

Please note: This is a DRAFT schedule and subject to change

2025 Module A			
In-Person (hybrid)			
TUE 29 April	WED 30 April	THU 1 May	FRI 2 May
	9:00-9:15 Update (Yupar Myint)		
	9:15-10:30 Developing a Marketing Strategy Phil O'Donovan	9:00-10:30 Business Models Julie Barnes / Florin Udrea	9:00-10:30 Alternative Funding Sources Arun Muthirulan Matthew Bullock
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 Clarifying your Financial Needs Mike Anstey	11:00-12:30 Market Research Data Collection Luisa Milic
Lunch	Lunch	Lunch	Lunch
13:30-15:00 Customer Value Propositions Simon Thomas / Jason Mellad	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	15:30-17:00 Mentoring Session	15:30-16:30 Mentoring Session
16:30-17:00 How to Network (Faye Holland)			16:30 - 17:00 Wrap up (Yupar Myint)
17:00-18:30 Internal Networking	17:00-17:30 Mentor Debrief	17:00-19:00 External Networking	

Key: [Speaker] / [Speaker] denotes Life Sciences or Tech specific split sessions

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2025 Module B								
Online								
WED 7 May	WED 14 May	WED 21 May	WED 28 May	WED 4 June	WED 11 June	WED 18 June	WED 25 June	WED 2 July
9:00-10:30 Marketing Planning Faye Holland	9:00-10:30 IP Strategy <i>Allie Elend</i> / Christian Bunke	9:00-10:30 Intrapreneurship & Stakeholder Management	9:00-10:30 Selling Skills Paul Duckworth	9:00-10:30 Pitch Presentation Guidance Denise Vorraber	9:00-10:30 Building Business Partnerships Anwar Gilani + panel	9:00-10:30 Sustainability & Social Impact	9:00-10:30 Legal Requirements for Starting a Business Trina Hill	9:00-10:30 Demystifying Term Sheets Chris Tapper
Break	Break	Break	Break	Break	Break	Break	Break	Break
12:00 - 13:00 Demonstration Building a Financial Model David Sade	12:00-14.15 1 to 1 Discussions with Business Experts	12:00 - 13:30 1 to 1 Mentor Sessions <i>with other group Mentors</i>	12:00-14.15 1 to 1 Discussions with Business Experts	12:00 - 13:00 Demonstration Market Research Chris Lamaison	12:00-14.15 1 to 1 Discussions with Business Experts	12:00 - 13:30 1 to 1 Mentor Sessions <i>with other group Mentors</i>	12:00-14.15 1 to 1 Discussions with Business Experts	12:00 - 13:00 Demonstration Patent Software Christian Bunke
Ongoing Mentor Sessions								

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2025 Module C			
In-Person (hybrid)			
TUE 8 July	WED 9 July	THU 10 July	FRI 11 July
9:00-10:30 Perspectives on Innovation Hermann Hauser	9:00-9:15 Update (Yupar Myint) 9:15-10:30 Pitching for Investment Phil O'Donovan	9:00-10:30 Fundraising Amanda Wooding / Max Bautin	9:00-10:30 How to Hire Jen Richardson <i>Alumni breakfast + networking session</i>
Break	Break	Break	
11:00-12:30 Building a Great Team Andy Richards Simon Bransfield-Garth	11:00-12:30 Founder Characteristics Anne Glover	11:00-12:30 Building and Leading a Diverse Team Rebecca Simmons	
			12:00 - 13:00 Pitch to Investors & Innovators
Lunch	Lunch	Lunch	Lunch
13:30-15:00 Mentoring Session	13:30-15:00 1 to 1 Pitch Practice with experts	13:30-15:00 Mentoring Session	13:30-14:30 Pitch to Investors & Innovators
Break	Break	Break	Break
13:30-15:00 Mentoring Session	13:30-15:00 1 to 1 Pitch Practice with experts	15:30-17:00 Mentoring Session	15:00 - 16:00 Wrap up Session
	17:00-19:00 External Networking		
			18:30 - 22:00 Celebration Dinner / Ceremony Downing College

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