Developing Entrepreneurial & Enterprising People [DEEP]

The project brief

The project involved creation of mobile app, 'DEEP', which is a practical career development aid for research students and early career researchers. The app encourages researchers to think about their own needs in relation to personal and professional development. Users can work through DEEP exercises in any order, saving progress as they go. This project focuses on the support and enhancement of individual entrepreneurial and enterprising development.

Key impacts

A central idea of the app was to create a learning resource that could be used independently and this was identified in the focus group as a strength.

The legacy

- The promotion of the DEEP app needs to be sustained in the university and beyond. We have talked to VITAE and others but there is a need for greater on-going awareness raising.
- There is a possibility for developing a more advanced version in association with VITAE in the future subject to funding as it develops on the RDF and could be made more comprehensive.
- With additional funds, the app could be developed for android.

Enterprise

The app is enterprising in and of itself and is intended to promote enterprising and entrepreneurial thinking among those that use it.

Innovation

The development of an app-based independent learning resource is innovative and in an era increasingly dominated by alternative technological learning platforms it demonstrates TUoS responsiveness and understanding of the market.
Quotes and personal experience

“As the lead the project has encouraged me (and the team) to think about the presentation and development of more enterprising and entrepreneurial skills for (early career) academic staff. While there are a number of ‘principles’ and training courses available the intention of this project was to develop an alternative resource that would enable users to think about their enterprising an entrepreneurial capabilities.”

Accessing the app

https://itunes.apple.com/gb/app/developing-entrepreneurial/id611129985?mt=8

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