



**T** OLLSCOIL TEICNEOLAÍOCHTA  
BHAILE ÁTHA CLIATH  
**DUBLIN**  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

**ACADAMH  
FIONTRAÍOCHTA  
ENTERPRISE  
ACADEMY**

# ENTERPRISE CHALLENGE

## BECOMING A PROJECT SPONSOR

The Enterprise Challenge is a 5 ECTS elective module where TU Dublin students work in multi-disciplinary teams to tackle a challenge or problem posed by an enterprise or civic partner. Using a design thinking approach, teams follow an end-to-end innovation lifecycle over a 10-12 week period.

[WWW.TUDUBLIN.IE/ENTERPRISE-CHALLENGE](http://WWW.TUDUBLIN.IE/ENTERPRISE-CHALLENGE)

# Sponsoring an Enterprise Challenge Project

We're seeking business and civic partners to sponsor live challenges for our multidisciplinary student teams at TU Dublin over a 12 week period. We're on the lookout for challenges where organisations will benefit from fresh thinking and innovation, tapping into diverse student skill sets. The problem should be broad, without the need for specialised knowledge, inviting a range of potential solutions and ideas.

## Why Get Involved?

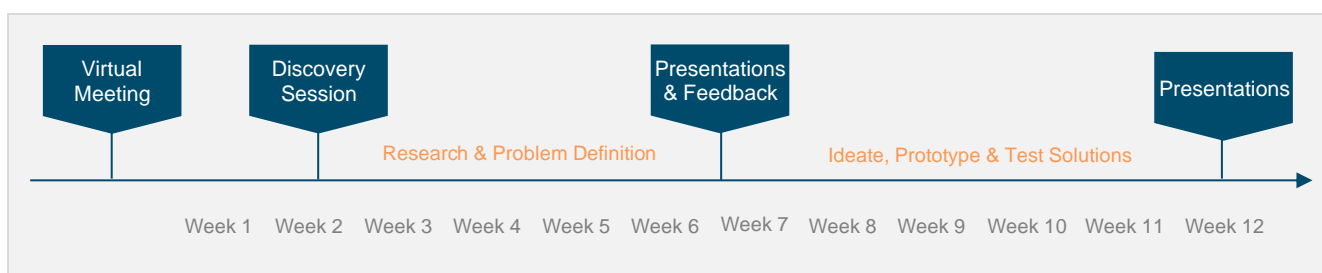
- **Diverse Skills:** The multi-disciplinary approach brings a unique blend of perspectives and skills focused on the sponsor's specific problem or challenge.
- **Fresh Thinking:** Third-level students bring ideas and perspectives from diverse market segments.
- **Innovative Approaches:** Underpinned by Design Thinking, students foster a culture of experimentation and risk-taking.
- **Accelerated Problem Solving:** When projects are stalled due to resource constraints, students can inject new energy and time to problem-solving.
- **Talent Pipeline:** Collaboration creates a talent pipeline making it easier to potential future employees early.
- **Long-Term Partnerships:** Establishing collaborations can lead to enduring partnerships, creating long-term connections.
- **Community Engagement:** Partnering with students showcases commitment to education, innovation, and collaboration.

## What's Involved?

We'll schedule an initial virtual meeting to chat about the perfect problem for our student teams. We'll craft a project brief, send it your way for feedback, and incorporate your suggestions. We're requesting three points of on-campus engagement from project sponsors throughout the semester, which run from January-May and September-December each year:

1. Help students teams understand the problem in week 2
2. Share your valuable feedback during week 6/7
3. Join us for the grand presentation in week 12

## Project Timeline



## Next Steps

Please contact the Enterprise Academy Educational Development team:

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