

## Impulse Programme 2022 - Module A - ONLINE

Module A - Online						
TUE 26 April	WED 27 April	THU 28 April	FRI 29 April	TUE 3 May	WED 4 May	THU 5 May
	9:00-10:45 <b>Value Propositions</b> TBA <span>P M F</span>	9:00-10:45 <b>Market Research</b> Chris Lamaison <span>P M F</span>	9:00-10:45 <b>Business Models</b> Julie Barnes/ Florin Udrea <span>P M F</span>	9:00-10:45 <b>Developing a Marketing Strategy</b> Phil O'Donovan <span>P M F</span>	9:00-10:45 <b>Innovations in Organisations</b> TBA <span>P M F</span>	9:00-10:45 <b>Funding Sources</b> Arun Muthirulan/ Julie Pauley <span>P M F</span>
	Break	Break	Break			
12:00-13:30 <b>Programme Introduction</b> Yupar Myint <span>P M F</span>	12:00-13:30 <b>Mentoring</b> <span>P M F</span>	12:00-13:30 <b>Mentoring</b> <span>P M F</span>	12:00-13:30 <b>Mentoring</b> <span>P M F</span>	12:00-13:30 <b>Mentoring</b> <span>P M F</span>	12:00-13:00 <b>How to Network</b> Faye Holland <span>P</span>	12:00-13:30 <b>Marketing Planning</b> Faye Holland <span>P</span>
	Break	Break	Break		13:00-14:00 <b>Networking with Innovators</b> <span>P G F</span>	12:00-13:30 <b>Intrapreneuring (Stakeholder Analysis)</b> Phil O'Donovan <span>P</span>
14:00-15:00 <b>Welcome Ceremony</b> Lord Karan Bilimoria <span>P M F</span>	14:00-15:30 <b>Mentoring</b> <span>P M F</span>	14:00-15:30 <b>Mentor session</b> <span>P M F</span>	14:00-15:30 <b>Mentoring</b> <span>P M F</span>			
			Break	16:00-17:30 <b>Wrap-up &amp; Get to Know your Fellow Participants</b> <span>P</span>		

Contributors	Programme key	Customised workshops
<span>P</span> Participants	<span>1to1</span> 1to1 Discussions	<span>Workshop</span> Workshop for Entrepreneurs
<span>M</span> Mentors	<span>Individual</span> Individual Work	<span>Workshop</span> Workshop for Intrapreneurs
<span>F</span> Facilitators	<span>Mentoring</span> Mentoring	<span>Workshops</span> Workshops running in parallel for entrepreneurs/ intrapreneurs
<span>B</span> Business Experts	<span>Networking</span> Networking	<span>Workshop</span> Workshop for High Tech
<span>G</span> Guests	<span>Pitching</span> Pitching	<span>Workshop</span> Workshop for Life Sciences
<span>I</span> Investors	<span>Programme</span> Programme	<span>Workshops</span> Workshops running in parallel for High Tech/ Life Sciences
	<span>Workshops</span> Workshops	

Note: Programme details are subject to change.  
Timetable version: 11 Feb 2022

## Impulse Programme 2022 - Module B - ONLINE

Module B - Online						
WED 18 May	WED 25 May	WED 1 June	WED 8 June	WED 15 June	WED 22 June	WED 29 June
9:00-10:30 <b>P M F</b> IP Strategy/ Regulatory Requirement Christian Bunke	9:00-10:30 <b>P M F</b> Clarifying your Financial Needs Mike Anstey	9:00-11:00 <b>P M F</b> Persuasion Skills and Selling Paul Duckworth	9:00-10:30 <b>P M F</b> Pitch Presentation Guidance Denise Vorraber	9:00-10:30 <b>P M F</b> Building a Great Team David Cleevely	9:00-10:30 <b>P M F</b> Building Business Partnerships Anwar Gilan/ Hilary Charles/ Robert Peake/ Sally Curran	9:00-10:30 <b>P M F</b> Legal Issues in Starting a Business Trina Hill
Break	Break	Break	Break	Break	Break	Break
12:00-14:15 <b>P B</b> 1to1 Discussions	12:00-13:00 <b>P</b> Peer Networking (optional)	12:00-14:15 <b>P B</b> 1to1 Discussions	12:00-13:00 <b>P</b> Peer Networking (optional)	12:00-14:15 <b>P B</b> 1to1 Discussions	12:00-13:00 <b>P</b> Peer Networking (optional)	12:00-14:15 <b>P B</b> 1to1 Discussions

Mentor meetings will be individually arranged during Module B

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Timetable version: 11 Feb 2022

	Programme key	Customised workshops
<b>Contributors</b>	1to1 Discussions	Workshop for Entrepreneurs
Participants	Individual Work	Workshop for Intrapreneurs
Mentors	Mentoring	Workshops running in parallel for entrepreneurs/ intrapreneurs
Facilitators	Networking	Workshop for High Tech
Business Experts	Pitching	Workshop for Life Sciences
Guests	Programme	Workshops running in parallel for High Tech/ Life Sciences
Investors	Workshops	

Application deadline: 20 March 2022

## Impulse Programme 2022 - Module C - RESIDENTIAL

Module C - Residential			
TUE 12 July	WED 13 July	THU 14 July	FRI 15 July
9:00-10:30 Future of Innovation for Entrepreneurs Hermann Hauser <b>P M F</b>	9:00-10:30 Pitching for Investment Phil O'Donovan <b>P M F</b>	9:00-10:30 Fundraising Corporate Venturing <b>P M F</b>	9:00-11:00 Mentoring <b>P M F</b>
11:00-12:30 Sustainability Management <b>P M F</b>	Break 11:00-12:30 Preparation for Pitching <b>P</b>	Break 11:00-12:30 Leading a Diverse Team <b>P M F</b>	Break
Lunch break	Lunch break	Lunch break	12:00-15:00 Pitch to Investors/ Innovators <b>P I</b>
14:00-15:30 Mentoring <b>P M F</b>	14:00-17:30 Pitch Practice <b>P B</b>	14:00-15:30 Mentoring <b>P M F</b>	Break
16:00-17:30 Mentoring <b>P M F</b>	15:00-16:00 Wrap up Session <b>P</b>	Break	15:00-16:00 Wrap up Session <b>P</b>
17:30-19:00 Networking <b>P G F</b>	16:00-17:30 Mentoring <b>P M F</b>	16:00-17:30 Mentoring <b>P M F</b>	16:00-18:00 Individual Time
17:30-19:00 Preparation for Pitching <b>P</b>	17:30-19:00 Preparation for Pitching <b>P</b>	17:30-19:00 Preparation for Pitching <b>P</b>	18:00-22:00 Celebration Dinner/ Ceremony <b>P M F B I</b>

“ I enjoy helping people starting new businesses and Impulse provides the right tools for this energizing process. It is like an Ikea kit that gives you contacts, knowledge, and confidence to start your business. My highlight is, seeing people who are new to business thinking, master the ideas and go off after the programme and form successful businesses. ”

*Steve Barlow, Impulse mentor*

Contributors		Programme key	Customised workshops
<b>P</b> Participants	<b>M</b> Mentors	<b>P</b> 1to1 Discussions	<b>W</b> Workshop for Entrepreneurs
<b>F</b> Facilitators	<b>B</b> Business Experts	<b>I</b> Individual Work	<b>W</b> Workshop for Intrapreneurs
<b>G</b> Guests	<b>M</b> Mentoring	<b>M</b> Mentoring	<b>W</b> Workshops running in parallel for entrepreneurs/ intrapreneurs
<b>I</b> Investors	<b>N</b> Networking	<b>P</b> Pitching	<b>W</b> Workshop for High Tech
	<b>W</b> Workshops	<b>W</b> Programme	<b>W</b> Workshop for Life Sciences
			<b>W</b> Workshops running in parallel for High Tech/ Life Sciences

Note: Programme details are subject to change.

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