



Michael-Philippe Bosonnet
Research and Development Director
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[www.griffith.ie/faculties/
graduate-business-school](http://www.griffith.ie/faculties/graduate-business-school)



1 GBS HUB

2 SMART4FUTURE

**3 GAME ON INNOVATION
BOOTCAMP**



GBS HUB



GRIFFITH COLLEGE
GRADUATE BUSINESS SCHOOL
RESEARCH & INNOVATION HUB

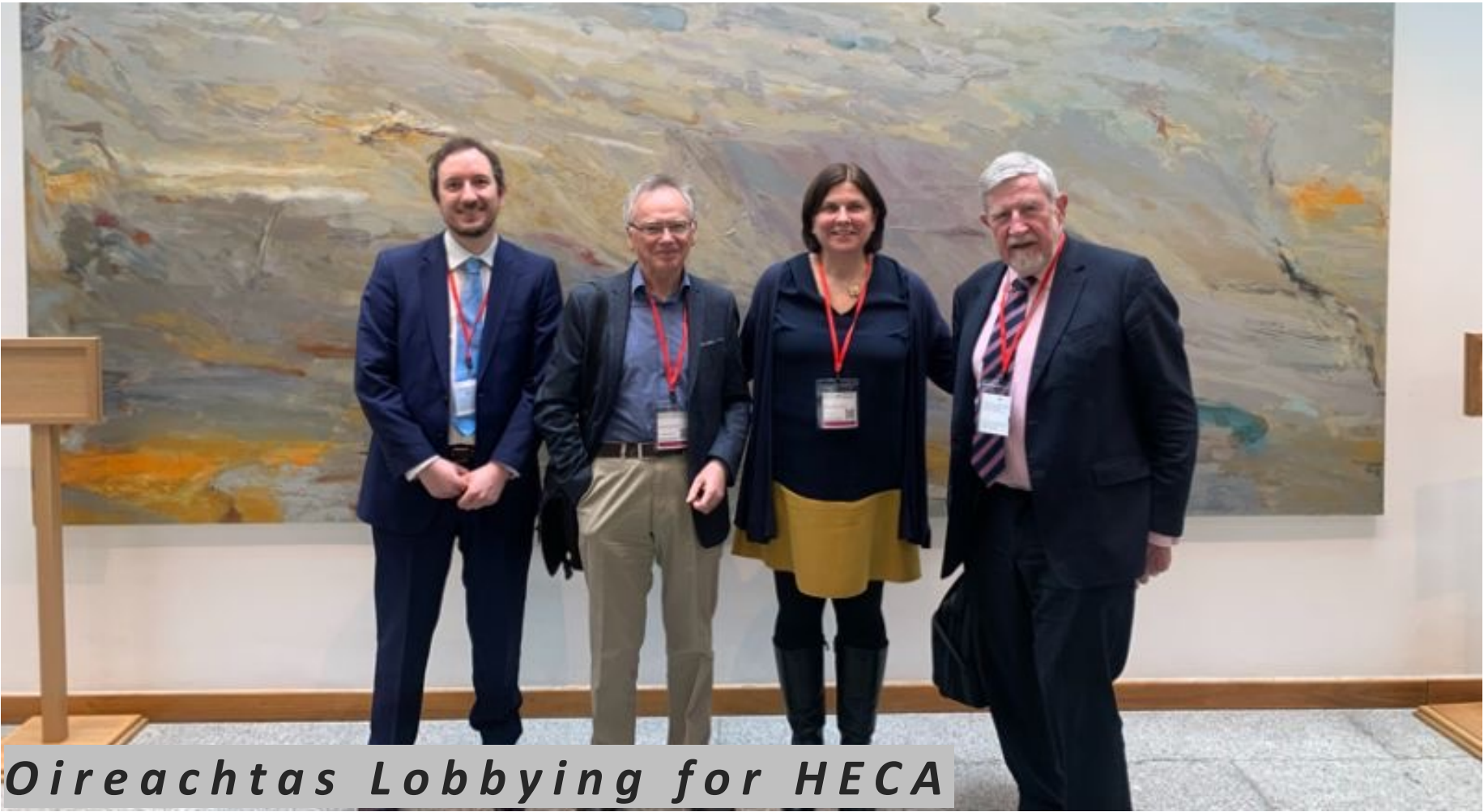


January- November 2023

R&I Focus – Team Growth – EU and national funding



Overview 2023



Oireachtas Lobbying for HECA



Project Growth



1. **Lean start-up approach** – Introduce students to the essential principles of successful entrepreneurial adventures. This will include techniques for identifying market opportunities, developing a business model, and testing hypotheses in a cost-effective way.



2. **Leadership for smart change** – Focus on developing the leadership skills and knowledge needed for high-tech start-ups and scale-ups. This will involve understanding the challenges and opportunities associated with innovation in high-tech sectors, such as Artificial intelligence, Big Data, robotics, and Virtual reality.



3. **How to fail successfully** – Emphasize the importance of failure as an essential component of the entrepreneurial journey. Students will learn to embrace failure as an opportunity for learning, rather than a cause for punitive measures. This will help to create a culture of resilience and risk-taking, which is essential for successful entrepreneurship.

Project Delivery



International conferences

MEET THE TEAM



Michael
Bossonnet

Research and Development
Director



Garrett
Ryan

Research
Coordinator



Jeanette
Kola

Senior
Researcher



Laura
Becerra

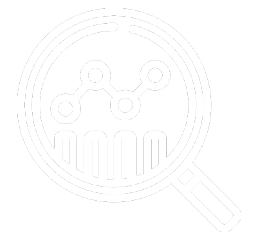
Senior
Researcher



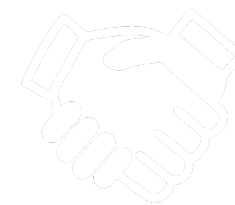
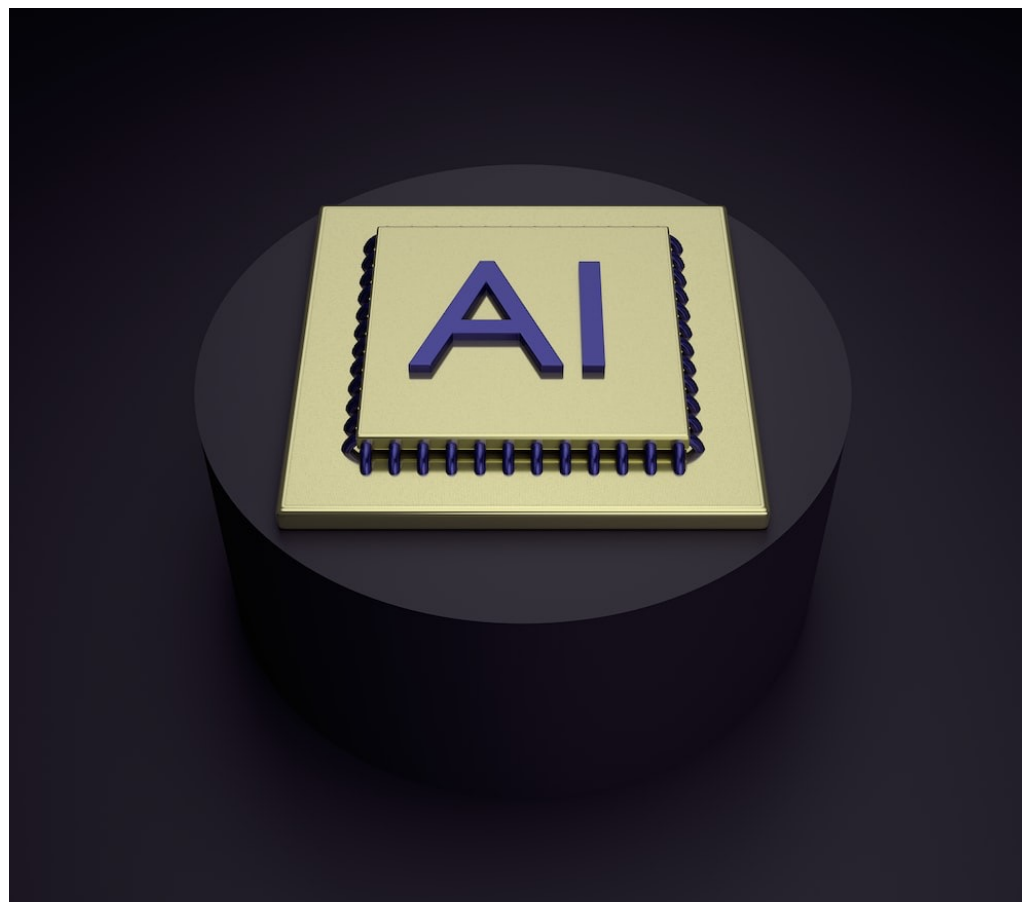
Jennifer Osuji

Junior
Researcher

Sample of Business services offered through the Hub



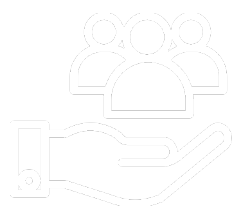
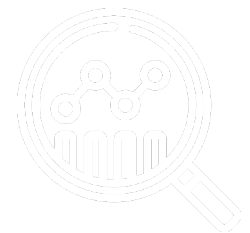
AI consulting



Sustainability consulting




Enhancing industry Relationships



Inter-campus support



Collaboration – Creative - Marketing

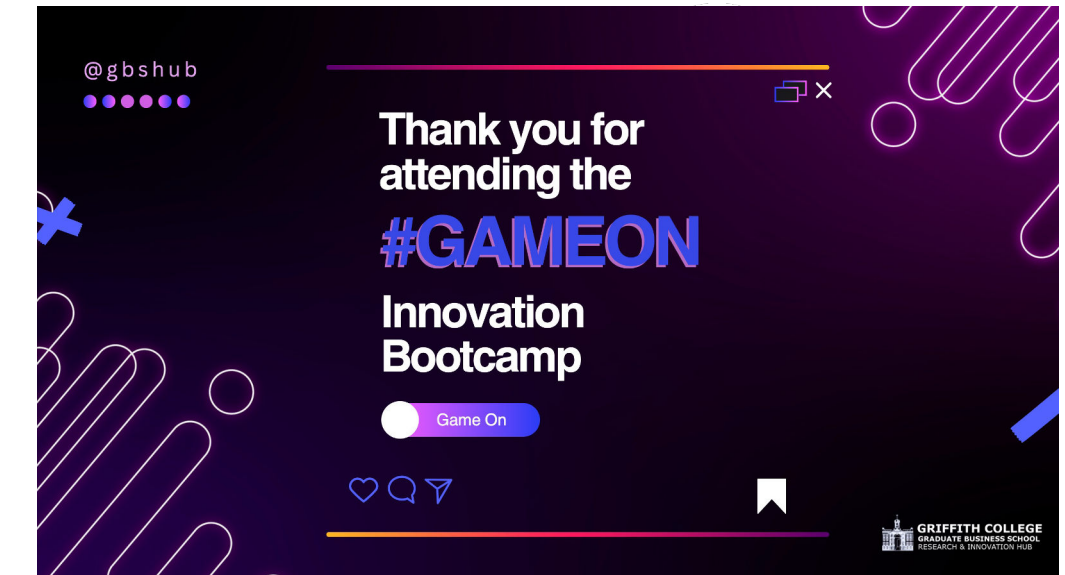
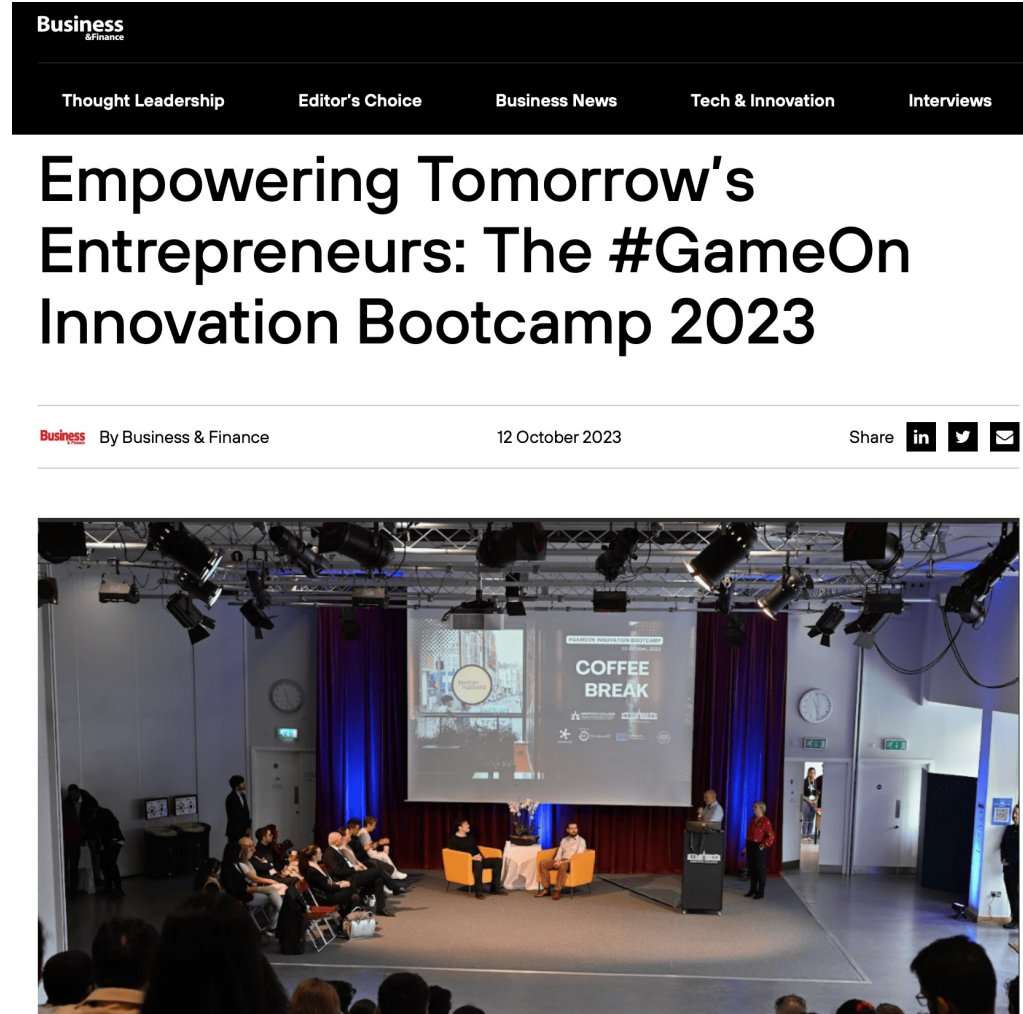
 **Michael-Philippe Bosonnet** • You
Research and Development Director
2w • 🌐

Some really amazing shots from [Quy Nguyen](#) from the [#GameOn](#) Innovation Bootcamp yesterday. Looking forward to the final on Tuesday.
...see more



  Eilis O Leary and 25 others

2 comments • 2 reposts



SMART4FUTURE



GRIFFITH COLLEGE
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RESEARCH & INNOVATION HUB



Partnerships



Connecting with industry



Comprehend the challenges, needs, and strengths of HEIs to enhance their impact into **high-tech** local & regional innovation ecosystems.



Inspire students, academic and non-academic staff to explore **deep tech commercialization options** beyond their domain of knowledge and expertise.



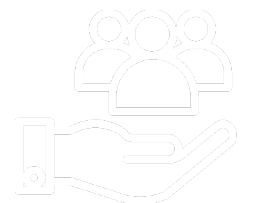
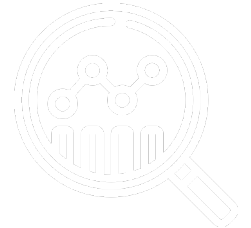
Train and mentor students, academic and non-academic staff to embark on an entrepreneurial journey to find **high-tech solutions** to society and economic challenges of our time.



Enhance HEI start-up support mechanisms to bring research from **labs to the market**.



Connect project's HEIs with **external stakeholders** (including start-ups, scale-ups and businesses) to facilitate the **exchange of ideas** and mutual learning.



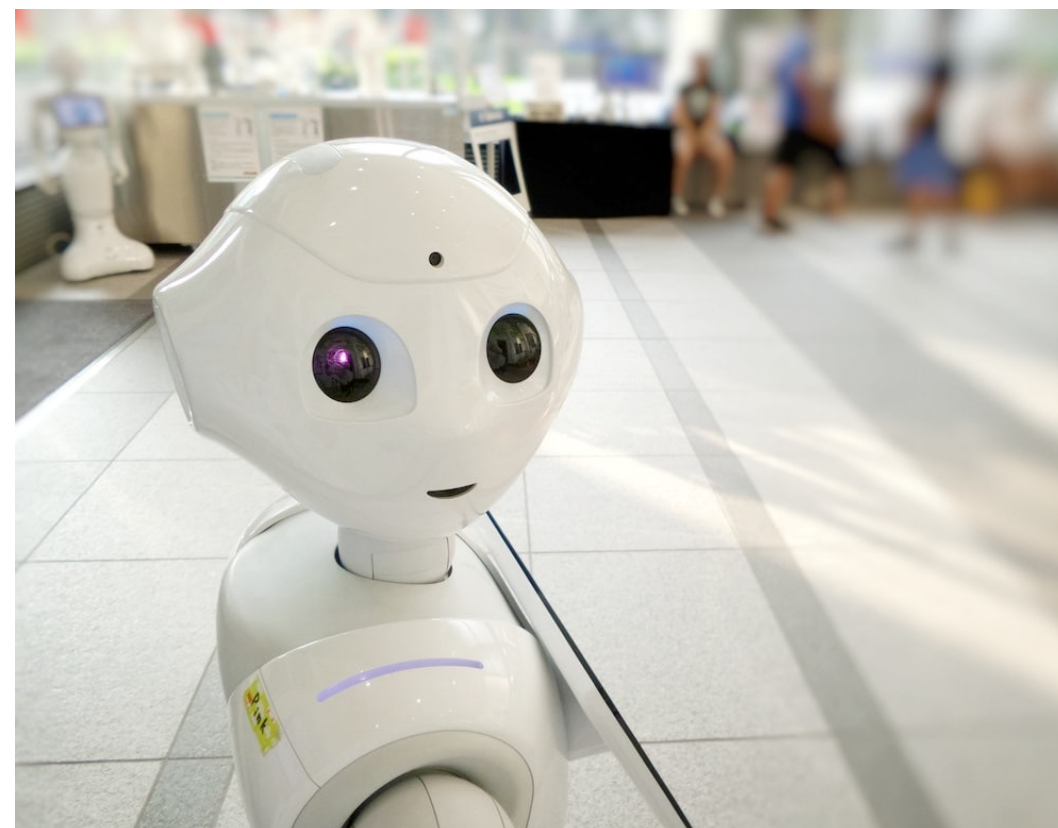
January- November 2023

Content development for EU MOOCS

Lean Startup



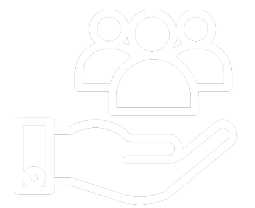
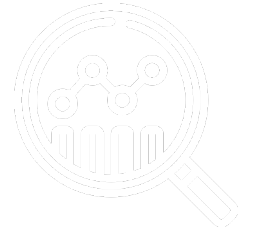
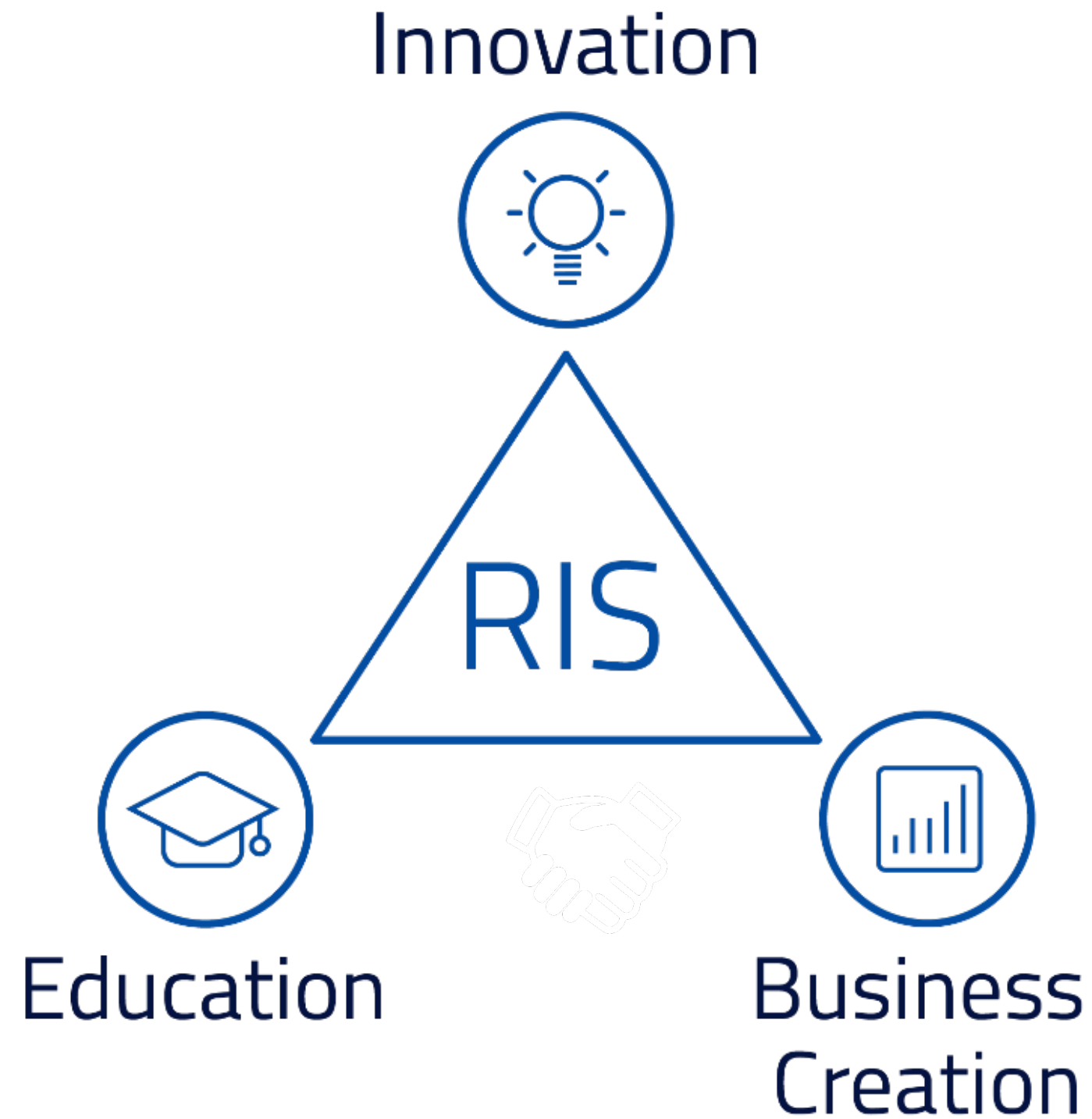
Lead for Smart Change



How to Fail Successfully



Completing the knowledge triangle



GAME ON INNOVATION BOOTCAMP 2023



A good team (core and associates)



**#GAMEON2023
INNOVATION
BOOTCAMP**

GRIFFITH COLLEGE AUDITORIUM
3RD OCTOBER 2023
10.00 - 13.00

Supported by

SMART4FUTURE
Creating smart innovation ecosystems

eit Climate-KIC

Funded by the
European Union

**GRIFFITH COLLEGE
GRADUATE BUSINESS SCHOOL
RESEARCH & INNOVATION HUB**


GRIFFITH COLLEGE

**#GAMEON2023
INNOVATION BOOTCAMP
COMPETITION**
3RD OCTOBER 2023

**1st Prize: € 7,000
2nd Prize: € 5,000
3rd Prize: € 3,000**

Championing Skill sets

GBS Hub Presents
#GAMEON INNOVATION BOOTCAMP 2023
PITCH YOUR BUSINESS IDEA TO WIN SEED FUNDING



Business Idea | Pitching to judges | Prize money | Start your business with GBS

Total prize of €5,000 for 1st prize

How to enter
Submit your 5-minute video outlining your business idea, your SWOT analysis and what success looks like for your company in year 1 and 2 to gbshub@griffith.ie.

Closing date 30th June 2023

griffith.ie/gbshub gbshub@griffith.ie

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GRIFFITH COLLEGE

#GAMEON2023
INNOVATION BOOTCAMP
COMPETITION

Pitch Business Ideas
Compete to Win Bootcamp Places and Seed Money
Grow your Business with GBS Hub



Application deadline:
Friday, 4th August 2023

Register and apply through [this link](#)

After, submit a 5-minute video outlining your business idea, your SWOT analysis and your company projections in years 1 and 2 to gbshub@griffith.ie

1st Prize: € 5,000
2nd Prize: € 3,000
3rd Prize: € 2,000

SMART4FUTURE
Creating smart innovation ecosystems

eit Climate-KIC

Funded by the European Union



Judge and Entrant onboarding



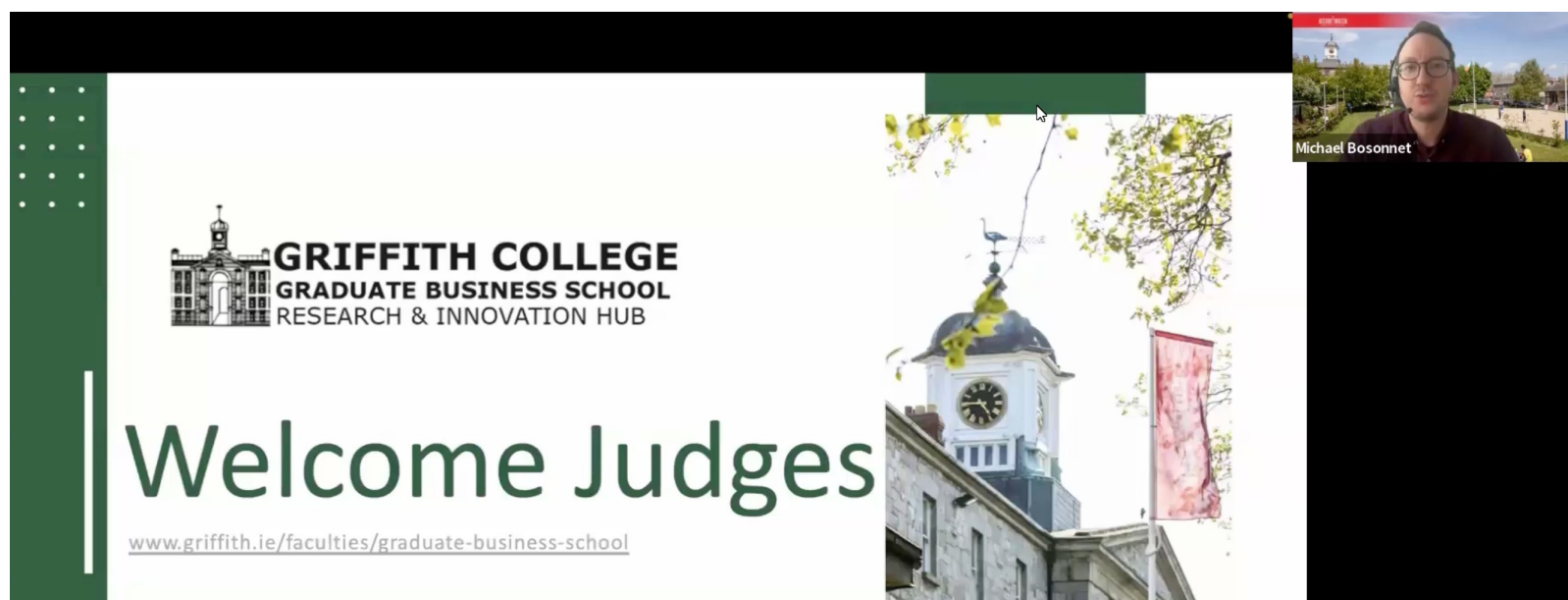
We are delighted to invite you to be a judge at our exciting event, promoting support of sustainable and innovative business ideas. Please confirm your acceptance via email.

#GAMEON2023
INNOVATION BOOTCAMP
GRIFFITH COLLEGE GRADUATE BUSINESS SCHOOL

10th OCTOBER 2023
10.00 - 14.00
(inc. optional 45 minute lunch)

GRIFFITH COLLEGE GRADUATE BUSINESS SCHOOL RESEARCH & INNOVATION HUB

Supported by SMART4FUTURE, eit Climate-KIC, and the European Union.



GRIFFITH COLLEGE
GRADUATE BUSINESS SCHOOL
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Welcome Judges

www.griffith.ie/faculties/graduate-business-school

Michael Bosonnet

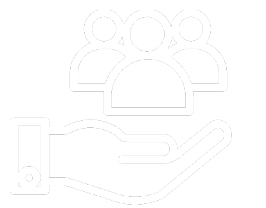
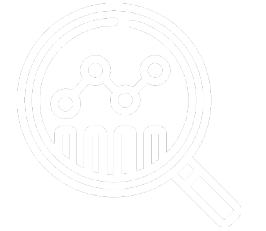
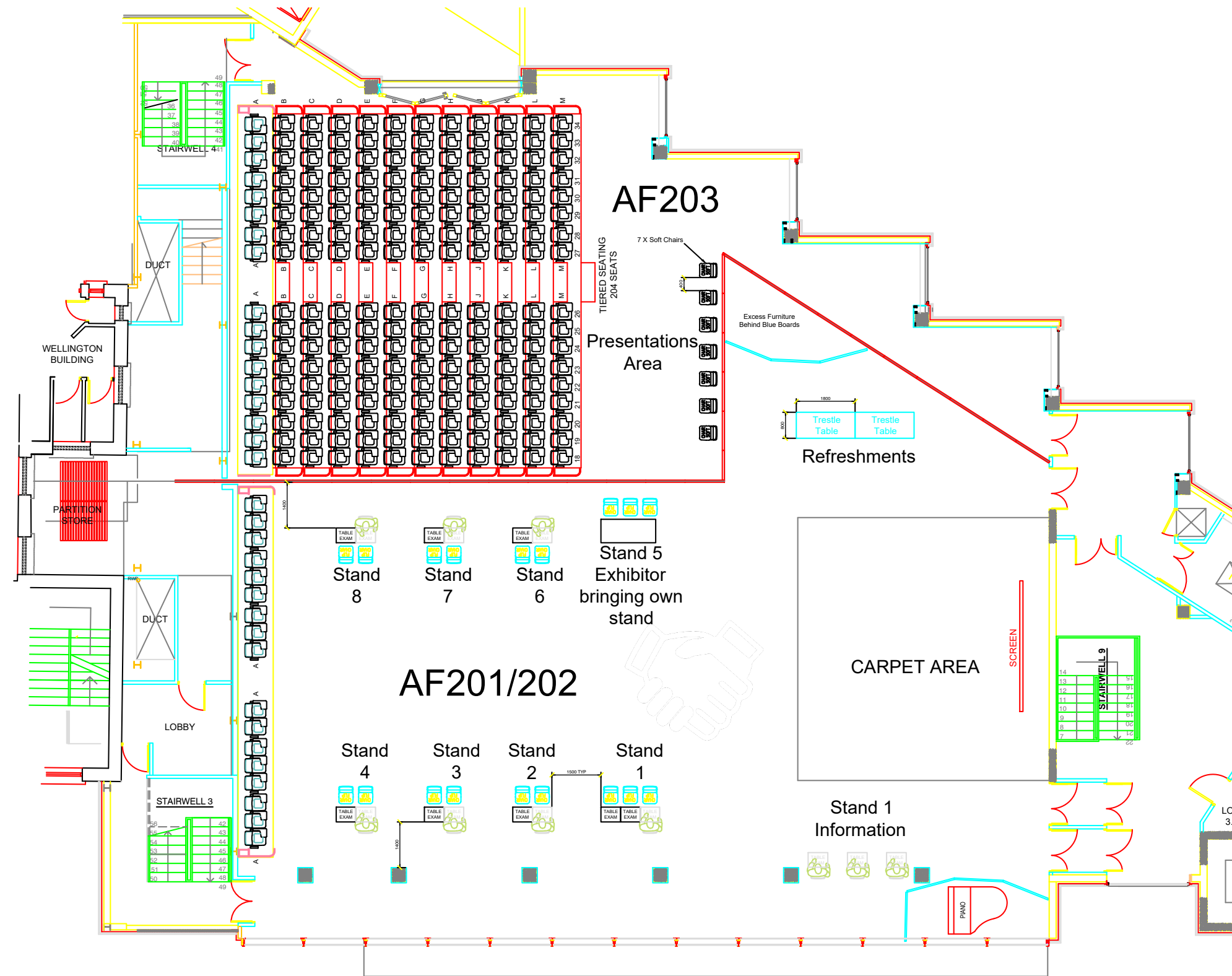


#GAMEON INNOVATION BOOTCAMP
10 October, 2023

meet OUR FINALISTS

					
Tugay Cengiz	Ana Elias	Aitong Yue	Julie Sergent	Abul Golam Shahriar	Aleksandra Kantysheva

Collaboration - Events



Collaboration- Industry Experts



Future Planet

616 followers

2d • 

Future Planet's [Ingrid De Doncker](#) giving measured advice at the [#gameon2023](#) innovation bootcamp [Griffith College Dublin](#) as it becomes increasingly important for start-ups to build in sustainable responsible business practices from the outset. 💡🌱♻️🌍



 Steven Roberts FCIM CDPO and 13 others

2 comments



meet OUR PANEL OF SPEAKERS

#GAMEON INNOVATION BOOTCAMP

03 October, 2023



Áine McManus
Griffith College
Head of Graduate
Business School



Ingrid De Doncker
FUTURE PLANET
Co-Founder



Conor Buckley
Human Collective
Founder



Dr. Alan Hibbitts
LEP Biomedical
Founder & CEO



Jonathan Blayney
Doggpatch Labs
Head of Innovation
Strategy



Kevin Geoghegan
Griffith College
Director

HOSTED BY GBS HUB





Michael-Philippe Bosonnet
Research and
Development Director



Dr. Garrett Ryan
Research
Coordinator



Jeanette Garcia Kola
Senior
Researcher



Florian Eutermoser
Junior
Researcher



Laura Becerra
Senior
Researcher



meet OUR JUDGES

#GAMEON INNOVATION BOOTCAMP

03 October, 2023



Áine McManus
Griffith College
Head of Graduate
Business School



Michael-Philippe Bosonnet
Research and
Development Director



Conor Buckley
Human Collective
Founder



Noelle Condon
National Asset
Management Agency
Chief Financial Officer



Kathleen O'Regan
Enterprise Ireland -
Senior Environmental
Advisor



Kevin Geoghegan
Griffith College
Director

HOSTED BY GBS HUB





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Research and
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Research
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Jeanette Garcia Kola
Senior
Researcher



Florian Eutermoser
Junior
Researcher



Laura Becerra
Senior
Researcher

Staying true to the theme



Attracting local partnerships



Mix of Judges answering the objective





Winning idea – Eco Buying App (eco recommendations)

Eco Buying

App for Sustainable consumption

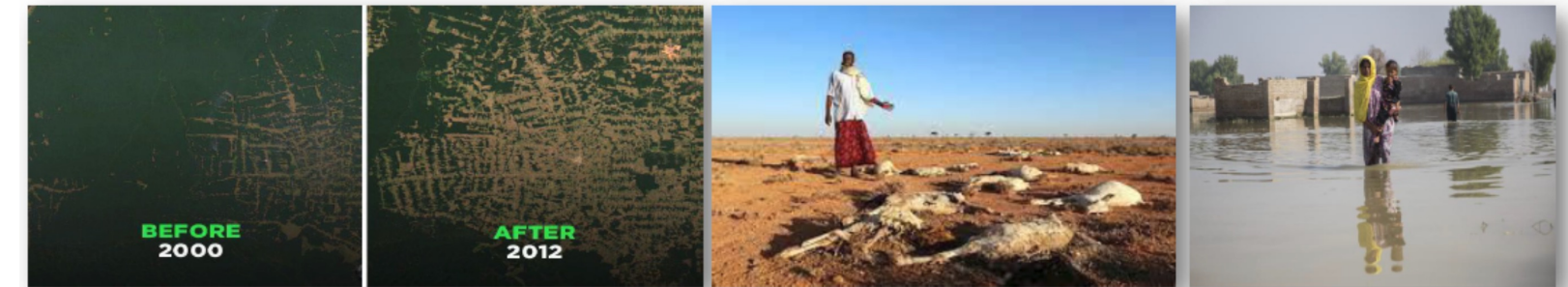
- Ana Elias – (Founder)
- BA in Mathematics
- MSc in accounting and finance

Elias, A. (2023) Sustainability crisis: A correlation analysis between ESG risk rate and public listed corporate financial performance in Ireland and UK. Dublin: Griffith College.



The humanity problem

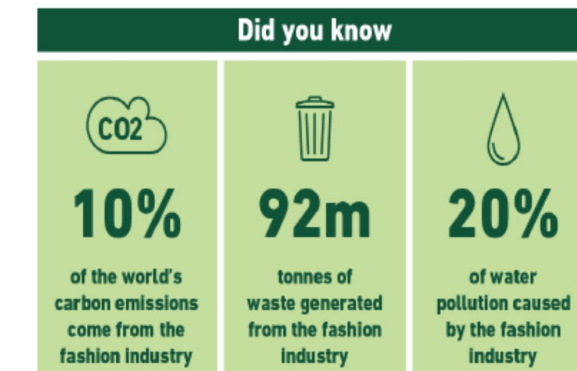
• Climate injustices



Amazon Rainforest deforestation
Absorbs 25 % of global CO₂ emissions

Somalia's drought
Responsible for 1% global emissions

Flood in Pakistan 2022
Responsible for 0.3% global emissions



How can we make difference?



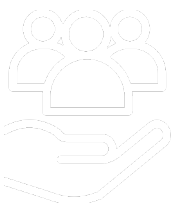
Eco buying

For consumers - Detailed information about brand ESG risk rate, recommendations on similar but more sustainable products, social media access to share sustainable lifestyles (premium).

For Brands - A powerful platform to showcase their commitment to sustainability and connect with a growing community of conscious consumers.

For sustainable business - Gain visibility among environmentally-minded users and attract a loyal customer base seeking eco-friendly alternatives.

For community - it's also a platform for education and advocacy. The app provides informative articles, tips, and recommend recycling drop off points



The Future of GBS Hub



Growing Hub Infrastructure and services


Results

150 students trained
8 non-academic staff trained
7 academic staff trained
6 students mentored
3 new partnerships
New relationships with suppliers






Thank you!

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 www.griffith.ie

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Catherine's, Dublin 8, D08 V04N

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