

KNOWLEDGE  
COLLECTIVE



**KC INNOVATION LAB**

# ABOUT US

## Global Education

**We are a registered supplier of education services to the University of Oxford.**

Knowledge Collective was founded in 2018 by a core team from the University of Oxford with a mission to make high-quality education and tested innovation methodologies easily available all around the world. Our aim is to drive global prosperity through teaching innovation, leadership, and entrepreneurship.

Our company has three streams of work: executive-level, university-level, and school-level programmes. We use our network of world-leading experts and scholars to train the leaders and innovators of tomorrow. We have built lasting partnerships with local organisations across multiple continents and believe that through this we can achieve our aim of improved opportunities for one billion people.

# KC INNOVATION LAB

The Innovation Lab is a hands-on training programme which provides an introduction to need-led innovation—a systematic and proven approach to the identification of unmet user needs and the creative design of new technologies, while taking into account important stakeholders.





# Overview



The immediate aim of the programme is to provide entrepreneurial participants with the skills needed to become innovators through mentorship, feedback from world-leading experts, and hands-on learning in digital innovation. The programme provides guidance and best practice around anticipating potential hurdles early on in the innovation process.

A 'need-led' innovation venture adopts a market-pull approach rather than a technology-push approach. This process starts by finding & characterising the needs of the market, particularly within focus areas of the global industrial challenges.

## Multidisciplinary

The programme is focussed on bringing together multidisciplinary teams comprising of individuals with a business or marketing background (MBA or from industry) and individuals with science, healthcare, or engineering backgrounds.

These teams will work through a process of finding unmet needs, filtering them by analysing business potential, conceptualising a solution, and pitching this to an investor panel.



# PROCESS

## 1. INTRODUCTION

Teams attend introductory workshops including placement preparation, defining a 'need statement', stakeholder interviews.

## 2. MICRO-IMMERSIONS

Teams are placed into real world 'micro-immersions' where they are encouraged to identify unmet needs within a new environment.

## 3. ANALYSIS

Teams attend workshops on assessing an unmet need, feasibility, competitor analysis, market analysis.

## 4. CONCEPT IDEATION

Teams learn how to brainstorm solutions and generate a final concept addressing the unmet need.

## 5. DEVELOPMENT

Ventures undergo business development including IP considerations, market access strategy, pricing model, and fundraising training.

## 6. FINAL PITCH

Presentations are communication tools that can be used as demonstrations, lectures, speeches, or reports.

# CASE STUDY: PROGRAMME



## OVERVIEW

Our two co-founders, Dr Erfan Soliman and Dr Tianyou Xu, received a UK Government Engineering & Physical Sciences Research Council grant to establish and teach Enterprise Process Labs at the University of Oxford, which is based on the Innovation Lab methodology.

## PROGRAMME

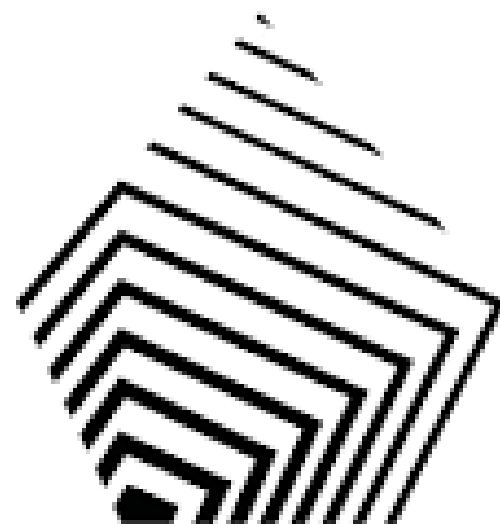
In the first year, this programme was conducted with 18 fellows, including graduate students, MBAs, early-career researchers and representatives from industry. The programme runs over two academic terms.

## OUTCOMES (TO DATE)

Formation of 5 teams, each identifying a commercially viable, high impact problem.

2 Ventures currently incubating their idea & are preparing to fundraise.

## OUR CLIENTS



**Royal Academy  
of Engineering**



# PARTNER MODEL

## EXECUTIVE TEACHER TRAINING

We transform the innovation & education sector by training leading educators to deliver our programme, aiming to achieve national scale.

The trainee will receive a KC course license, access to our global network of innovation leaders, and ongoing support.

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Proposal Model: Fixed-Fee

## UNIVERSITY PARTNERSHIPS

We partner with local universities to deliver this programme to their cohorts of MBAs, engineers, & early-career researchers.

Universities will get access to our global network of 'need-led' teaching programmes.

Proposal Model: Fixed-Fee

## LOCAL PARTNERSHIPS

We partner with local education companies to deliver this training programme regionally to local participants.

Local partners will get access to our global network of 'need-led' teaching programmes.

Proposal Model: Fixed-Fee, Revenue Share, or Other



# CONTACT US

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