic impact.

### Benefits

- ✓ Align high-potential innovation with market opportunities
- ✓ Understand how venture finance works and prepare investor ready business presentations
- ✓ Learn to protect interests in commercial negotiations with potential investors
- ✓ Anchor a deep customer-centric approach to strategy and business modelling
- ✓ Learn about IP protection and transfer, board dynamics and governance, ongoing financial planning for the future
- ✓ Develop self-awareness, craft your own leadership style and the ability to lead mindfully, effectively and responsibly

# Why this course

High Potential Innovation can come from industry or from academic research with follow through Start-Ups and Spin-Outs often involving disruptive business offerings, deep tech or smart future innovation that require different commercialisation models to typical start-ups. Founder Teams typically have a small window in which to bed down a viable business model and become customer and investor relevant.

It is essential that Founder Teams quickly develop their commercial acumen and connect in a way that resonates with experienced industry professionals such as Corporate VCs, Investment Syndicates and commercial business partners as well as with Customers. The Founders Programme was designed to bridge this gap for high potential commercial innovation teams as well as academic founders.

Participants will also become members of the Trinity Founders Club (within the Trinity Business School Alumni network) to ensure that they continuously benefit from an exclusive network of individuals and organisations experienced in the commercialization of high potential innovation.

# Who should do this course

A key objective of the programme is to bring High Potential Commercial Innovation and Academic Founders together with Commercial Business Leaders and bridge gaps in knowledge and experience between these two cohorts. Participants will also include Founders of Corporate Spin-Ins, and other high potential early stage organisations. The ideal profile for participation would be a dedicated Founder or Founder Team of up to three people from the one organisation with a registered and trading company. Applications that can show seed or other funding already in place will be at an advantage. In addition to commercial enterprises, we welcome social enterprise startups focused on sustainable development goals and deep societal impact. To complete the creation of a high potential innovation ecosystem applications from strategic & government agencies are encouraged, including LEOs, business partners to academic researchers, VCs and angel investors.

## **Applications Welcome from:**

- ✓ Academic Founders and TEAMS
- ✓ Commercial Business Leads
- ✓ Founders of corporate spin-ins/spin-outs and Teams



## Modules

- ✓ **An Introduction to Start-up Dynamics**
- ✓ **Protecting Founder Interests and Future Proofing the Business**
- ✓ **Investor Readiness**
- ✓ **Professional Leadership Development**
- ✓ **Transitioning and Growing the Business**

## What does the course cover

The course focuses on capturing investment, managing founder interests, developing professional leadership capabilities and future proofing a scalable business model. This is accomplished through understanding the start-up landscape and sources of funding (VCs, business angels, seed funds, state grants, IPO, etc), and understanding when to raise funds. Similarly, it covers how to articulate a compelling business proposition to capture investor interest or entice business partners to join the project. It provides expertise in how to pitch for finance and pre-empt Investor's needs to generate better business outcomes.

Future proofing & scaling of the business is examined through a variety of means including ongoing business and financial planning, board dynamics, governance, stakeholder management and business ethics.

Participants explore building a pipeline of target investors through creating an 18mth – 5 year business vision focused on “systemizing” for growth by determining when to raise investment, and what kind of investment is right for their business.

There is an emphasis on Founder interests, including negotiating with and influencing key stakeholders (investors, boards, business partners) and the crafting of your own leadership style and presence.

The course explores essential aspects of leadership character and leading business growth including emotional intelligence and analyse of different leadership and behavioural styles. Leading people and leading high performance teams is a key area of the programme together with creating a sustainable business culture.

# Faculty

## **Giulio Buciuni**

Assistant Professor in Entrepreneurship, Trinity Business School

## **Kenneth Silver**

Assistant Professor in Business Ethics, Trinity Business School

## **John Whelan, Declan Weldon & Neil Gordon**

Office of Corporate Partnership & Knowledge Exchange, Trinity Research and Innovation

## **Andrew Kakabadse**

Professor of Governance & Leadership

## **Francesca Di Pietro**

Assistant Professor in Business Strategy, Trinity Business School

## **Hilary Hough**

Adjunct Professor of Accounting, Trinity Business School

## **Loren Duffy**

Adjunct Professor in Organisational Psychology

## **Melissa Sayer**

Adjunct Assistant Professor in Leadership & OB Trinity Business School

## **Siobhan Maughan**

Academic Programme Director and Adjunct Teaching Fellow, Executive Education, Trinity Business School

## **Leo Smyth**

Adjunct Professor in Negotiation

## **Eric Flamholtz**

Professor Emeritus, Management and Organizations, UCLA

## **Eoghan McDermott**

Managing Director of The Communications Clinic and Adjunct Teaching Fellow, Trinity Business School

## **Eimear Carney**

Executive, Leadership & Team Coach and Adjunct Teaching Fellow, Trinity Business School



# About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

## How to Apply

Visit [www.tcd.ie/business/executiveeducation/](http://www.tcd.ie/business/executiveeducation/) for more information and to apply for this programme.

## Executive Education Custom Programmes

Our custom programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

## Programme Fee

**€12,500 per company**

## CONTACT US

PHONE

+353 1 896 2538

EMAIL

[trinity.exed@tcd.ie](mailto:trinity.exed@tcd.ie)