

Interreg North-West Europe

BioBase4SME

European Regional Development Fund

training
 innovation biocamps
 scale-up to pilot scale de-risking
 Life Cycle Assessment
 proof-of-concept
BIO-INNOVATION
 support for SMEs
 techno-economic evaluation
 market research
 feedstock analysis
 networking business planning
 social acceptance
 business plan support



BioBase4SME

Innovation Biocamp

Date: Sunday 23 July to Friday 28th July
Location: Hawkhills, Easingwold, UK YO61 3EG

APPLY NOW for €7000 worth of fully funded, specialist training for you and your business. Join other new, high-growth, bio-based businesses for an intensive, week-long course that will give you the tools you need to help you commercialise your idea and grow your company.

Each session of the training programme will start with a lecture from an expert in a key aspect of business growth followed by a group exercise mediated by an experienced facilitator. You will apply the learning from the session to your own company and pitch to investors at the end of the Biocamp.

HOW WILL YOU BENEFIT

- 1-1 mentoring sessions with successful business leaders and investors
- masterclasses from experts in finance, regulation, risk and opportunity
- live pitch to a panel of specialist investors, active in the sector
- peer-to-peer learning and networking with bio-based companies from across NW Europe

WHAT YOU WILL LEARN

- how to analyse your value proposition and develop your business model
- identifying and securing your customers and other people you need to grow
- how to address operations, intellectual property and risk management
- communicating effectively with your investors, customers and suppliers

WHAT IS INCLUDED

- all course materials
- all teaching, lecturing and mentoring
- investor pitch opportunity
- accommodation and catering at Hawkhills House in the Yorkshire countryside
- social programme to encourage networking

TARGET AUDIENCE

New, innovative companies and start-ups working in the bioeconomy which are based in the Interreg North West Europe area:
<http://www.nweurope.eu/about-the-programme/the-nwe-area/>.

BioBase4SME is operated and/or co-financed by:



BioBase4SME

Innovation Biocamp

Date: Sunday 23 July to Friday 28th July

Location: Hawkhill, Easingwold, UK YO61 3EG



OVERVIEW OF THE TRAINING PROGRAMME

Day 1 | Sunday 23 July: arrive early evening

- Exercise: each participant to give a 2-minute pitch about their company
- Dinner
- Game to select teams for group work over the week ahead

Day 2 | Monday 24 July

- Value proposition: What is your value proposition: who will buy your product or service?
- Key note from successful business which has realised its value proposition
- Business model: Introduce Lean Canvas, explore vision, risk and assumptions
- Evening: Training and exercise in networking skills

Day 3 | Tuesday 25 July

- Customer discovery: how to validate your value proposition and business model
- Lunchtime lecture: Value from non-executive directors
- Time allowed for personal business management
- People for growth – how to find, fund and keep them
- Business mentoring session: participants will be paired with business leaders for one-to-one mentoring sessions
- Keynote Lecture: Opportunities in the bio-based economy

Day 4 | Wednesday 26 July

- Operations: managing quality, meeting expectations, outsourcing strategy, reducing overheads
- Lunchtime lecture: Personal resilience and how to build it into your business
- Time allowed for personal business management
- Protecting yourself: Intellectual property, regulation, risk management, partnerships
- Social evening out

Day 5 | Thursday 27 July

- Financing Growth: options, risks and planning
- Lunchtime lecture by an investor: Why invest in startups?
- Time allowed for personal business management
- Communication: strategy, developing your investment memorandum, negotiation
- Business mentoring session: participants will be paired with business leaders for one-to-one mentoring sessions
- Cash Flow: an interactive game to explore this crucial business growth parameter.

Day 6 | Friday 28 July

- Pitch preparation: work to develop a convincing investor pitch
- Time allowed for personal business management
- Pitch fest: Live pitch to panel of specialist investors, corporate, VCs and HNIs
- Social evening: final keynote lecture

Selection procedure: Deadline for application: 19 May 2017

Review of the applications by the project committee: before 09 June 2017

Interview (e.g. via skype): +/- 12 June 2017 - Final confirmation on your participation: 16 June 2017

For more information on the selection criteria and procedure:

www.nweurope.eu/BioBase4SME or <https://www.biovale.org/event/innovation-biocamp/>

Applications are now open.