

BrisSynBio

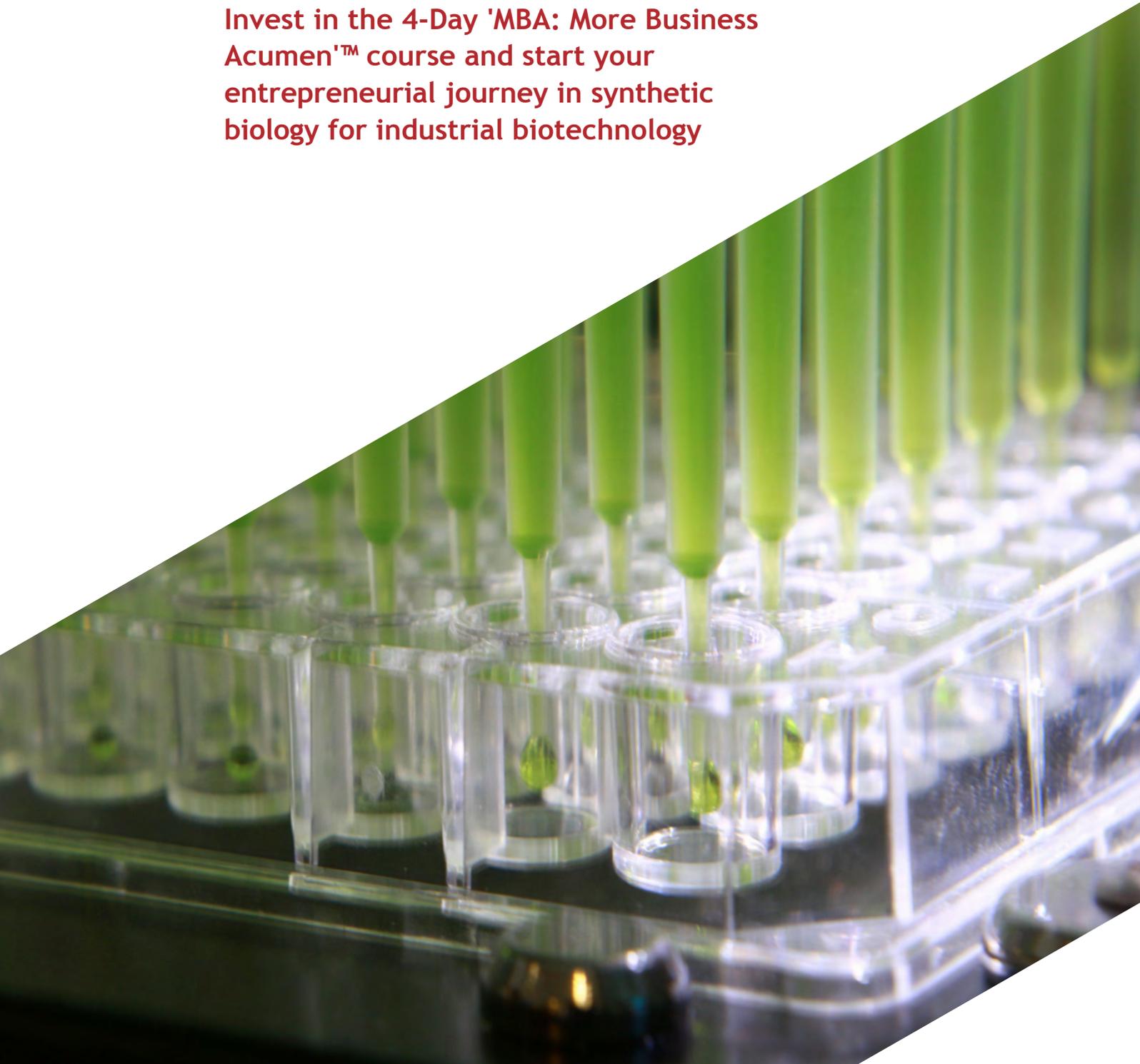
biomolecules to biosystems
from understanding to design

BrisSynBio 4-day MBA 'More Business Acumen'™

Building a Synthetic Biology-rich Biotech Business from Scratch

Join us in Bristol from 9th - 12th April 2018

Invest in the 4-Day 'MBA: More Business
Acumen'™ course and start your
entrepreneurial journey in synthetic
biology for industrial biotechnology





The SynbiCITE 4-Day MBA

The 4-Day 'MBA: More Business Acumen'[™] course will develop the entrepreneurship of future biotechnology leaders that is so keenly demonstrated across the industry and is ideal for those wanting to start-up their own business or already in the early stages of their business.

As part of the UK's drive to grow industrial biotechnology, this interactive course run by SynbiCITE, will cover the main strategies required to establish, build and manage a synthetic biology-rich biotechnology company with particular focus on set-up, funding and intellectual property (IP).

Who should apply?

The course is aimed at budding entrepreneurs, from postgraduates to seasoned academics who want to gain a thorough understanding and start a business in the biotechnology sector. We are especially interested in hearing from female entrepreneurs.

Limited to thirty places, applicants will be selected on the basis of their application and demonstration of their potential to take their inspiration to innovation and beyond.

The course is taking place at Unit DX, Bristol's newest science accelerator.

Registration fee includes all course materials and access to general sessions, networking facilitation, luncheons, receptions, and evening dinners. Hotel and travel costs are not included.

Registration rates:

Registration is £250 with a discounted rate of £100 available for students - please enquire to Andy Boyce at **BrisSynBio** andy.boyce@bristol.ac.uk for further details.

How to apply:

To apply, please complete the attached application form and send it to Andy Boyce:
andy.boyce@bristol.ac.uk

The closing date for applications is 28th March 2018

For questions and queries, please contact
Andy Boyce at BrisSynBio: andy.boyce@bristol.ac.uk





What to expect

Participants will

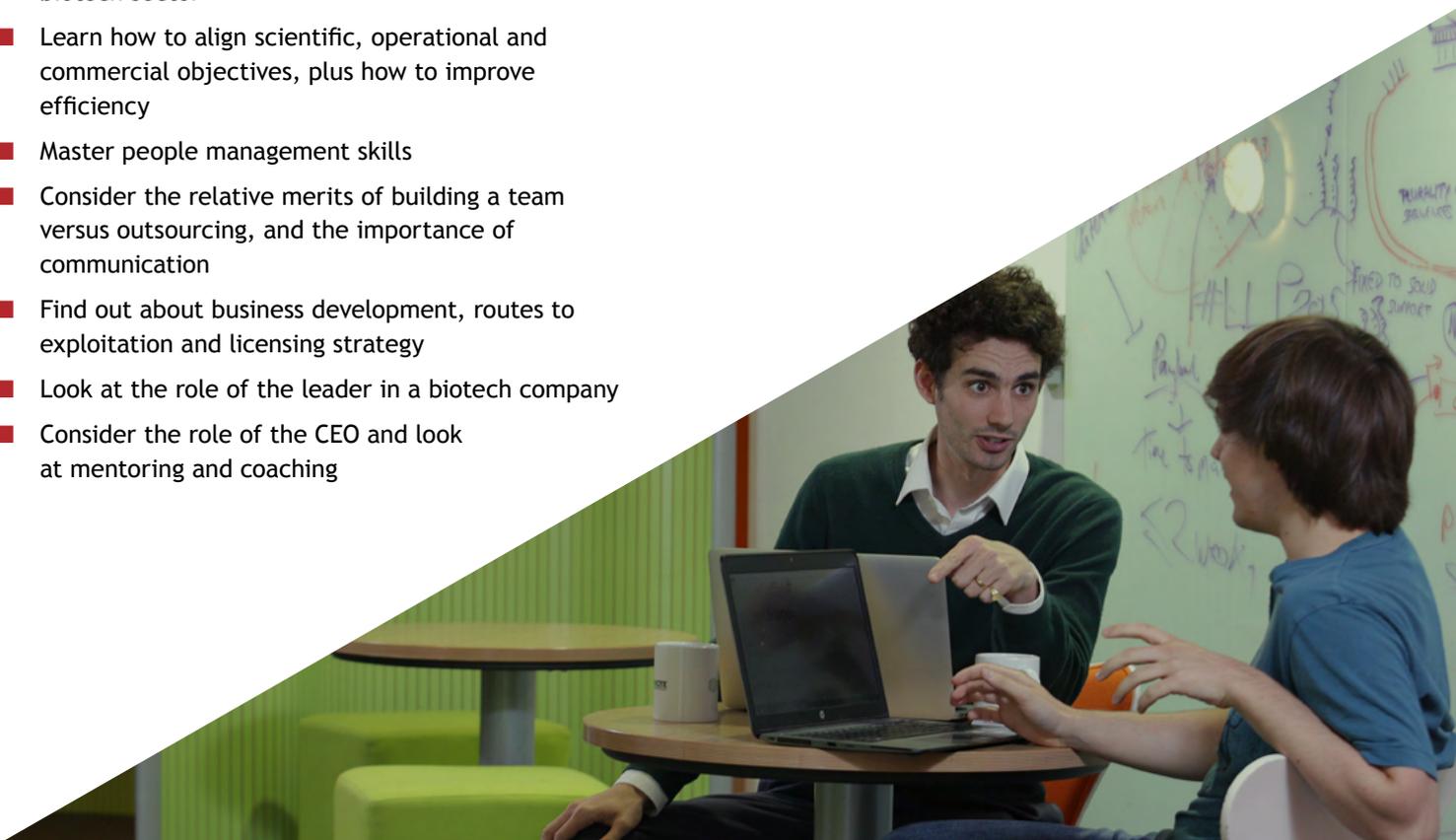
- Learn how to turn a good idea into a real business opportunity
- Consider the main challenges for the industry - both now and in the future - and look at the main attributes required for biotech leadership
- Find out how to define the market opportunity
- Gain a thorough understanding of the biotechnology industry and high value manufacturing.
- Understand how to protect intellectual property
- Understand about funding and how to go about getting your company funded
- Look at how much to raise and when, as well as how to value your business
- Discover when it's the right time, when you're ready and how to pitch to potential investors
- Get to grips with operational strategy in the biotech sector
- Learn how to align scientific, operational and commercial objectives, plus how to improve efficiency
- Master people management skills
- Consider the relative merits of building a team versus outsourcing, and the importance of communication
- Find out about business development, routes to exploitation and licensing strategy
- Look at the role of the leader in a biotech company
- Consider the role of the CEO and look at mentoring and coaching

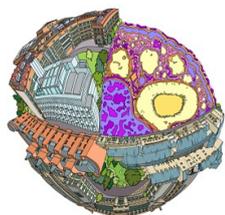
About the Course Facilitation

The course is facilitated by an expert group in the biotechnology, materials, software and pharma commercialisation field.

The course is run by SynbiCITE, who use a team of independent consultants and a registered Growth Coach with over 100 years of biotechnology industry experience between them and who have extensive expertise in mentoring and advising early-stage businesses and management teams and have senior management experience from start-up through to IPO and trade sale.

There will be a variety of guest speakers and evening dinner presentations from various experts and companies, investors and entrepreneurs along with networking opportunities with potential funders, investors and collaborators.





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Application Form



Dear BrisSynBio

I want to bring the power of entrepreneurship to my innovation skills so I'd like a place on the SynbiCITE '4-Day MBA: More Business Acumen'[™] course, hosted by BrisSynBio at Unit DX, Bristol which starts with an introduction dinner at 18:00 on Sunday evening of the 8th April 2018; the course starts at 9:00am Monday 9th April, includes evening events ending at around 21:30 and runs through to the evening of Thursday 12th April 2018.

I understand that places are limited and I am not guaranteed a place simply by applying. The applications will be made on a first-come, first-served basis and BrisSynBio reserves the right to hold a number of places for researchers in Bristol and the South West. I will be informed within 3 working days if I have a place or a position on the waiting list.

I will make my own travel arrangements and accommodation arrangements (preferential hotel rates will be available through Bristol University and BrisSynBio).

I confirm that I will attend and participate fully in the course for its duration.

I understand that any IP brought to the course remains my property and that I will not disclose or use other's IP without their formal written permission.

Signature:

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Name:

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Institution:

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Position:

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NOT essential but a good idea to think about

My Synthetic Biology-based Industrial Biotechnology business idea or business is...

(150 words or fewer please)