

BioBase4SME Innovation Biocamp

Date: Sunday 3rd June - Friday 8th June 2018

Location: Hawkhills, Easingwold, UK YO61 3EG

APPLY NOW for €7000 worth of fully funded, specialist training for you and your business. Join other new, innovative and ambitious companies for an intensive, week-long course that will give you the tools you need to help you commercialise your idea and grow your company.

Each session of the training programme will start with a lecture from an expert in a key aspect of business growth, followed by a group exercise mediated by an experienced facilitator. You will then apply the learning from the session to your own company and pitch to a panel of specialist investors at the end of the Biocamp.

HOW YOU WILL BENEFIT

- 1-1 mentoring sessions with successful business leaders and investors
- masterclasses from experts in finance, regulation, risk and opportunity
- live pitch to a panel of specialist investors, active in the sector
- peer-to-peer learning and networking with bio-based companies from across NW Europe

WHAT YOU WILL LEARN

- how to analyse your value proposition and develop your business model
- identifying and securing your customers and other people you need to grow
- how to address operations, intellectual property and risk management
- communicating effectively with your investors, customers and suppliers

WHAT IS INCLUDED

- all course materials
- all teaching, lecturing and mentoring
- investor pitch opportunity
- accommodation and catering at Hawkhills House in the Yorkshire countryside
- social programme to encourage networking

WHO THE COURSE IS FOR

New, innovative companies and start-ups working in the bioeconomy, which are based in the Interreg North West Europe area:
<http://www.nweurope.eu/about-the-programme/the-nwe-area/>.

BioBase4SME is operated and/or co-financed by:

BioBase4SME

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OVERVIEW OF THE TRAINING PROGRAMME

Day 1 | Sunday 3 June arrive early evening

- Introductory company pitches
- Dinner
- Talk: 'Your network is your net worth.'

Day 2 | Monday 4 June

- What is your value proposition - who will buy your product or service?
- Key note from successful business that has realised its value proposition
- Introduction to Lean Canvas business model - explore company vision, risk and assumptions
- Evening talk by Mike Hartley, Kepier & Co.: 'Non-executive directors'

Day 3 | Tuesday 5 June

- Customer discovery: how to validate your value proposition and business model
- Leadership activity
- Strategic communications
- Social evening in York

Day 4 | Wednesday 6 June

- Operations: managing quality, meeting expectations, reducing overheads
- Successful outsourcing
- Speaker: Charlotte Watkins, Secerna LLP 'Protecting your intellectual property'
- Intellectual property activity

Day 5 | Thursday 7 June

- Speaker: Rob van de Meij, Capricorn Ventures 'Company valuation and assessment'
- Developing pitching skills
- Participants are paired with business leaders for one-to-one mentoring sessions

Day 6 | Friday 8 June

- Pitch preparation: work to develop a convincing investor pitch
- Pitch fest: Live pitch to panel of specialist investors
- Social evening in York

How to apply:

- Download an application from the www.biovale.org/event/innovation-biocamp/
- Return the completed application form to biorenewables@york.ac.uk.

For further information, email info@biovale.org or call +44 (0) 1904328045.

Deadline for applications is Friday 13 April 2018.

Applications will be reviewed by the project committee, you will receive a final confirmation on your participation **by Friday 27 April 2018.**

**For more information
on the selection criteria and procedure:**

www.nweurope.eu/BioBase4SME

Applications are now open.

