








## Impulse Programme 2020 - Timetable

Module A				Individual Assignments	Module B			
Tue 21 April	Wed 22 April	Thu 23 April	Fri 24 April	April - July	Tue 7 July	Wed 8 July	Thu 9 July	Fri 10 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			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 Julie Barnes	9:00 - 10:30 <b>Marketing Strategy</b> Phil O'Donovan	<u>One-to-One Discussions</u> Wed 13 May, 14:00 – 16:15 Wed 3 June, 14:00 – 16:15 Wed 24 June, 14:00 – 16:15		9:00 - 10:30 <b>Building a Team</b> David Cleevely	9:00 - 10:30 <b>Financial Strategy</b> Max Bautin Anne Dobree	9:00 - 10:00 <b>Mentor session</b>
	Tea break	Tea break	Tea break			Tea break	Tea break	Tea break
	11:00 - 12:30 <b>Value Propositions</b> Shai Vyakarnam	11:00 - 12:30 <b>Leadership Skills</b> Jenny Williams	11:00 - 12:30 <b>Clarifying your financial needs</b> David Gill	<u>Workshops</u> Wed 13 May, 16:30 – 18:30 <b>IP Strategy</b> Christian Bunke		11:00 - 12:30 <b>Mentor session</b>	11:00 - 12:30 <b>Selling Skills</b> Lorenzo Vasini	10:30 - 12:00 <b>Mentor session</b> <i>De-brief meeting with mentors</i>
	12:30 - 14:00 Lunch with mentors	12:30 - 14:00 Lunch	12:30 - 13:30 Lunch	Wed 3 June, 16:30 – 18:30 <b>Funding Sources</b> Arun Muthirulan		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 24 June, 16:30 – 18:30 <b>Legal issues in starting a business</b>		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 <i>De-brief meeting with mentors</i>	<u>Drop-in Sessions</u> Wed 27 May, 12:00 - 13:30 <b>Marketing Plan</b> Sue Higgins		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 - 18:00 One-to-one discussion	Wed 10 June, 12:00 - 13:30 <b>Presentation Skills</b> Ken Shaw		16:00 - 17:00 <b>Pitch Training</b> Phil O'Donovan	16:00 - 18:00 <b>Mentor session</b>	Tea Break
17:30 - 18:30 <b>Welcome</b> Lord Karan Billimoria	17:30 - 19:00 <b>Networking with innovators</b> Matthew Bullock	Break/ <i>De-brief meeting with mentors</i> 17:45 - 19:15 <b>Marketing Research</b> Chris Lamaison	18:00 - 18:15 <b>Wrap-up</b>		16:30 - 19:30 <b>Business meets ideas Event</b>	17:00 - 18:30 <b>Pitch Practice</b> Phil O'Donovan	17:30 - 19:00 <b>Individual Work</b>	14:40 - 15:50 <b>Pitch to investors and innovators</b>
18:30 - 19:30 <b>Networking</b>			18:15 - 19:30 <b>Drinks &amp; Nibbles</b>	<u>Mentor Meetings</u> (individually arranged)				Tea Break
								16:20 - 17:30 <b>Pitch to investors and innovators</b>
								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