

COMPANY CREATION CONFERENCE

Delivered by Strathclyde Entrepreneurial Network

Wednesday 2nd May | 10:00 AM – 6:00 PM
Strathclyde Business School (Stenhouse Wing)

10:00 – 10:30

Arrival, Registration and Morning Refreshments

10:30 – 11:30

Opening Plenary

Entrepreneurial Leadership: Leveraging the past to shape the future

Prof Sara Carter: Associate Vice Principal for Learning & Teaching, University of Strathclyde

Dr Margaret Anne Craig: CEO, Clyde Biosciences

Prof Lynne Cadenhead: Chair, Women's Enterprise Scotland

Adrian Gillespie: Chief Commercial Officer, University of Strathclyde

A panel of successful entrepreneurs and business leaders will compare and contrast the entrepreneurial landscape of the last 20 years. This discussion will highlight the opportunities and challenges facing start-ups today, while also identifying the characteristics that have remained a vital part of the success of entrepreneurial leaders. This inspiring session will spark a discussion on the following question: how can we build on the foundation of Scotland's resilient entrepreneurial culture to create a step-change in developing global business success?

11:30 – 12:45

Parallel Session 1

Health Checking Your Idea: Building a Business Model Canvas

Professor Jonathan Levie, Hunter Centre for Entrepreneurship

The Business Model Canvas is used to describe, design and challenge your business model. This session will help you to test and validate your business idea, while also identifying gaps and evaluating risk areas in your business plan.

Investment: A Business Angel's Perspective

Jamie Andrew: Chairman, TRICAPITAL

This session will introduce you to the different types of investment and the key factors that business angels look for when investing in a company. You'll receive a practical overview of how to prepare for an investment presentation, what role risk and people play in your company, types of exit and key points to be aware of on the journey from investment to exit.

Commercialising Your Research at Strathclyde

Dr Catherine Breslin: Commercialisation Manager, Research & Knowledge Exchange Services

This workshop is designed to give participants the fundamentals of the University's Commercialisation process and provide the opportunity to ask questions relevant to their own commercial aspirations. It will cover the University's Key Performance Indicators relating to Knowledge Exchange; key messages on protection, disclosure and ownership of IP and the role of Research and Knowledge Exchange Services.

12:45 – 14:00

Networking Lunch & Exhibition

14:00 – 15:15

Parallel Session 2

Start-Up 101: Have Fun, Make Money, Live a Better Life

Ewan Ecclestone: Business Advisor, Glasgow City Council

Iain Scott: Founder, Enterprise Iain

Anyone can start a business. But start with you, not the business plan. Begin with why, not how. Being in business is about a better life. It's as much about personality as finance. And who says it can't be fun?

Entrepreneurial Finance

Professor Jonathan Levie: Hunter Centre for Entrepreneurship

Understanding finance and the value of money is key to any business's success. This session will focus on the benefits of understanding the financial aspects of your business, such as the importance of

market research and the difference in running costs and profit. Examples will be shown to demonstrate financial subjects essential for start-up and growth.

Intellectual Property: Commercial Drivers

Donald Lawrie: Director, Lawrie IP

Every company has intellectual property (IP). However, which forms offer the best commercial advantage for the business? This session will include a brief rundown of the different types of IP and a look at why you should (or shouldn't) protect it.

15:15 – 15:30

Comfort Break and Afternoon Refreshments

15:30 – 16:45

Parallel Session 3

Accessing External Funding

Dr Jonathan Simpson: SMART Appraisal Officer, Scottish Enterprise

Claire Partridge: Wider Innovation Team, Scottish Enterprise

Entrepreneurs have access to a plethora of funding opportunities through various organisations across Scotland. This session will highlight key grants and awards that are available to start-ups and will provide participants with information on how to apply and access funding.

Perfecting Your Pitch

Dr Richard Norris: Consultant, Kissing With Confidence

You always need to be pitch ready, whether on the elevator, in the street or in front of a panel of investors. Pitches are powerful tools that can often mean the difference between success and failure for your business / idea. In this energetic and engaging workshop you'll learn how to prepare for your next pitch using the **Kissing With Confidence Method** (which has been taught to over 20,000 delegates in 18 years). You'll also find out how to make the all-important **Emotional Connection** with your audience and use the **Art of Delivery** so that your pitch has energy, spontaneity and creativity. You'll even have an opportunity to develop, practice and perfect your pitch amongst your peers!

Legal Aspects of Building a Business

Stewart Moy: Senior Solicitor, Morton Fraser

The legal process of forming a company is not always one that is straight-forward and it is important to understand the legal risks involved. This session will cover the legal issues faced when setting up a business, considering types of structures and key agreements to put in place when starting up.

16:45 – 18:30

Drinks Reception