



**BIONEXT PROGRAMME:
*CREATING HOME GROWN CHAMPIONS IN THE
BIOTECHNOLOGY SECTOR***

Oxford Accelerator Programme

Draft Agenda

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1. Introduction

The Oxford Accelerator Programme (OAP) will take place at Lady Margaret Hall, one of the prestigious colleges of the University of Oxford. Delegates will be accommodated within the college, and presentations, training sessions and mentoring will be held at Lady Margaret Hall's Jerwood conference facility.

The OAP sessions will assist participating companies to develop an understanding of winning product brand strategies, to identify company weaknesses, to help companies to identify potential new (target) markets, to understand the regulatory nature of these markets and to develop viable market entry strategies. As such, the training sessions are created to lay the foundation for growth acceleration of the companies while realising the main objective of the project, namely the creation of global Malaysian Bio-based companies.

By the end of the OAP, the participating companies will be in a position to formulate their executable action plans, taking together the information provided from their programme application forms, business pitches, our assessment of the environment, learning from the Accelerator Programme and input from mentors. Action plans will include international market development, branding strategy, channel development and product certification.

2. Programme Agenda

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday						
	27-Sep	28-Sep	29-Sep	30-Sep	01-Oct	02-Oct	03-Oct						
8:30-9:00	Delegates land at Heathrow Airport: coach transfer to Oxford → Check-in at LMH Oxford	Breakfast in college	Breakfast in college	Breakfast in college	Breakfast in college	Breakfast in college	Breakfast in college						
9:00-9:30		Welcome address	Developing your pitch - Dr Tim Hart (Isis Enterprise)	Product certification (Nigel Baldwin, Intertek)	Identifying and initiating relationships with channel partners (Sharon Eaton, BioChannel Partners Ltd)	Creating and executing marketing and communication plans (Jody Chilton, D6)	Presentations to Biotech Corp & SME Corp CEOs on the company's Strategic Action Plan						
9:30-10:00	Breakfast in college	Presentation: International market development plans (Dr Steve Cleverley, Isis Enterprise)	Mentoring: pitching and presentations	Mentoring: product certification plans	Mentoring: channel partner plans	Mentoring: marcomms plans							
10:00-10:30	Free time	BREAK	BREAK	BREAK	BREAK	BREAK	BREAK						
10:30-10:45													
10:45-11:00													
11:00-11:30								Mentoring: International Market Development Plans (IMDP)	Mentoring: pitching and presentations	Mentoring: product certification plans	Mentoring: channel partner plans	Mentoring: marcomms plans	Presentations to Biotech Corp & SME Corp CEOs on the company's Strategic Action Plan
11:30-12:00													
12:00-12:30													
12:30-1:00													
1:00-1:30	Lunch in college	Lunch in college	Lunch in college	Lunch in college	Lunch in college	Lunch in college							
1:30-2:00													
2:00-2:30	Networking amongst participants	Mentoring: International Market Development Plans (IMDP)	Visit to Oxford Instruments AND Biotrans (Jason King, CEO)*	Supporting claims with evidence (Nigel Baldwin, Intertek)	Group Photograph	Branding strategy (Paul Temporal, Saïd Business School)	Presentations to Biotech Corp & SME Corp CEOs on the company's Strategic Action Plan						
2:30-3:00				BREAK	Mentoring: supporting claims - desk research	Mentoring: pitching and presentations		Mentoring: brand strategy					
3:00-3:30									BREAK	BREAK			
3:30-3:45													
3:45-4:00		Retail market requirements (Nicola Cardy, Wallgreens Boots Alliance)					BREAK						
4:00-4:30	Free time	Mentoring: retail market plans/IMDP	Free time	Mentoring: supporting claims/product certification plans	Case studies/guest presentations and networking - reps from eg. Sibelius Natural Products, For Goodness Shakes, PharmaVentures (final line up TBC)	Mentoring: brand strategy	Farewell						
4:30-5:00													
5:00-5:30								Free time to work on IMDP	Free time	Project support via Isis Enterprise Hong Kong (David Baghurst, Isis Enterprise HK)	Free time	Networking with guests	Free time to work on pitches/presentations
5:30-6:00													
Evening	Dinner in college	Dinner in college	Dinner in college	Dinner in college	Gala Dinner in college	Dinner in college	Depart Oxford at 5pm: coach transfer to Heathrow Airport						
	*The meeting room at Biotrans can hold a maximum of 16 people; the visit to Oxford Instruments is still to be finally confirmed												

3. Session Notes

Presentations are typically followed by sessions of individual company or small group mentoring and coaching, as illustrated by the above Programme Agenda. Mentoring sessions will be used to translate the content of the presentations into implications and action plans for the individual companies.

International Market Development Plans

Presenter: Dr Steve Cleverley, Head of Isis Enterprise

- Planning for successful international expansion
- Tools for evaluating opportunities and developing strategies
- Presentation followed by individual and small group mentoring/coaching to support individual company International Market Development Plans (IMDP)

Retail market requirements

Presenter: Nicola Cardy, Senior Development Manager Healthcare Innovation, Wallgreens Boots Alliance

- Understanding the requirements of working with leading retailers
- In her role at Boots, Nicola uses consumer insight, product development and scientific expertise to identify and evaluate the scientific credibility and commercial potential of novel/innovative technology and consumer healthcare products for WBA Global Brands to ensure a full, balanced and consistent flow of consumer-relevant and scientifically differentiated innovation into the New Product Development (NPD) pipelines.
- She works with external academic/research institutions, university spin outs, SMEs or other innovative organisations as the source of this novel technology and ensure rapid internal evaluation and implementation of commercially viable innovation opportunities.

Developing your pitch

Presenter: Dr Tim Hart, Managing Consultant, Isis Enterprise

- Lessons from pitches in KL Capacity Building Workshop
- Techniques for pitching to potential partners – investors/sponsors, business partners...
- Presentation followed by individual and small group coaching and mentoring

Visits: Oxford Biotrans and Oxford Instruments

Oxford Biotrans:

- Meeting with Jason King, CEO
- Oxford Biotrans is a University of Oxford spin-out company supported by over 15 years of research by Dr Luet Lok Wong from the Department of Chemistry. The company will develop and commercialise enzymatic process technologies that yield high-value chemical compounds
- The company's technology yields natural-grade products from natural feedstocks and offers security of supply by using readily-available feedstocks
- Its first product will be natural-grade nootkatone (the flavour and scent of grapefruit) made by biotransformation of natural valencene (a citrus extract readily obtained from oranges).

Oxford Instruments: *(subject to final confirmation)*

- Case study of established technology spin out company with track record of successful international market development
- Oxford Instruments is a leading provider of high technology tools and systems for research and industry – including the food & beverage sector. The company designs and manufactures equipment that can fabricate, analyse and manipulate matter at the atomic and molecular level.

Product certification; Supporting claims with evidence

Presenter: Nigel Baldwin, Director, Scientific and Regulatory Consulting, Europe, Intertek Scientific & Regulatory Consultancy

- The product certification process – what are the typical steps, what information has to be compiled, what are the timeframes?
- Mentoring/small group session: to start preparing individual company certification plans/roadmaps
- Short presentation on “Supporting claims with evidence” – followed by small group/individual company mentoring working to identify and gather supporting evidence they need from existing literature.

Project support via Isis Enterprise Hong Kong

Presenter: David Baghurst, Director at Isis Innovation (Hong Kong) Limited

- Overview of Isis Enterprise Hong Kong highlighting support that can be provided by Isis in that region

Identifying and initiating relationships with channel partners

Presenter: Sharon Eaton, Managing Director, BioChannel Partners Ltd

- The role of the channel partner manager
- Analysis of the current situation
- Gap analysis

- Channel partner recruitment

On completion of this session, delegates will:

1. Have a clear understanding of the roles and responsibilities of a channel partner manager
2. Be able to conduct an internal audit in preparation for the development of the distributor recruitment and management plan
3. Have developed a process for accessing the gaps in the current distributor network
4. Have developed a process for recruiting distributors

Case studies/guest presentations and networking

Case studies from:

Alex Brooks, Marketing & Category Development Director, For Goodness Shakes

- Developing the For Goodness Shakes brand

Fintan Walton, CEO & Founder, PharmaVentures

- Douglas Pharmaceuticals acquisition of Vital Foods Phloe product line and the importance of IP strategy

Sibelius Natural Products

- Case study: Sibelius is a unique natural products company specialising in developing and testing proprietary nutraceutical and cosmeceutical ingredients. The company develops products aimed at targeting age-related diseases, using evidence-based biological anti-ageing properties of nutraceuticals.

Networking event

- “Speed dating” format
- Including above guest speakers and others (final line up of attendees TBC).

Creating and executing marketing and communication plans

Presenter: Jody Chilton,

- Three critical questions:
 - Who are our customers?
 - Where are our customers
 - How do they consumer this media?

- Customer segmentation
- Customer needs
- Value and product proposition
- Messaging and proof points
- Demand generation
- Channel threading:
 - Social media
 - Importance of online
 - Multichannel experience
- Bought, owned and earned media choice
- Checklist
- Bigger thinking
 - Big data
 - Sales integration
 - Media landscape and programmatic spend

Objective: That delegates walk out the room with the ability to develop basic operational marketing communications plans for any new market they enter.

Goals:

- Input: marketing communication theory
- Input: Operational frameworks and templates
- Process: Delegates to complete templates
- Output: Self and peer review template attempts

Branding strategy

Presenter: Dr Paul Temporal, Associate Fellow, Saïd Business School, University of Oxford

- Understanding branding strategy – a prerequisite to action planning
- (Further content details pending)

Presentations to Biotech Corp & SME Corp CEOs on the company's Strategic Action Plan

Presenters: The 10 participating companies

Focus of presentations:

- Present international market plans
- Support and resources needed to implement plans