



2024 Module A			
Hybrid			
TUE 23 April	WED 24 April	THU 25 April	FRI 26 April
	9:15-9:30 Update Yupar Myint	9:00-10:30 Business Models Julie Barnes / Florin Udrea	9:00-10:30 Funding Sources Arun Muthirulan Matthew Bullock
	9:30-10:45 Developing a Marketing Strategy Phil O'Donovan		
10:30-11:00 Arrival & Registration	Break	Break	Break
11:00-12:30 Programme Introduction Yupar Myint	11:00-12:30 Walking in your Customer's Shoes Leonie Mueck	11:00-12:30 Market Research Chris Lamaison	11:00-12:30 Intrapreneurship & Stakeholder Mapping Jamie Qiu
Lunch	Lunch	Lunch	Lunch
13:30-15:00 Customer Value Propositions Simon Thomas / Lamprini Kaftantzi & Rodney Kelly	13:30-15:00 Mentoring Session	13:30-15:00 Mentoring Session	13:30-15:00 Mentoring Session
Break	Break	Break	Break
15:30-16:30 Welcome to impulse Lord Karan Bilimoria	15:30-17:00 Mentoring Session	15:30-16:30 Mentoring Session	15:30-16:30 Mentoring Session
16:30-18:00 Internal Networking			16:30-17:00 How to Network Faye Holland
	17:00-17:30 Mentor Debrief	17:00-19:00 External Networking	

Key

	<i>impulse</i>
	Intrapreneur focus
	Mentoring
	Networking
	Pitching
	*Workshops
	1 to 1 discussions

* Some workshops are split and the Life Sciences speakers are in blue

NOTE: Programme details are subject to change

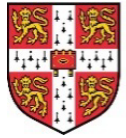
2024 Module B							
Online							
WED 8 May	WED 15 May	WED 22 May	WED 29 May	WED 5 June	WED 12 June	WED 19 June	WED 26 June
9:00-10:30 Marketing Planning Faye Holland	9:00-10:30 IP Strategy/ IP & Regulatory Requirements <i>Allie Elend</i> / Christian Bunke	9:00-10:30 Clarifying your Financial Needs Mike Anstey	9:00-10:30 Selling Skills Paul Duckworth	9:00-10:30 Pitch Presentation Guidance Denise Vorraber	9:00-10:30 How to Build a Sustainable Business Simon Bransfield-Garth	9:00-10:30 Building Business Partnerships Anwar Gilani / Hilary Charles / Robert Peake / Andy Cooke	9:00-10:30 Legal Issues in Starting a Business Trina Hill
Break	Break	Break	Break	Break	Break	Break	Break
12:00-13:00 Demonstration of Market Research Data Collection Luisa Milic	12:00-14:15 1 to 1 Discussions with Business Experts	12:00-13:00 Demonstration: Preparing Financials	12:00-14:15 1 to 1 Discussions with Business Experts	12:00-13:00 Demonstration of Triple Chasm Online Tools Sam Dods	12:00-14:15 1 to 1 Discussions with Business Experts	12:00-13:00 Demonstration of Patent Software Christian Bunke	12:00-14:15 1 to 1 Discussions with Business Experts

Key

-  *impulse*
-  Intrapreneur focus
-  Mentoring
-  Networking
-  Pitching
-  *Workshops
-  1 to 1 discussions

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2024 Module C			
Hybrid			
TUE 9 July	WED 10 July	THU 11 July	FRI 12 July
9:00-10:30 Perspectives on Innovation Hermann Hauser	09:15-09:30 Update Yupar Myint	9:00-10:30 Fundraising <i>Amanda Wooding</i> / Max Bautin	
	09:30-10:45 Pitching for Investment Phil O'Donovan		
Break	Break	Break	
11:00-12:30 Building a Great Team Steve Brierley	11:00-12:30 Founder Characteristics Anne Glover	11:00-12:30 Leading a Diverse Team Soreya Senior	
Lunch	Lunch	Lunch	12:00-13:00 Pitch to Investors/ Innovators
13:30-15:00 Mentoring Session	13:30-15:00 Pitch Practice with experts	13:30-15:00 Mentoring Session	Lunch
			13:30-14:30 Pitch to Investors/ Innovators
Break	Break	Break	Break
15:30-17:00 Mentoring Session	15:30-17:00 Pitch Practice with experts	15:30-17:00 Mentoring Session	15:00-16:00 Wrap up Session
	17:00-19:00 External Networking		18:00-22:00 Celebration Dinner/ Ceremony Magdalene College

Key

- impulse*
- Intrapreneur focus
- Mentoring
- Networking
- Pitching
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- 1 to 1 discussions

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