



MedTech BEST



UNIVERSITY OF LEEDS

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 – product development pathway, project and risk management (2 x industry experts), work with mentors

Wednesday 15 February 2017 - market analysis; team/board roles; operations; case studies (2 x industry experts)

Wednesday 1 March 2017 – barriers to translation 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
- Professional Body

Promoted regionally

Good audience expected

Prize for winning team



MedTech BEST

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

MedTech BEST

Next Session (expected programme)

Wednesday 15 February 2017

- market analysis;
- team/board roles;
- case studies (2 x industry experts)
- Develop pitch with mentors

Elements of a Business Plan

Wednesday 25 January 2017

New Product Development Process

David Farrar



Head of New Technologies, Xiros Ltd, Leeds

Managing R&D Projects

Ian Revie



Business Manager – Knees, Invibio Ltd, Thornton-Cleveleys, Lancs

Work on your team's product concept

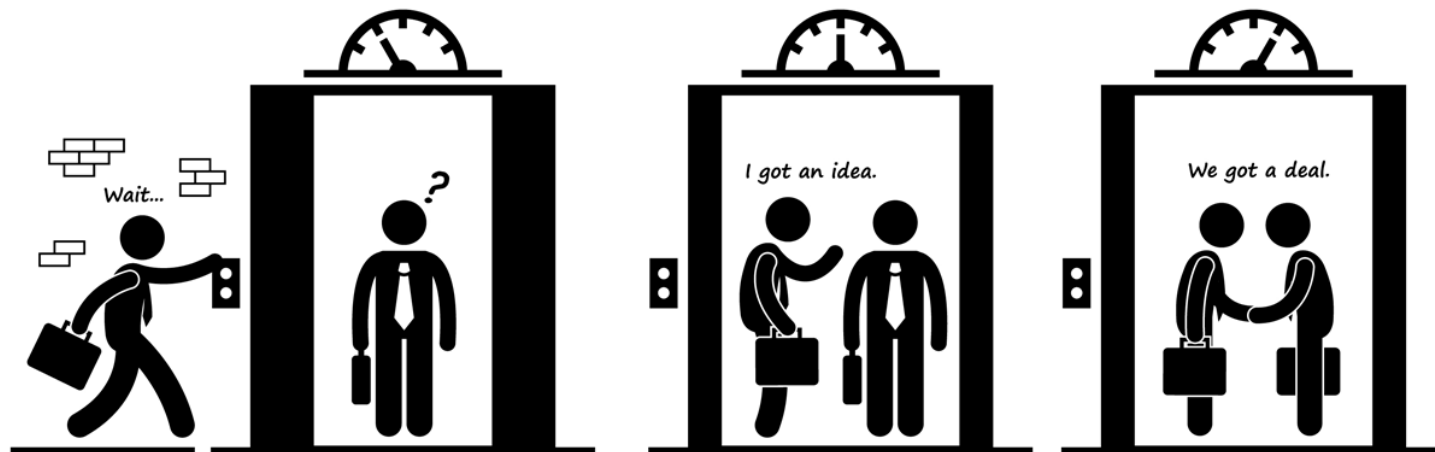




Last time....

Development of Company and Product Concept

- Take your company/ innovation/technology/ product/service further
- Refine and build the concept
- Allocate team roles/management positions
- Look at Business Plan needs from earlier



Where you should be in the process...

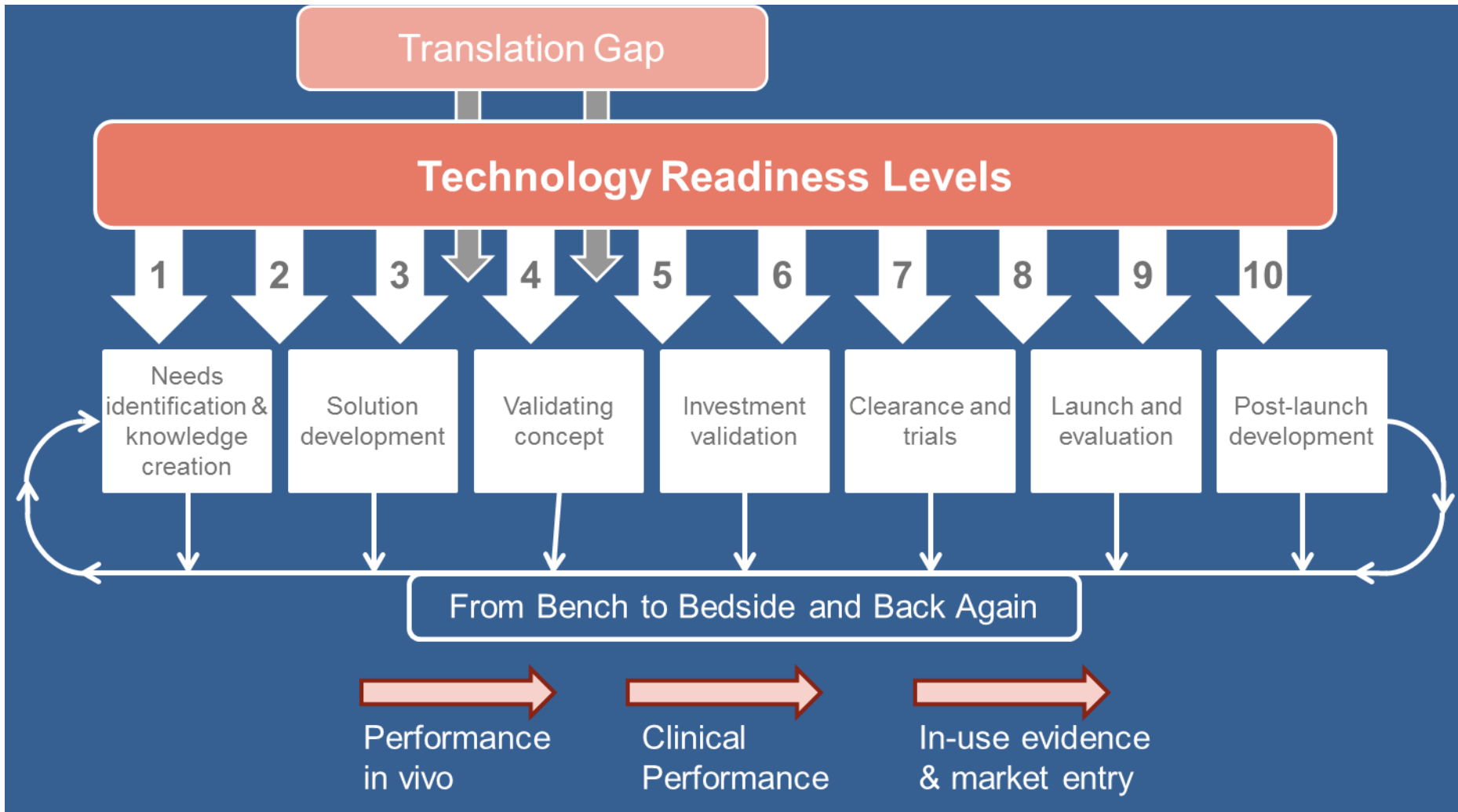


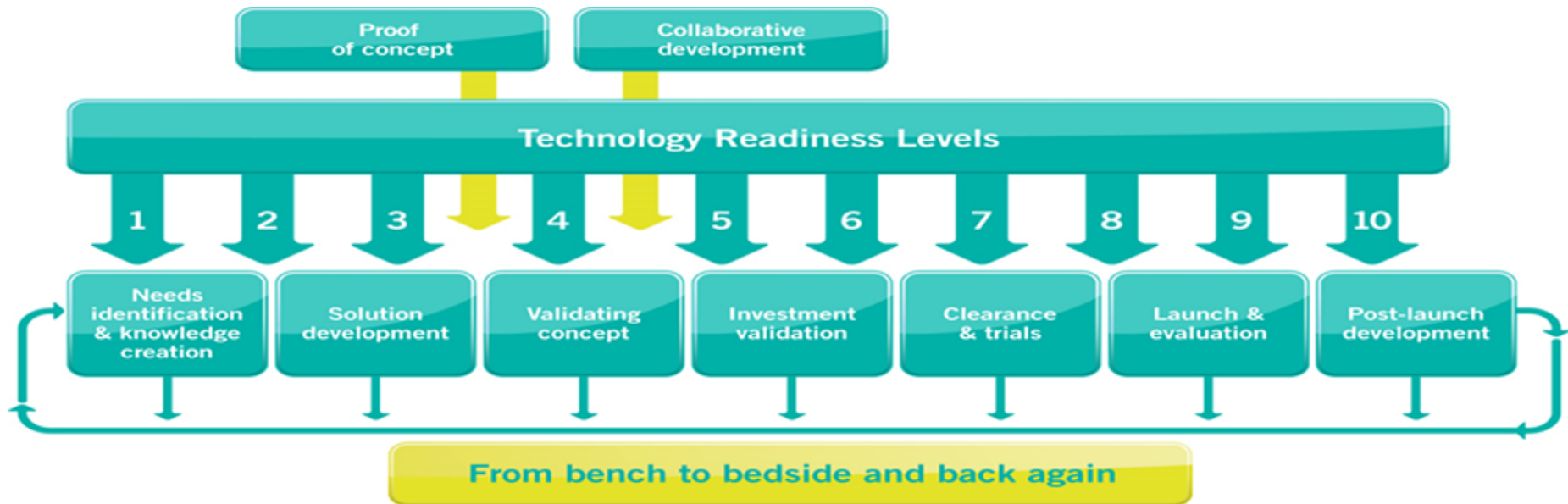
- Building the case for your technology
 - Be able to describe your idea (product) and Company (with names^{TM®})
 - State the clinical need addressed and product features and benefits
 - How it fits with IP landscape
- Who's who in management team with brief role description

Today

- Based on what you've heard today, work on
 - What stage of product development you presume to have reached and
 - What you will need to move your product along the translation pathway to the market
- ...from bench to bedside

TRLs





Today

- Based on what you've heard today, work on
 - What stage of product development you presume to have reached and
 - What you will need to move your product along the translation pathway to the market...from bench to bedside
 - What resources you will need
 - People, facilities, investment (and how much), skills (use consultants or recruit to bring in-house?), time to market
 - What selling price market will bear – and what margin (profit) you expect to make

MedTech BEST

See you at the Next Session

Wednesday 15 February 2017

- market analysis;
- team/board roles;
- case studies (2 x industry experts)
- Develop pitch with mentors