








## Impulse Programme 2019 - Timetable

Module A				Individual Assignments	Module B			
Mon 29 April	Tue 30 April	Wed 1 May	Thu 2 May	May - July	Tue 9 July	Wed 10 July	Thu 11 July	Fri 12 July
Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre
	8:45 Update	8:45 Update	8:45 Update	<u>One-to-One Discussions</u>		8:45 Update	8:45 Update	8:45 Update
	9:00 - 10:30 <b>Entrepreneurial Vision</b> Hermann Hauser	9:00 - 10:30 <b>Business Models</b> Florin Udrea (Hi-Tech) Julie Barnes (Life Science)	9:00 - 10:30 <b>Leadership Skills</b> Jenny Williams	Wed 15 May, 14:00 – 16:15 Wed 5 June, 14:00 – 16:15 Wed 19 June, 14:00 – 16:15		9:00 - 10:30 <b>Financial Strategy</b> Max Bautin Anne Dobree	9:00 - 10:30 <b>Pitch Training</b> Phil O'Donovan	9:00 - 10:30 <b>Mentor session</b>
	Tea break	Tea break	Tea break	<u>Workshops</u>		Tea break	Tea break	Tea break
	11:00 - 12:30 <b>Value Propositions</b> Shailendra Vyakarnam	11:00 - 12:30 <b>Marketing Strategy</b> Phil O'Donovan (Hi-Tech) Jane Dancer (Life Science)	11:00 - 12:30 <b>Clarifying your financial needs</b> David Gill	Wed 15 May, 16:30 – 18:30 <b>TBA</b>		11:00 - 12:30 <b>Selling Skills</b>	11:00 - 12:30 <b>Individual Pitch Practice</b> Phil O'Donovan	11:00 - 12:00 <b>Mentor session</b>
	12:30 - 14:00 Lunch with mentors	12:30 - 14:00 Lunch	12:30 - 13:30 Lunch	Wed 5 June, 16:30 – 18:30 <b>Marketing Research</b> Chris Lamaison		12:30 - 14:00 Lunch with mentors	12:15- 14:00 Lunch	12:00 - 13:00 Lunch
	14:00 - 15:30 <b>Mentor session</b>	14:00 - 15:30 <b>Mentor session</b>	13:30 - 15:30 <b>Mentor session</b>	Wed 19 June, 16:30 – 18:30 <b>IP Strategy</b> Christian Bunke		14:00 - 15:30 <b>Mentor session</b>	14:00 - 15:30 <b>One-to-one discussion</b>	13:00 - 14:10 <b>Pitch to investors and innovators</b>
15:00 - 16:00 <b>Registration</b>	Tea Break	Tea Break	Tea Break	<u>Drop-in Sessions</u>		Tea Break	Tea Break	Tea Break
16:00 - 17:30 <b>Programme and participant introduction</b>	16:00 - 17:30 <b>Mentor session</b>	16:00 - 17:30 <b>Mentor session</b>	16:00 - 18:15 One-to-one discussion	Wed 29 May, 12:00 - 13:30 <b>Marketing Plan</b> Sue Higgins		16:00 - 17:30 <b>Mentor session</b>	16:00 - 17:30 <b>One-to-one discussion</b>	Tea Break
17:30 - 18:30 <b>Welcome</b> Lord Karan Billimoria	17:30 - 19:00 <b>Networking</b> Sir Mark Welland	Break 17:45 - 19:15 <b>Building a Team</b> David Cleevly	18:15 - 18:30 <b>Wrap-up</b>	Wed 26 June, 12:00 - 13:30 <b>Presentation Skills</b>		17:30 - 19:00 <b>Individual Work</b>	17:30 - 19:00 <b>Individual Work</b>	16:20 - 17:30 <b>Pitch to investors and innovators</b>
18:30 - 19:30 <b>Networking</b>			18:30 - 20:00 <b>Drinks &amp; Nibbles</b>	<u>Mentor Meetings</u> (individually arranged)	16:30 - 19:30 <b>Networking - Business meets ideas</b> Sir Gregory Winter			17:30 - 18:00 <b>Wrap-up</b>
								19:00 - 22:00 <b>Celebration dinner/ ceremony</b>

**Agenda**

 Individual Work	 One-to-one discussion	 Workshop
 Mentor session	 Pitch to investors/innovators	
 Networking	 Programme	

Note: Programme details are subject to change