

The 2018 Programme

Tuesday 11th December

Day 2: Getting Up and Running

Funding Strategy 2: Raising the funds

- n What is funding and what is it for?
- n Sources of funding - finding the right investor for the right opportunity
- n EIS and SEIS: What are they and how do they work?
- n Approaching the right investors with the right opportunity
- n Preparing for the investor pitch: Communicating your business goals
- n Investor pitch

Based on a series of examples, we will look at how much to raise and when, and where and from whom to seek funding. We will explore how biotech differs from other industries, and will explore the strategies that best suit your company. We'll also talk about the process and what's actually involved before, during and after a successful funding round. And why funding bids all-too-often fail!

Early-stage operational strategy considerations

- n How to describe what you do and why - to everyone, including yourself!
- n Setting clear and achievable objectives
- n Aligning scientific, operational and commercial objectives
- n Importance of financial projections and cost control

Setting clear, achievable objectives is vital to a company's success yet it is often where many companies with huge potential for growth fail to get it right. During this session, we will explore ways of setting a company's objectives and ensuring that the right infrastructure exists in order to deliver these. Examples from other industries will be used, in order to simplify the main points, which we hope will make it easier to apply those to the more complicated world of biotech.

Business planning and business plans

- n What should a business plan aim to do and for whom?
- n Business Plan chapters
- n Do's and Don'ts
- n Executive Summary
- n Presenting your plan - communicating your dreams

Interactive Exercise in preparation for Day 3

Working in teams, delegates will be asked to prepare their proposed company for investment discussions, preparing presentation slides for a 5-minute investor pitch to our very own "Dragons' Den" of experts and investors on Day 3.

Teams will be expected to be able to defend their pitches and to answer questions about the opportunity, from both technological and commercial perspectives.

Day 2: Evening: Working Dinner with Guest Speakers

A working dinner with guest speakers and funders talking about funding, due diligence and what to expect potential funders to ask and want.



Wednesday 12th December

Day 3: Execution and preparing for commercial success

Communications strategy

- n Communication and Presentation skills: Responsible research and innovation
- n PR, internal and external communications
- n Managing news flow; media awareness and using media rather than being used by it
- n Investor and stakeholder relations

This session will focus on the importance of an effective Communications Strategy, the tools available and when best to employ those.

Business development & licensing strategies

- n Importance of building key relationships
- n Communications and Presentation skills
- n Routes to exploitation
- n Preparing for licensing
- n Financial modelling, deal valuations, NPV modelling
- n Deal structures
- n Negotiation skills

Business development encompasses a range of activities; essentially it's the art of building relationships that could be vital to a company's success. During this session, we will look at and compare the various options employed, and will discuss which strategy best meets the needs of a company.

Leadership development

- n The role of the CEO, CTO, Chairman
- n Mentoring and coaching
- n Effective upward management
- n Advisory boards
- n Mentors and mentoring

A company's culture starts with the CEO, yet the CEO's role changes as a company grows and develops. We will take a closer look at the role of the CEO, as a leader, a manager, a mentor, and a director reporting to the board of directors.

Day 3: Evening: Working Dinner with Guest Speakers

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The 2018 Programme

Thursday 13th December

Day 4: Preparing for commercial success - facing the investor challenge

“So you want to be a biotech star...”? Entering the Dragons’ Den

The morning will be spent honing presentations and preparing pitches with mentors.

In teams (or individually), delegates will present their 5-minute pitches to our own ‘Dragons’ Den’ of potential investors.

Course wrap-up, next steps and feedback

During this final session, the delegates will be asked to give short oral feedback on what they have learned, the key take-home message, with a particular emphasis on how they might now apply some of those lessons to their businesses, now and in the future.

Day 4 Evening: Drinks and networking

A chance to meet the Dragons and network with funders.



SynbiCITE 4-Day MBA Programme

Time	Sunday 9th	Monday 10th December
09:00 - 11:00		Setting the scene Getting started Why set up a company?
11:00 - 11:15		Refreshment break
11:15 - 13:00		IP: What it is, what it isn't
13:00 - 13:45		Lunch
13:45 - 14:45		IP, Exploitation and Freedom to Operate
14:45 - 15:00		A company story... so far!
15:00 - 15:15		Refreshment break & Discussion
15:15 - 18:00		Setting up a company Funding Strategy 1
18:00 - 18:30	Arrive up to 18:30	Break
18:30 - 20:30	Evening Introductory dinner	Evening working dinner with a speaker & Q&A



Tuesday 11th December

Funding Strategy 2

Refreshment break

Funding Strategy 3 & Funders

Lunch

Early Stages
operational strategy
considerations

Business needs - Insurance,
Bookkeepers, Accountants...

Refreshment break
& Discussion

Business planning & plans:
'Fail to plan & plan to fail'
Interactive exercise 1

Break

Evening working dinner
with a speaker & Q&A

Wednesday 12th December

Communications:
The hardest part of life & business

Refreshment break

Communications:
The hardest part of life & business

Lunch

Business development:
Customer Discovery and the
power of the Lean LaunchPad

Responsible Innovation -
what it means for your business

Refreshment break
& Discussion

Interactive exercise 2

Break

Evening working dinner
with a speaker & Q&A

Thursday 13th December

Sales, Selling and Pitching

Refreshment break

Pitch Preparation

Lunch

Pitch Preparation

Stand up and pitch!
"Dragons Den"

Stand up and pitch!
"Dragons Den"

"Dragons Den" Outcomes &
Discussions Course Close

Drinks & networking
with funders & businesses



The Radisson Edwardian Vanderbilt is a short walk from Gloucester Road Underground station - shown above as 'R'

The Course will run at:

Radisson Edwardian Vanderbilt
68-86 Cromwell Road
London SW7 5BT
T: 020 7761 9000

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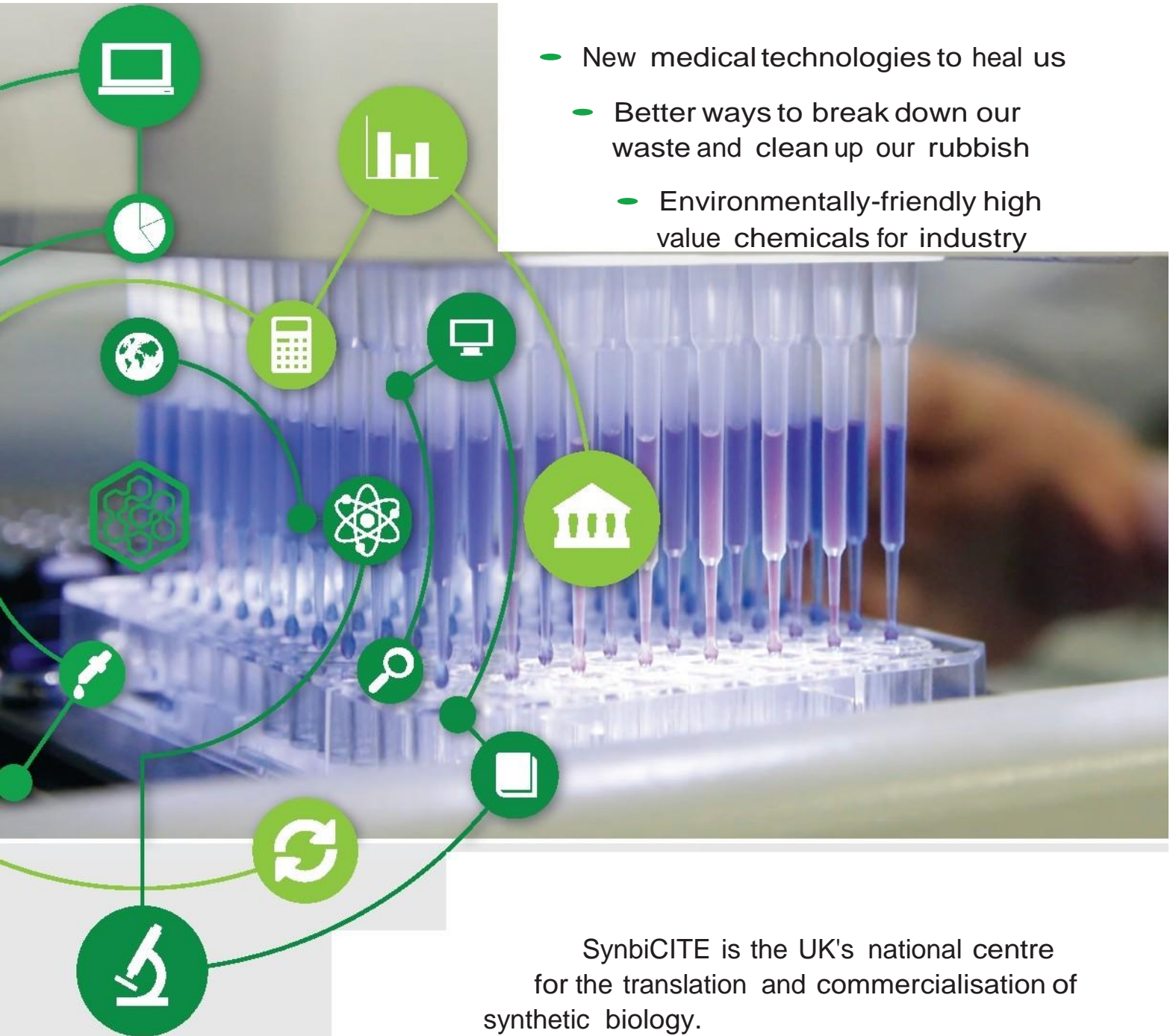
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Synthetic biology can improve our world

- New medical technologies to heal us
- Better ways to break down our waste and clean up our rubbish
- Environmentally-friendly high value chemicals for industry



SynbiCITE is the UK's national centre for the translation and commercialisation of synthetic biology.

We offer innovation and access to a broad array of resources designed to help translate university-based research and pre-seed concepts into commercial products, tools, processes and services.

Get in touch to find out how we can help you.

