



MedTech BEST:

Business and Entrepreneurial Skills Training

Schedule

Wednesday 2 November – launch; training in idea generation and selection, elements of a business plan (Mike Raxworthy)

Wednesday 16 November – Visit to Venturefest Yorkshire in York

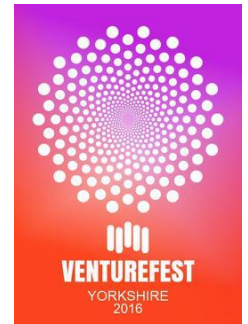
Wednesday 7 December – IP, FTO (Fiona Kingscott); Venturefest feedback; work with mentors

Wednesday 25 January 2017 - market analysis; team/board roles; operations; case studies (2 x industry experts)

Wednesday 15 February 2017 – product development pathway, project and risk management, barriers to translation (2 x industry experts)

Wednesday 1 March 2017 – work with mentors; sources/types of finance (with industry expert); produce investment memo, practice pitches (in own group)

Wednesday 22 March 2017 – Grand Pitch Final!





MedTech BEST:

Business and Entrepreneurial Skills Training

22 March 2017
Grand Pitch Final

High Level Judging panel

- Industry
- Academics
- Regulators
- Clinicians

Promoted regionally
Good audience expected
Prize for winning team



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Objectives

- Training in business skills needed for translation of research into the clinic and market
- Learn about how to put a business plan together and how to make a pitch
- Learn about what makes a good (successful) product
- Learn about the barriers to translation of MedTech
- Compete with other teams
- Have fun!

MedTech BEST is running as a pilot this year but already attracting interest for use in broader programme in 2017-2018

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Ways of Working

- Work in teams of 5
- Each team member to take on a role
- Mentors assigned
- Industry and sector specialists will be contributing to future sessions
- Competition (with prizes)!

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Next Session (expected programme)

Wednesday 25 January 2017

- market analysis;
- team/board roles;
- operations;
- case studies (2 x industry experts)

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Venturefest Yorkshire, 16 November

York Racecourse

- Teams visit Venturefest with specific objectives (and work sheet!):
 - to interview entrepreneurs, investors, recent start-ups, service providers)
 - attend relevant seminars, workshops and the investment pitch competition
 - Feedback to other teams at next meeting (7 December)



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Venturefest Yorkshire, 16 November



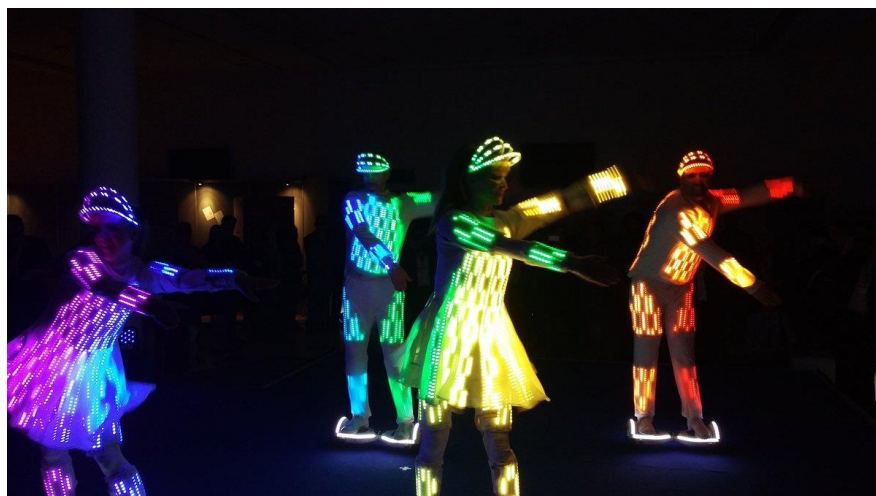
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Venturefest Yorkshire, 16 November



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Venturefest Yorkshire, 16 November





ROYAL
ACADEMY OF
ENGINEERING



Elements of a Business Plan

Wednesday 7 December 2016

Intellectual Property and Freedom to Operate

Fiona Kingscott

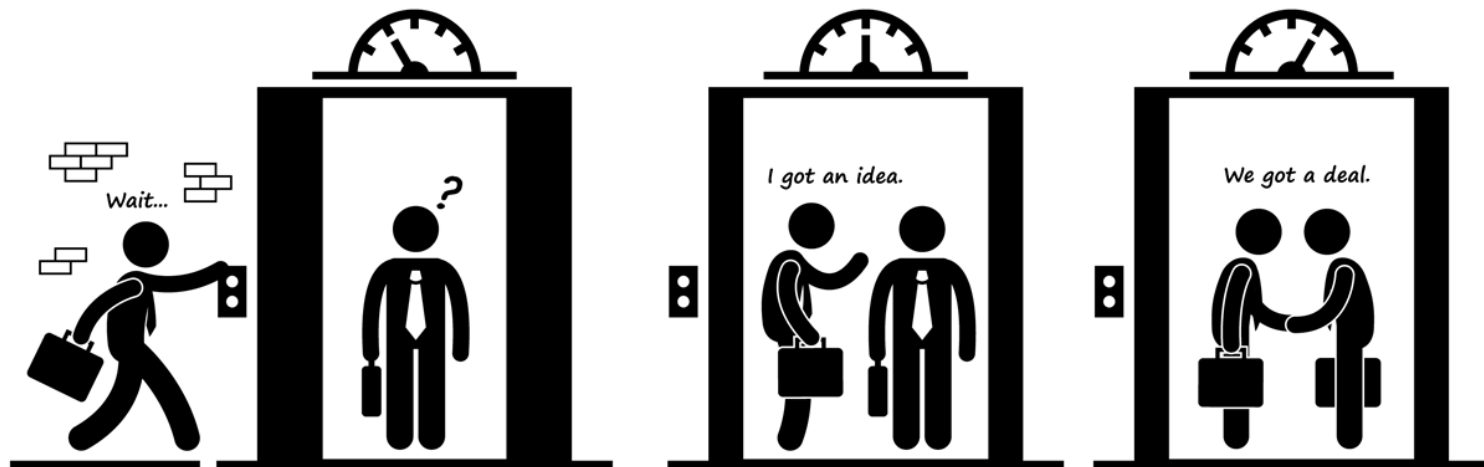
IP & Contracts Manager for Medical Technologies,
University of Leeds



Last time....

Idea Generation and Selection –
Now for your BIG IDEA!

- You are going to BRAINSTORM potential ideas
- DEVELOP the most promising ideas
- SELECT the best idea(s)



Idea Generation and Selection

2 November 2016



Idea Generation and Selection – IDEA SELECTION

- Take top idea(s) and discuss “what I like” and “what needs improving” amongst your team
- Reach consensus on the idea you will go with – hold a vote only as a last resort!
- **You have your big idea!**
 - Give it a name and identity – this will be a product name
 - Create an identity/name for the company you will form to commercialise this idea.

Today

- You will take your company/
innovation/technology/product/service
further
- Refine and build the concept
- Allocate team roles/management positions
- Look at Business Plan needs from last time as
guide for work programme