



Celebrating N8 AgriFood Pre Conference Event: Commercialising your agri-food research

21st October The Principal, York

BioVale are running a one-day workshop aimed to help you understand how to pitch your ideas and enter the market, whether selling a service, licensing a technology or developing a spin-out. The day will include interactive exercises, successful case studies from N8 AgriFood, and time with experts and mentors.

You don't have to have a business idea in mind, just an interest in increasing the impact of your research through a commercial route.

Panel:

Confirmed: James Stockdale, University of York Enterprise Fellow, Skyline

Confirmed: Inspirational speaker: Charles Veys Director of University of Manchester spin out Fotenix

Confirmed: Roxana Teodor, University of York, Patent pending University spin out company in development CNAP

Business Mentors:

Confirmed: Mathys and Squire patent attorneys

Confirmed: Tony Walker, Director of Innovation Optimiser at The University of Manchester Intellectual Property (UMIP) <https://www.icurenxw.com/about/>

Attendees:

ECR's/ any researchers interested in the process of commercialising their research. Attendees do not need to have a specific business idea in mind.

	Activity
09:30	Coffee and registration

Commercialising your agri-food research Agenda

10.00	5 min - Intro and welcome To include the importance of networking and contacts
10-10.15	10 minutes- Inspirational talk (Fontenix)
10.15- 10.35	20 mins - Business idea generation- participatory activity
10.35- 11.35	1 hr- Scamper technique for creative thinking analysis Problem definition- Pairs, groups or individuals
11.35- 11.50	Tea and Coffee
11.50- 12.30	Value Proposition definition
12.30 – 13.00	Case studies/ Success stories from panellists. 5 mins each
13.00 – 14.00	Lunch. Value prop exercise: Lunchtime activity. Each attendee will develop the value proposition for a company – this could be for their own business idea or for the business of the panellist's (they will be given a one page outline of each of the panellist's business' or business idea. Attendees will be asked to identify what the value proposition is based on this information).
14.00- 14.20	Value proposition exercise feedback
14.20 -14.30	Introduce Lean Canvas business model
14.30 -14.40	IP and research – Mathys and Squire
14.40 – 14.50	Tea and Coffee
14.50 – 15.30	Meet the mentors - Round table discussions with panellists and business Mentors
15.30 -15.45	Tony Walker: Research, Innovation and Commercialisation support at Universities and the Icure Program.
15.45 -15.50	Biovale: Next Steps
15.50 – 16.00	Q and A