<table>
<thead>
<tr>
<th>Time</th>
<th>Day</th>
<th>Session</th>
<th>Speakers/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15</td>
<td>TUE</td>
<td>Update</td>
<td>Yupar Myint</td>
</tr>
</tbody>
</table>
| 9:30   | TUE       | Developing a Marketing Strategy  
Business Models  
How to Network | Phil O'Donovan  
Julie Barnes / Florin Udrea  
Faye Holland  
Yupar Myint |
| 10:30  | TUE       | Lunch                                                                    |                                                                                  |
| 11:00  | WED       | Walking in your Customer’s Shoes  
Market Research  
Intrapreneur & Stakeholder Mapping | Leonie Mueck  
Chris Lamaison  
Jamie Qiu |
| 11:30  | WED       | Lunch                                                                    |                                                                                  |
| 13:30  | TUE       | Customer Value Propositions  
Developing a Marketing Strategy  
How to Network | Simon Thomas / Lamprini Kaffantzi & Rodney Kelly  
Phil O'Donovan  
Faye Holland  
Yupar Myint |
| 13:30  | THU       | Welcome to impulse  
Programme Introduction  
Mentoring Session | Lord Karan Bilimoria  
Yupar Myint  
Phil O'Donovan |
| 15:30  | WED       | How to Network  
Mentor Debrief  
Internal Networking  
External Networking | Faye Holland  
Yupar Myint  
Yupar Myint  
Yupar Myint |
| 17:00  | THU       | Wrap-up                                                                  | Yupar Myint                                                                      |

**Key**

- **impulse**
- 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed 8 May</td>
<td>9:00-10:30 Marketing Planning Faye Holland</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 Demonstration of Market Research Data Collection Luisa Milic</td>
<td></td>
</tr>
<tr>
<td>Wed 15 May</td>
<td>9:00-10:30 IP Strategy/ Regulatory Requirements Allie Elend / Christian Bunke</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 1 to 1 Discussions with Business Experts</td>
<td></td>
</tr>
<tr>
<td>Wed 22 May</td>
<td>9:00-10:30 Clarifying your Financial Needs Mike Anstey</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 Demonstration: Preparing Financials</td>
<td></td>
</tr>
<tr>
<td>Wed 29 May</td>
<td>9:00-10:30 Selling Skills Paul Duckworth</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 1 to 1 Discussions with Business Experts</td>
<td></td>
</tr>
<tr>
<td>Wed 5 Jun</td>
<td>9:00-10:30 Pitch Presentation Guidance Denise Vorraber</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 Demonstration of Triple Chasm Online Tools Sam Dods</td>
<td></td>
</tr>
<tr>
<td>Wed 12 Jun</td>
<td>9:00-10:30 How to Build a Sustainable Business Simon Branfield-Garth</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 1 to 1 Discussions with Business Experts</td>
<td></td>
</tr>
<tr>
<td>Wed 19 Jun</td>
<td>9:00-10:30 Building Business Partnerships Anwar Gilani / Hilary Charles / Robert Peake / Andy Cooke</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 Demonstration of Patent Software Christian Bunke</td>
<td></td>
</tr>
<tr>
<td>Wed 26 Jun</td>
<td>9:00-10:30 Legal Issues in Starting a Business Trina Hill</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00-13:00 1 to 1 Discussions with Business Experts</td>
<td></td>
</tr>
</tbody>
</table>

## Key
- **impulse**
- 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 C**

**TUE**
- 9 July
  - 9:00-10:30: *Perspectives on Innovation* Hermann Hauser
  - 11:00-12:30: *Building a Great Team* Steve Brierley
  - 13:30-15:00: *Mentoring Session*

**WED**
- 10 July
  - 9:00-10:30: *Update* Yupar Myint
  - 11:00-12:30: *Founder Characteristics* Anne Glover
  - 13:30-15:00: *Pitch Practice with experts*

**THU**
- 11 July
  - 9:00-10:30: *Fundraising* Amanda Wooding / Max Bautin
  - 11:00-12:30: *Leading a Diverse Team* Soreya Senior
  - 13:30-15:00: *Mentoring Session*

**FRI**
- 12 July
  - 9:00-10:30: *Pitch to Investors/ Innovators*
  - 13:30-15:00: *Pitch Practice with experts*
  - 15:00-16:00: *Wrap up Session*

**Key**
- *impulse*
- 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