

COMMERCIALIZING YOUR INNOVATION

postgraduate course | june 15-19, 2015

Life and Health Sciences Research Institute (ICVS)
School of Health Sciences, University of Minho
Braga, Portugal

Welcome to the postgraduate course

COMMERCIALIZING YOUR INNOVATION

How do you turn a discovery into a profitable company? Building a new company doesn't follow straight lines. Having an exciting new product doesn't guarantee success. Working harder than ever doesn't necessarily bring in revenue. What can you do? In this course, you will learn the essential elements of a solid business plan, and be able to practice them by writing YOUR OWN biz plan. In the process, you will learn where to start – from writing a compelling concept statement to defining your first deliverable. Foundations of a successful business will be explored: feasibility analysis to testing assumptions, to learning the dynamics of money.

ORGANIZING COMMITTEE

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PROGRAMME

June 15th 2015 - 9:30 AM to 4:00 PM with 30' working lunch

THE ESSENTIAL ELEMENTS OF A BIZ PLAN

Executive Summary | Market Analysis | Company Description
Organization & Management | Marketing & Sales Management | Service or Product Line
Funding Request | Financials

June 16th 2015 9:30 AM to 4:00 PM with 30' working lunch

A SUCCESSFUL COMPANY

Well defined goals and milestones | Reasonable timeline | Customer interface
Required competencies | Key roles What is yours? | Exercises

June 17th 2015 9:30 AM to 4:00 PM with 30' working lunch

THE RIGHT BUSINESS MODEL

Which one has the highest chance for success? | Relationship between model and team
Exercises

June 18th 2015 9:30 AM to 4:00 PM with 30' working lunch

COSTS

Customer acquisition cost | Cost of selling | Working capital requirements
Cash-flow and sales cycles | "Rainy day" fund
Sensitivity analysis (when things don't go according to plan)
Manufacturing and Distribution Cost | Exercises

June 19th 2015 9:30 AM to 4:00 PM with 30' working lunch

DIFFERENT TYPES OF FUNDING

Is your biz attractive as an investment? | Different sources of capital and their trades-offs
Getting along with the source of your capital | Exercises