

Four Day Workshop Outline For Cambridge University DTC Cohort

Each Day 9.30 – 5.00, two am sessions, one pm session

Activities	Comments on Activities
<i>Day 1</i>	
<p>Communication and Teamwork – am session 1 We will do an ‘ice breaking’ exercise to help the teams work well together, and we will look at tools such as the Belbin Team roles questionnaire</p>	I give people feedback on their strengths and apposite communication styles
<p>Lecture on Impact – Transistors Mini-Skirts and Global Warming – am session 2 (after coffee Break) This is a 1.5 hour talk addressing the topic of impact. How can we recognize potential impacts in advance? What factors make a technology of interest to the outside world? What opportunities are there to help people? How do we talk about our work? See here for a review http://fundermental.blogspot.co.uk/2013/05/thinking-imaginatively-about-impact.html</p>	<p>This is the longest bit of ‘pedagogic lecturing’ in the five days.</p> <p>We then give students a number of video links to study before day 2.</p>
<p>Group Work - Elevator Pitch - pm The attendees are given 5 case studies featuring new technology which they will have to analyse, and spot the commercial opportunity implicit in each one</p>	Case studies include power cables, renewable energy, and photo-voltaic projects
<i>Day 2</i>	
<p>Routes to Market - talk/video – am 1 How do we find out market size, segmentation, and customer needs? Market research – find out about customers and their needs. Market Segmentation. The chicken-gun test. Writing a marketing and sales plan – the basic vocabulary and facts.</p>	This is also available as an on-line (Youtube) video available for further study beyond the course.
<p>Technology Stock Market – am 2 This is a team game with simulated ‘real time’ share price movements. Investors buy and sell shares in 5 start-up companies, utilizing the technologies discussed in the case studies above. Teams get 3 rounds of ‘newsflow’ and try to keep their money (or make it). Can you do better than the investment professionals? ‘Awesome’ – participant at previous KKI event!</p>	Each newsflow item relates to the ‘elevator pitch’ projects studied on day 1
<p>Intellectual Property Basics – pm (2-4) Short session on types of IP, costs, and timescales</p>	Can be delivered in conjunction with staff from Research and Innovation
<p>Group Work – pm 4-5 Teams asked to come up with own ideas about ‘technologies the world needs’, initially as a two minute elevator pitch</p>	

<i>Day 3</i>	
<p>How long will my development take? – am 1 ‘How to stay on time and on budget’ - Risk Assessment of projects, flow-charting them, and what to do when the flow chart gets complex.</p> <p>How long the project takes directly affects its development cost, the investment required, and the present value of the company</p> <p>‘Do a quiz, build a plane’ Project Management Game</p>	<p>This interactive session/game is designed to:</p> <p>a) build on the teamwork engendered by the previous day’s activities</p> <p>b) develop a critical point about time to market</p>
<p>How much will my project cost? – am 2 Basic operational budgets, combined with an appreciation of what things cost in real life. We will discuss the different types of costs (fixed, variable, etc) that go into budgets and how they are classified.</p> <p>One major pharmaceutical company told KKI that it costs £100,000 a year for each R&D employee they have in the UK!</p> <p>We will explain the bit on 'Dragon's Den' when they say 'I'm offering 37.5% of my company for £500,000'. Where do those numbers come from and how are they calculated?</p> <p>On day 5 we will look at the practicalities of raising money (see below)</p>	<p>We will learn techniques such as Discounted Cash Flow and Net present value, and how to do them in Excel</p> <p>Science students are usually pretty good at this stuff it always helps to be numerate!</p>
<p>Group Work - pm Employ the Lessons learned from the morning session to improve the project ideas they produced in day 2. How long will the project take to come to fruition? How much money might the project need?</p>	<p>For both the finance and PM modules there is an on-line video available for further study beyond the course</p>

<i>Day 4</i>	
<p>Raising Money, Business Angels, and Venture Capitalists <i>Dr Tony Aldhous, KKI Associates and Grampian Biopartners</i></p> <p>How do you find money to carry out your commercialization project? What kind of investors invest in early stage companies? What do they look for in an investment proposition? How do they value start-up companies? What's the best thing you can do to develop these skills?</p>	<p>Tony works with Kevin on technology commercialization projects around Scotland and beyond. He acts as 'Gatekeeper' to the largest Biotech Angel syndicate in Scotland.</p>
<p>Entering Business Plan Competitions – am 2 One of the things you can do to improve your commercial and pitching skills is to enter business plan competitions. There are two competitions sponsored by BBSRC and NERC, Biotechnology YES and Environment YES, and related competitions (Engineering YES and Energy YES) run at various UK HEI's.</p> <p>We will hear from Jodie Stephenson and Matt Sellwood, PhD students from Sheffield University, and finalists in the 2014 Biotechnology YES competition</p>	<p>We will watch a video from a previous competition and look at some winning entries</p>
<p>Team Project Work - pm Teams will work to produce 10 minute 'project pitch' presentations for their Projects described above</p>	<p>Tony, Jodie, and Matt will advise the teams and act as judges for the team presentations</p>
<p>Team Presentations – pm Teams deliver their presentations. Everyone has to speak.</p> <p>There will be prizes!</p>	<p>We'll aim to finish by 4.30pm</p>