

# Outgrow The Start-Up Mentality To Become A Gazelle

A two-day masterclass for the Life Sciences and Health Industry

3<sup>rd</sup> & 4<sup>th</sup> September 2018

TIME	DAY ONE – “REFRESH”
09:00-09:15	REGISTRATION
09:15-09:45	<b>Welcome and Introductions:</b> <ul style="list-style-type: none"><li>• Outline of the course: What you can expect from the two days</li><li>• Introduce yourself and your business</li></ul>
09:45-10:15	<b>“Update Your Business Plan to Renew Your Drive and Focus”</b> <b>Key Note: Dr David Atkins, CEO, Congenica Ltd.</b> <ul style="list-style-type: none"><li>• <i>Why is it important to revisit your business plan?</i></li><li>• <i>Successfully managing a growing business means dealing with continual change</i></li></ul>
10:15-10:30	BREAK
10:30-12:30	<b>Workshop: The Business Plan:</b> Looking at your current business plan, what is your company's unique selling point? What were your goals when you first launched your business? <ul style="list-style-type: none"><li>• Define what your company is, what it does and why:</li><li>• Focus on what is most important for your business to achieve this year</li><li>• Define your top 3 business goals for the next year</li></ul>
12:30-13:30	LUNCH
13:30-15:30	<b>Workshop: Marketing:</b> Has it been a while since you've done a survey of your industry and competitors? <ul style="list-style-type: none"><li>• Evaluate your current strategies and explore new ones</li><li>• Compare recent results to previous years' and look for trends</li><li>• Identify what should be changed and why</li></ul>
15:30-15:45	BREAK
15:45-17:30	<b>Workshop: Organisation and Management:</b> Review your management team and organization. How does each person's skills and experience complement each other? <ul style="list-style-type: none"><li>• Evaluate each other's role in the organization</li><li>• Review each role and how that shapes the success of the company</li><li>• Identify the gaps and weaknesses</li></ul>

TIME	DAY TWO: "RAISING FUNDS"
09:00-09:05	WELCOME
09:05-09:25	<p><b>"Funding for Business Growth"</b>  <b>Key Note: Dr Andy Richards CBE, Entrepreneur in Life Sciences and Healthcare</b></p> <ul style="list-style-type: none"> <li>• The Life Sciences sector</li> <li>• Hot areas for investment</li> <li>• What are investors are looking for</li> </ul>
09:25-11:25	<p><b>Workshop: Funding Strategy</b>  What is the right financial strategy for your company where it is today?</p> <ul style="list-style-type: none"> <li>• Outline and review your current financial status</li> <li>• Redefine your financial plans</li> <li>• Importance of realistic financial projections</li> <li>• What do you need to prepare for further funding?</li> </ul>
11:25-11:35	BREAK
11:35-13:00	<p><b>Practical Session:</b></p> <ul style="list-style-type: none"> <li>• Describe where your business is now, where you see it going and what you need to make it successful</li> <li>• Using all the elements from the course to put together a 3 minute pitch to present to the group and potential investors</li> </ul>
13:00-14:00	LUNCH
14:00-16:00	<b>PITCHES:</b> 3 minute pitches with questions and feedback from the group and investors
16:00-17:15	<b>Q&amp;A Session with Investors:</b> Your chance to find out what potential investors are looking for and what motivates them
17:15-17:30	CLOSING REMARKS
17:30-19:00	NETWORKING AND DRINKS