



The University of Plymouth's Entrepreneurship Programme is aimed at helping budding entrepreneurs develop their skills and knowledge on how best to commercialise their own business ideas.

The programme comprises of two quite different delivery elements, with suitability depending upon the specific needs of the participant.

The first one being based upon the delivery of specialist workshops in a range of business related topics, and the second one, 'fast track to business success' programme, providing participants with the opportunity to explore their business ideas in practice. With guidance from dedicated programme mentors chosen from the private sector, the outcome of this programme could involve the setting up of a company, or the manufacture of a low cost prototype, or even writing up business plans suitable for attracting potential investors or licensees.

Participants can opt to enrol on both elements of the programme, or fast track onto the business success programme on completion of a successful application process.

The Entrepreneurship Programme is part of a much larger three-year programme called Knowledge Exploitation South West (KESW). Funded by the South West Regional Development Agency the programme aims to boost productivity and competitiveness of regional business through better exploitation of the Higher Education knowledge base in the South West.

The pilot programme starts in June 2003 at the University of Plymouth, and offers the following suite of specialist workshops, which include expert speakers in their specialist field chosen from commercial bodies including Bevan Ashford, Francis Clark, Foot Anstey Sargent.

03/6/03	Do you have a marketable idea? Tony Curtis, Plymouth Business School	Time:16:00 – 20:00hrs
	<ul style="list-style-type: none"> • understanding your market • identifying your customers • market definition • market research to evaluate opportunities • competitor environment 	
04/6/03	Is your idea protectable? Garry MacKay, Bevan Ashford Solicitors	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • understanding the importance of protection • what is it? • what can it offer? • who owns it? • tips and traps • licensing and royalties • resolving IP conflicts 	
11/6/03	Starting a new venture – know your trading options? Richard Sutton, Foot Anstey Sargent	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • why do venture planning? • how it differs from business planning • the legals behind starting a venture • alternative models of structuring a new business 	
16/6/03	Early stage finance - how to access it! Mark Greaves, Francis Clark – Chartered Accountants	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • determining your funding requirements • bridging that gap between research and the market • what are your funding options? 	

18/6/03	How to manage your finances - a guide for start-ups and spin-outs Graham Wilkins, Francis Clark – Chartered Accountants	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • preparing the financials • tips and traps • tax, national insurance and VAT • managing cash flow 	
19/6/03	Effective marketing research John White, Plymouth Business School	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • what is market research • why do you need it • surveys • observations and experimentations • questionnaire design • avoid the traps and pitfalls • working towards best practice 	
24/6/03	Business plans and planning Mike Smith, Biovault	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • why plan in the first place? • the purposes of a business plan • the contents of a business plan • tips and traps • characteristics of a good business plan • what investors are looking for? 	
25/6/03	Second stage finance - raising funds for expansion David Hemsley, Business Volunteers Mentors Association for Devon & Cornwall	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • are your investors ready? • raising funds for expansion • what are the options – Venture Capital, Business Angel • debt finance 	
01/7/03	Grooming for growth - how to build a winning team Speaker tbc	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • a basic understanding of employment law • building a winning team • recruitment tools and techniques 	
02/7/03	Operations in the workplace Andrew Copp and Sheila Smithers, Enterprise Plymouth Ltd	Time:17:00 – 20:00 hrs
	<ul style="list-style-type: none"> • the practicalities in setting up your company • health & safety • legislation • rent, lease or buy the freehold • pros and cons of working from home 	

NB: The content under each workshop title may vary from what is printed due to participants needs.

Fee: Includes course documentation and light refreshments.

Workshops: Academics and Students of University of Plymouth – free
 Entrepreneurs – £15 per workshop or £125 for the full programme (10 workshops)
 Companies – up to three participants £30 per workshop or £250 for the full programme

The 'fast track to business success' programme starts in October 2003, for further information please contact: **Dr Susan Boulton** on Tel: **01752 233500** or Email: **sboulton@plymouth.ac.uk**

To register, please return this form to:

The Science & Technology Short Course Unit
Faculty of Technology,
University of Plymouth Plymouth PL4 8AA.

Tel: 01752 233304
Fax: 01752 233310
Email: scunit@plymouth.ac.uk

Name: _____

Organisation: _____

Contact Address: _____

Telephone: _____ Fax: _____

Email: _____

PLEASE SELECT THE WORKSHOPS YOU WOULD LIKE TO ATTEND FROM THE LIST BELOW:

- 03/6/03 Do you have a marketable idea?
- 04/6/03 Is your idea protectable?
- 11/6/03 Starting a new venture – know your trading options?
- 16/6/03 Early stage finance - how to access it!
- 18/6/03 How to manage your finances - a guide for start-ups and spin-outs
- 19/6/03 Effective marketing research
- 24/6/03 Business plans and planning
- 25/6/03 Second stage finance - raising funds for expansion
- 01/7/03 Grooming for growth - how to build a winning team
- 02/7/03 Operations in the workplace

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PAYMENT - Fees may be paid by Cheque, Credit Card or by Invoice (UK Organisations only)

- I enclose a cheque in Pounds Sterling drawn on a UK bank, made payable to 'University of Plymouth'.
 - I wish to pay by credit card.
Please debit my Visa / MasterCard / Delta / Switch card (delete as appropriate)
With the following amount £ _____ Cardholder name _____
Card Number _____ Expiry date ____ / ____
Issue No. (Switch) _____ Card Holder Signature _____
(We regret we are unable to accept payments by American Express)
 - I wish to pay by invoice, please arrange for an invoice to be issued
TO: _____

- OR: The Address above



University of Plymouth's Entrepreneurship Programme

Turning ideas into business opportunities

**These workshops allow participants the option of
gaining masters level credits, with the
Faculty of Technology Graduate School,
if certain conditions are fulfilled.**

Course Leaders - Dr Paul Filmore & Dr Susan Boulton

June to July 2003

Evening Workshops - Plymouth Campus