

# Ventures Pop-ups

UQ Ventures, in partnership with the Business School, wants to work with course coordinators to deliver tailored entrepreneurial workshops across all disciplines.

UQ Ventures is working to build a culture of entrepreneurial thinking at UQ. Ventures Pop-ups is an initiative to build on our existing resources to offer and encourage involvement from across faculties, units and study levels.

Our workshops focus on practical problem-solving, using industry-relevant challenges. Ventures Pop-ups will help develop students' entrepreneurial mindset, empowering them to be creative, adaptable, tolerant of ambiguity and risk, and able to learn from failure.

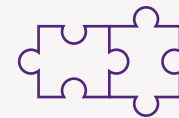
## Workshops for your students

These two hour workshops can be delivered by the UQ Ventures team during lectures, tutorials or as an additional event. Content is co-designed in consultation with course coordinators.



### Customer discovery

- frame complex problems
- understand and target the user
- design measurable, achievable and sustainable solutions



### Business model design

- understand how business models are built, pivoted and scaled
- apply the Business Model Canvas across a variety of frameworks and disciplines



### Design thinking

- learn the fundamentals of design thinking and creative problem solving
- know how to approach complex problems and methods to solve them
- design solutions from a user-centric perspective



### Agile project management

- apply agile iterative methodologies to deliver goals
- learn how to organise your workload and lead a team
- understand how to effectively collaborate



### Pitching and storytelling

- communicate your message in a simple and concise way
- learn how to build a compelling story and how to persuade your audience
- practice and master the art of storytelling



## Case study: DRAM3105

“Students in my third year theatre directing and dramaturgy course participated in the business model canvas workshop. The students were clearly energised to think in a more business-like way about their skill sets and how it is they want to forge bespoke careers in the arts for themselves upon graduation — whether it’s operating as a freelance artist or thinking more entrepreneurially about how to forge employment pathways in a competitive industry.

“As course coordinator, I found it very useful to tie this approach to conversations we’d had, and continue to have, about how vital it will be for them to generate their own opportunities, and to think creatively about forging careers in a tough professional field.”

**Dr Stephen Carleton**

DRAM3105 Course Coordinator



## How it works



### Step 1: Contact us

Send an email to [ventures@uq.edu.au](mailto:ventures@uq.edu.au) and include your name and the course you coordinate.



### Step 2: Collaborate

A team member will get in touch to get more information and work with you on the details, from session content to timeline.



### Step 3: We deliver

On the day, a UQ Ventures facilitator will go to your classroom to deliver the content to your students.



## Why Ventures

The UQ Ventures team includes industry experts and experienced facilitators that guide your students through a practical, hands-on workshop that is directly related to their chosen discipline.

Entrepreneurial skills are needed beyond business and startup ecosystems — they help drive innovation across diverse industries and sectors. By teaching entrepreneurial skills, we help students build a mindset of determination, resourcefulness, initiative, agility and managed risk-taking.

From empowering humanities students to build a successful social enterprise, to giving scientists the tools to clearly communicate how their research has the potential to save lives — Ventures Pop-ups can help your students be successful in whatever they choose to do.

## For further details, please contact:

UQ Ventures  
[ventures@uq.edu.au](mailto:ventures@uq.edu.au)  
[ventures.uq.edu.au/pop-up-workshops](https://ventures.uq.edu.au/pop-up-workshops)

UQ Ventures coordinates with the UQ Institute for Teaching and Learning Innovation who provide support in embedding entrepreneurial education in the curriculum.

[itali.uq.edu.au/entrepreneurship](https://itali.uq.edu.au/entrepreneurship)