



# Unleash your ingenuity

YOUNG ENTREPRENEURS SCHEME

## Briefing Session Wednesday 1 August

Professor Simon Mosey,  
The University of Nottingham

## Can you learn entrepreneurship?





Library of Congress


Have lots of ideas and throw away the bad ones...

You aren't going to have good ideas unless you have lots of ideas and some sort of principle of selection


*Linus Pauling*



## What the stakeholders think




*Industry benefits from YES by encouraging talented individuals to commercialise their research*




*The Judge*

*I can give something back to the industry through YES*




*The Mentor & Spreader*

*If only someone would champion YES in my university*



*The Technology Transfer Officer*



## What the participants say...



*The workshop really opened my eyes to the world of commercialisation of sciences and has had a huge impact on my career since*



*YES gave me the opportunity to demonstrate and develop skills that one rarely (if ever) gets the chance to develop during the progression of a 'typical' research PhD programme*



*Participating and being one of the winning team members changed my life. Moreover, YES inspired me to start my own business*


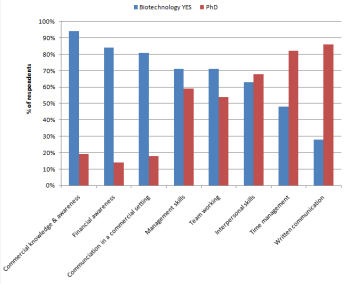


*Really excellent experience that opened my eyes to a whole different way of doing things and expanded my horizons in ways I would never have imagined before entering the competition*







## Skills developed: YES vs. PhD


| Skill                               | Biotechnology YES (%) | PhD (%) |
|-------------------------------------|-----------------------|---------|
| Commercial knowledge & awareness    | ~95                   | ~15     |
| Financial awareness                 | ~85                   | ~15     |
| Communication in commercial setting | ~80                   | ~15     |
| Management skills                   | ~65                   | ~55     |
| Team working                        | ~65                   | ~55     |
| Interpersonal skills                | ~60                   | ~65     |
| Time management                     | ~45                   | ~80     |
| Written communication               | ~30                   | ~85     |




## The YES family



- 1995: Biotechnology YES**
- 2003: Bioscience YES
- 2004: North American YES
- 2007: India YES
- 2007: North West YES
- 2008: North East YES
- 2009: East of England YES
- 2011: Plant, Microbial and Environment (Syngenta)
- 2012: BioMedical YES (GSK & SBC)
- 2013: Chemistry YES (RSC)
- 2015: Food, Nutrition and Wellbeing (Unilever)
- 2016: Sustainable by Design (Unilever)
- 2016: Singapore YES (P&G & A\*STAR)



- 2005: Environment YES**
- 2012: Engineering YES**
- 2012: Digital YES**
- 2013: Energy YES**





**YES18** Unleash your ingenuity **YES**  
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- Competitions this autumn:
  - Biotechnology YES
  - Engineering YES
  - Environment YES
- Workshops covering various challenges:
  - Biomedical
  - Biosciences, health and wellbeing
  - Energy, engineering and environment
  - Plant, microbial and environment
- Winning team of each competition wins £2,500

**Biotechnology**  
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**Engineering**  
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**Environment**  
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**What does it involve?** Unleash your ingenuity **YES**  
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- Residential workshops to be held October - November
  - Wednesday – Thursday morning
    - Talks on topics to be considered when starting up a company
  - Wednesday – Thursday afternoon
    - Mentoring and business plan preparation
  - Friday
    - Present business plan to a group of "equity investors"
- Final on 11 December hosted at the Royal Society, London

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**Workshops schedule** Unleash your ingenuity **YES**  
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|   |               |
|---|---------------|
| Energy, engineering and environment (Innovation Park, Nottingham) | 03-05 October |
| Biosciences, health and wellbeing (Manchester)                    | 10-12 October |
| Plant, microbial and environment (Syngenta, Jealott's Hill)       | 17-19 October |
| Biomedical (GSK and SBC)  | 30 Oct-2 Nov  |

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**What you have to do** Unleash your ingenuity **YES**  
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- Before the workshop
  - Formulate your business idea
    - be clear on your IP position
    - careful re disclosure
  - Research the market
    - market potential, competition
- To help you
  - Self-perception test
  - Briefing notes
  - Intellectual Property Office website
  - Mentor forum
  - Your own contacts e.g. TTOs (networking)

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**Themes / Challenges** Unleash your ingenuity **YES**  
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**#ProtectOurPlanet**

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## Unleash your ingenuity

### Which ideas are eligible?

- We are looking for hypothetical but plausible ideas
- So start with a challenge area of interest and look at new breakthroughs in that area
- For instance if you are addressing healthy ageing or next generation of beauty treatments
- You may find 'drug to mimic sunlight for safe skin tanning'
- You are allowed to take that idea forward a couple of years and attribute the invention to your team
- Or you can 'invent' a hypothetical but plausible method of safely tanning skin through changes in diet

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## Unleash your ingenuity

### Mentor forum

- Closed group on LinkedIn
- All participants will receive an invitation to join
- Scheduled sessions in specialist areas from 8 August:
  - IP
  - Finance
  - Business development
  - Last years winners!
- Post your questions
- Disclosure!
- Not 'black and white'




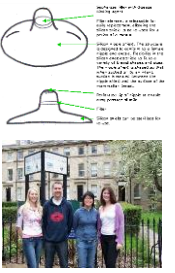
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## Unleash your ingenuity


### Disclosure pitfalls

- Osiris
  - Newcastle University
  - Enterprise Centre
  - Disclosure!








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## Unleash your ingenuity

### What you have to do


- At the workshop
  - Prepare plans for an hypothetical start-up company
  - Present to a panel of judges "equity investors"
  - Convince the panel to invest in your company!
- Available at the workshop
  - Speakers presentations
  - Mentors
  - Organisers

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## Unleash your ingenuity

### Workshop format


|              |  |
|--------------|--|
| Wednesday am | Speakers                               |
| Wednesday pm | Plan Preparation/<br>Help from Mentors |
| Thursday am  | Speakers                               |
| Thursday pm  | Plan Preparation/<br>Help from Mentors |
| Friday       | Presentations                          |


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## Unleash your ingenuity

### Workshop presentations

- Requirements of a business plan
- IP and patenting strategy
- Raising and managing finance
- Commercial and marketing strategies
- Case histories



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## Mentors

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- Usually 4 or 5 per workshop
- Specialists in different areas (e.g. IP, finance, business development)
- Available Wednesday and Thursday afternoon
- Allocated per team

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## Team presentations

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- Presentation to group of "Equity Investors"
- Contribution from all team members
- Structure of the presentation, up to you
- Use of Microsoft PowerPoint
- 15 mins (max) with 10 mins questions
- Feedback provided

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## Final

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- Held 11 December hosted at the Royal Society, London
- Presentations to panel of "equity investors"
- 10 minutes with 5 minutes questions
- Dinner and accommodation at London Hotel

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## 2017 winners

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**CryoThaw** (University of East Anglia)  
Developed CryoThaw Heart, a solution that allows hearts to be cryopreserved and reanimated back to a viable state allowing extended storage times and improved post-transplantation outcomes for patients

**mHealth WatchDog** (Aston University)  
Developed an implantable blood-test lab for continuous monitoring of key metabolites related to heart attacks. Their proprietary machine-learning algorithms analyse the data to predict a heart attack up to four hours in advance improving survival rates

**Hygrow Ltd** (University of Nottingham)  
Developed Chloroblast®, a chemical that enhances crops natural protection against drought. It is sprayed onto the leaves before a drought to close the stomata early, retaining water and increasing harvest yield

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## What will I get out of the competition?

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- Knowledge on how industry works and how start-up companies operate
- Networking opportunity with leading figures in industry
- Exchange of innovation, creativity and problem solving between researchers and industry
- Development of an 'enterprise mind-set'
- Transferable skills
- Enhanced career and professional development

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## Careers in and outside science

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Source: *The Scientific Century: securing our future prosperity (The Royal Society, 2010)*

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**How YES benefits skills, the economy, research and business**

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|   |   |
|---|---|
| <p><b>2 YEARS</b></p> <p>Over <b>5,000</b> researchers have formed <b>1,125</b> teams</p>                   | <p>Every <b>£1</b> of Research Council funding matched by <b>£2.89</b> from other sources</p> <p><b>Economic Impact</b> through salaries = <b>£1.8bn</b></p>                                  |
| <p><b>52% women</b> and <b>48% men</b></p>  | <p>Engaged with <b>400</b> organisations</p>  |
| <p>Commercial knowledge developed along with <b>financial awareness</b> and <b>communication skills</b></p> | <p><b>Employment</b> outside academia</p> <p><b>Commercial 32%</b></p> <p><b>Biotechnology 21%</b></p> <p>Pharmaceuticals 18%<br/>Health 10%<br/>Government<br/>Education<br/>Agriculture</p> |

**Unleash your ingenuity** YES  
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**Summary**

**Unleash your ingenuity** YES  
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- Its hard work before and during the workshop (but it's worth it!)
- Help is at hand - please ASK
- Enjoy yourself and
- HAVE FUN!

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**Co-organisers**

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|  |  |   |
|--|--|---|
| <p><b>gsk</b></p>  | <p><b>The University of Nottingham</b><br/>UNITED KINGDOM · CHINA · MALAYSIA</p> | <p><b>BBSRC</b></p>                               |
| <p><b>syngenta</b></p>   | <p><b>Haydn Green Institute for Innovation and Entrepreneurship</b></p>          | <p><b>NERC</b><br/>SCIENCE OF THE ENVIRONMENT</p> |
| <p><b>STEVENAGE BIOSCIENCE CATALYST</b><br/>Open Innovation Campus</p> | <p><b>MRC</b> Medical Research Council</p>                                       |   |

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**Questions**