

NEW VENTURE CREATION 1: FIRST STEPS TOWARDS SPIN OUTS AND START UPS

Company creation is a key element in the mix of instruments that allow Universities to deliver impact from their funding inputs and research outputs. This course is ideal for those with little practical experience of company formation, seeking to explore when creating a new venture is appropriate from a range of different stakeholder perspectives. It will develop practical hand-on skills in how to determine whether projects are suitable for new company formation and when to start a new company.

Summary: Creating spin out companies can be a challenging and immersive experience. This course gives a framework for embracing this exciting challenge. The course enables delegates to develop practical skills in selecting appropriate opportunities, developing a compelling value proposition, testing the market, and pitching. It also deals with managing the basic administrative aspects of company formation. It is particularly useful for those who are developing their case management skills and looking to understand more about the complexities of this area.

Suitable for: The course is suitable for knowledge exchange and commercialisation professionals working in academic, public sector research or NHS innovation environments. Delegates might have significant experience in KEC, but little practical experience of spin-out formation and may be looking to develop this activity in their institution. The course is an ideal primer for NVC2 which deals with these issues in greater detail and gives additional insight in how to form a high-growth company with VC finance. It is also a useful next step for delegates who may have already attended Fundamentals of Technology Transfer or Research Contracts course.

LEARNING OBJECTIVES:

On completing the course, delegates will be able to:

- Define what success in spin out creation looks like from a range of stakeholder perspectives
- Recognise and select opportunities to develop new companies
- Build compelling value propositions and effective business propositions
- Understand basic business models and how they compare
- Develop a pitch to win senior management support
- Manage the basic administrative aspects of company formation

Trainers on this course use innovative, interactive techniques to immerse delegates in a valuable and enjoyable learning experience.

A highly interactive and participative programme, delegates will also have the opportunity to hear from (and speak directly with) academic, industrial and business development practitioners from some exemplary alliances. Networking time is included.



Follow-on course: New Venture Creation 2: Launching a high growth spin out company

To book your place on the next course, please visit www.praxisunico.org.uk or email info@praxisunico.org.uk

“Great course. Great speakers. Great content” — Siobhan Daniels, UMIP

Course Director: Dr Rich Ferrie

Dr Rich Ferrie has over 25 years' experience in scientific and commercial roles, and is currently Director of Operations and Head of UMIP - the technology transfer division of UMI3 Ltd. He leads a group of 26 people responsible for identifying, protecting and commercialising all intellectual property arising from the University of Manchester.



REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS:

All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your application to become a Registered Technology Transfer Professional (RTTP). For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at www.attp.info.

