

# COMPANY CREATION CONFERENCE

Delivered by Strathclyde Entrepreneurial Network

Wednesday 1<sup>st</sup> May 2019 | 10:00 AM – 5:00 PM  
Strathclyde Business School (Stenhouse Wing)

**10:00 – 10:30**      **Arrival, Registration and Morning Refreshments**

**10:30 – 11:45**      **Opening Plenary and Awards Ceremony**  
*Prof Sir Jim McDonald: Principal, University of Strathclyde*  
*Dr Graeme Malcolm OBE: CEO, M Squared Lasers*

Young Entrepreneur of the Year Award  
Alumni Entrepreneur of the Year Award  
Innovator of the Year Award

**11:45 – 13:00**      **Networking Lunch & Exhibition**

**13:00 – 14:15**      **Parallel Session 1**

**Starting Up: The good, the bad and the ugly**  
*Melanie Blane: Founder, White Rabbit Skincare*  
*Scott Kennedy: Co-Founder, Revive Eco*  
*Jeremie Warner: Founder, Power A Life*

Starting a company can be a rewarding and exciting journey, but what are the elements of start-up that *aren't* so glamorous? Three founders will share their experiences of starting early-stage companies, giving you an insight into the real challenges entrepreneurs face and how to navigate them.

**Preparing for Investor Engagement**  
*Gillian MacAulay: Manager, Strathclyde Entrepreneurs Fund*

Everything you wanted to know about how to prepare for investment, but were too afraid to ask! This back to basics seminar will cover the pros and cons of equity investment and how to effectively prepare to engage with potential investors.

**How to Create a Compelling Brand for Business Growth**  
*Lorraine Thomson: Principal, Losco Brand Building Specialists*

An introduction to how great brands, small and large, market themselves. This session will cover how brands create a distinct and compelling asset from early stage to stand out from the crowd and capture the imagination of consumers, and, how they create value for business owners alongside innovative products and services.

**14:15 – 14:30**      **Comfort Break**

**14:30 – 15:45**      **Parallel Session 2**

**Understanding Entrepreneurial Finance**  
*Maria Rankin: Business Relationship Manager, Santander*

This session will provide you with hints and tips on how your business banking can really help your business prosper.

### **Developing Your Product**

*Kenny Arthur: Founder and CEO, Kaliaaer*

*Carmen Cumiskey: Founder and Director, Teqnox*

*Michael Tougher: Founder and CEO, Soundbops*

Hear from entrepreneurs who have successfully taken a product from concept to reality, gaining insight on the process of designing, prototyping and manufacturing.

### **Intellectual Property**

*Anders Jensen: European Patent Attorney, Lawrie IP*

Every company has intellectual property (IP). However, which forms offer the best commercial advantage for the business? This session will include a brief rundown of the different types of IP and a look at why you should (or shouldn't) protect it.

**15:45 – 17:00**

### **Parallel Session 3**

#### **Accessing High-Growth Funding**

*Anne Fraser: Enterprise Manager, Royal Society of Edinburgh*

*Roseanne Grant: Portfolio Manager, Scottish Enterprise High Growth Ventures*

*Claire Partridge: Innovation Advisor, Scottish Enterprise Wider Innovation Team*

*Jonathan Simpson: SMART Appraisal Officer, Scottish Enterprise*

Entrepreneurs have access to a plethora of funding opportunities in Scotland which are designed to help businesses grow and scale. This session will highlight the support available to companies with high-growth potential and will provide participants with information on how to apply and access funding.

#### **Idea Generation**

*Dr Julie McFarlane: Teaching Associate, Hunter Centre for Entrepreneurship*

So you have a business idea – what now? This session will give you the tools you need to generate, refine and validate early-stage business ideas.

#### **Licensing in the Real World**

*Gavin Clark: Managing Director, Marlin Bioconsulting Ltd*

Understand how inventors, investors and partners can work together (or otherwise!) to make a successful collaboration. Learn about the practices of getting to a mutually valuable deal. Understand how the human factor can be a wild card.