

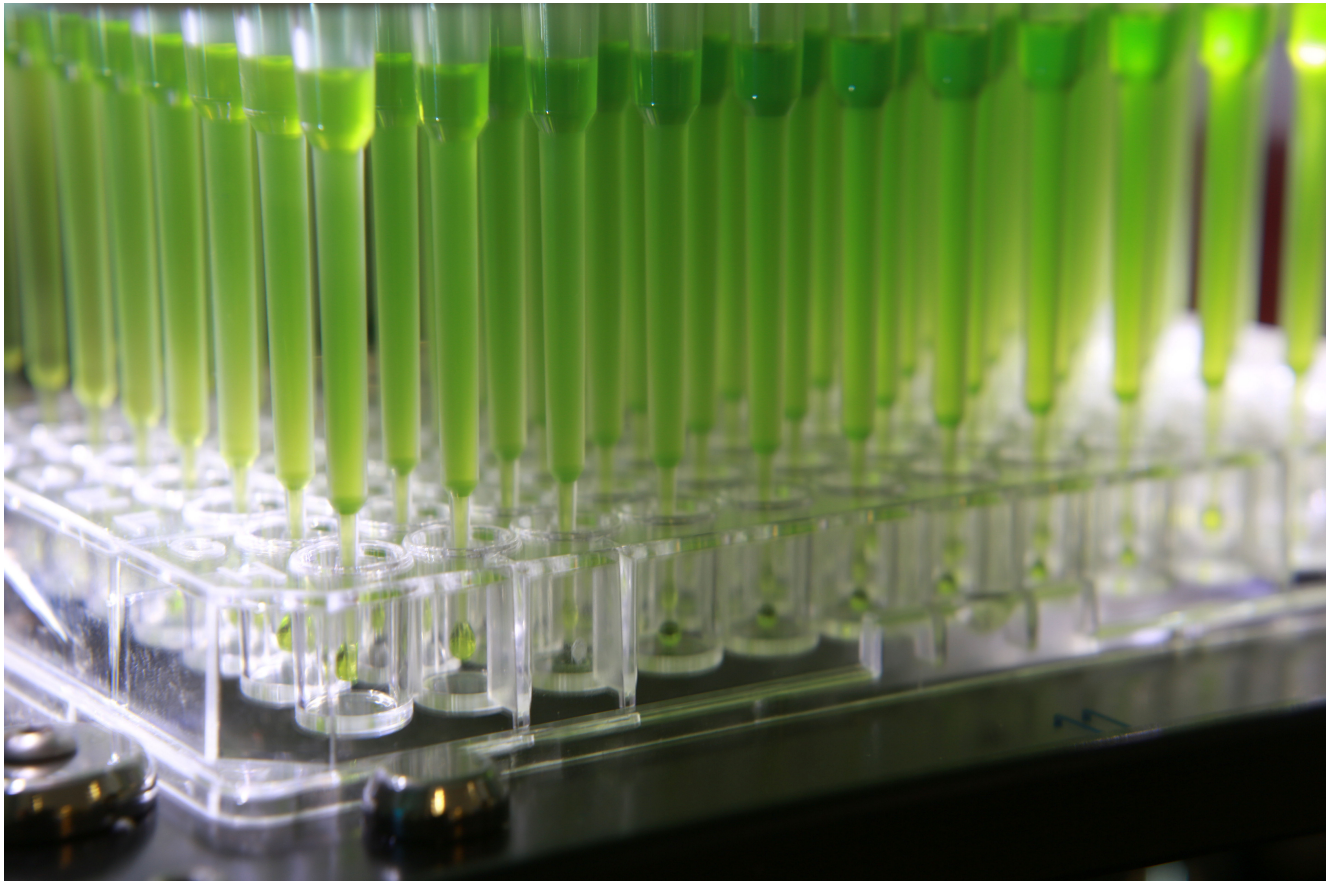
# BrisSynBio

biomolecules to biosystems  
from understanding to design

4-day 'MBA: More Business Acumen'<sup>™</sup>

**Building a Synthetic Biology-rich Biotech  
Business from Scratch**

The 2018 Programme





# The BrisSynBio 4-Day 'MBA: More Business Acumen'<sup>™</sup> course

The 4-Day 'MBA: More Business Acumen'<sup>™</sup> will develop the entrepreneurship of future biotechnology leaders that is so keenly demonstrated across the industry and is ideal for those wanting to startup 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 BrisSynBio in association with 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.



## 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 synthetic biology-rich business in the biotechnology sector.

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 in Bristol and is run by BrisSynBio with SynbiCITE.

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 in the registration fee.

Registration rates:

Registration is £250. There is a discounted rate of £100 for students - please enquire to Andy Boyce at BrisSynBio [andy.boyce@bristol.ac.uk](mailto: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](mailto: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](mailto: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

## Course Facilitation

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

BrisSynBio uses a team of independent consultants - SynbiCITE - 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.



# The 2018 Programme

Sunday 8th April evening

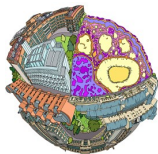
## Networking Dinner

### Networking & Planning

**Getting to know each other: A networking dinner on the night before the course starts (Monday 9th April)**

- Introductions by the BrisSynBio CEO
- Two-minute 'at your seat' presentations - participants' background, current roles, goals for the course

Participants will be asked to briefly introduce themselves and to make a short spoken presentation to the entire group, introducing themselves and their current role and what their future business goal is.



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## Monday 9th April

### Day 1: Setting the scene

#### Session

This will be an interactive session in which delegates will be asked to share their thoughts on what they believe it takes to build and lead a successful biotech company in the current climate and also in the future. Emphasis will be made on the synthetic biology space and the lessons that can be drawn upon from experiences to date.

- What is biotech? Where does IB fit in the high value manufacturing landscape?
- What are the main challenges for the industry - now and in the future?
- What are the main attributes required for biotech leadership?

#### Getting started

- Turning a good idea into a real business opportunity
- The importance of protecting intellectual property
- What do we mean by “intellectual property”?
- Defining the business and market opportunity

Any investor will say there are many good ideas and what's important is to not only demonstrate there is a market need but also that you have a

demonstrable plan to turn your idea into a viable business. Here we will focus on the imperatives of sound business planning, in preparation for raising funds. To attract investment, businesses need to demonstrate that intellectual property is protected, that the technology is viable, and that there is a clear market need.

#### Case Study: A Bristol Spin-Out: A company story... so far!

You'll hear from the founder of a local start-up company who will share the story about how and why their business was created and where they've got to so far.

#### Setting up a Company

- Why set up a company?
- Becoming Incorporated; why and when?
- What's in a name?
- Vision, missions, ethos, ethics, aims, goals....
- Describing what you do and why, for who and how

This session will focus on why, when, where, who for and how to set up a company and the importance of having a clear vision for the business. It is imperative that the founders have a shared understanding of what it is they wish to achieve and by when.

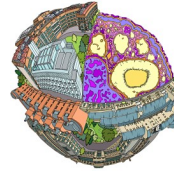
#### Funding Strategy 1: Preparing the company for funding

- Funding options
- Writing a successful Business Plan: the do's and don'ts!
- How much to raise and when - the importance of a fundraising strategy; understanding 'dilution'
- How to value the business (realistically)

It is imperative to select the best funding strategy for your company, and then to prepare a Business Plan that best suits the target audience. We shall explore Business Plan structures and preparation, as well as the right funding strategies.

### Day 1 Evening: Working Dinner with Guest Speakers

A working dinner with guest speakers talking about IP and product design and development



# The 2018 Programme

Tuesday 10th April

## Day 2: Getting Up and Running

### Funding Strategy 2: Raising the funds

- What is funding and what is it for?
- Sources of funding - finding the right investor for the right opportunity
- EIS and SEIS: What are they and how do they work?
- Approaching the right investors with the right opportunity
- Preparing for the investor pitch: Communicating your business goals
- Investor pitch

Based on a series of examples, we will look at how much to raise and when, and where and from whom to seek funding. We will explore how biotech differs from other industries, and will explore the strategies that best suit your company. We'll also talk about the process and what's actually involved before, during and after a successful funding round. And why funding bids all-too-often fail!

### Early-stage operational strategy considerations

- How to describe what you do and why - to everyone, including yourself!
- Setting clear and achievable objectives
- Aligning scientific, operational and commercial objectives
- Importance of financial projections and cost control

Setting clear, achievable objectives is vital to a company's success yet it is often where many companies with huge potential for growth fail to get it right. During this session, we will explore ways of setting a company's objectives and ensuring that the right infrastructure exists in order to deliver these. Examples from other industries will be used, in order to simplify the main points, which we hope will make it easier to apply those to the more complicated world of biotech.

### Business planning and business plans

- What should a business plan aim to do and for whom?
- Business Plan chapters
- Do's and Don'ts
- Executive Summary
- Presenting your plan - communicating your dreams

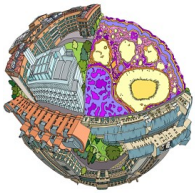
### Interactive Exercise in preparation for Day 3

Working in teams, delegates will be asked to prepare their proposed company for investment discussions, preparing presentation slides for a 5-minute investor pitch to our very own "Dragons' Den" of experts and investors on Day 3.

Teams will be expected to be able to defend their pitches and to answer questions about the opportunity, from both technological and commercial perspectives.

## Day 2: Evening: Working Dinner with Guest Speakers

A working dinner with guest speakers and funders talking about funding, due diligence and what to expect potential funders to ask and want.



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Wednesday 11th April

## Day 3: Execution and preparing for commercial success

### Communications strategy

- Communication and Presentation skills: Responsible research and innovation
- PR, internal and external communications
- Managing news flow; media awareness and using media rather than being used by it
- Investor and stakeholder relations

This session will focus on the importance of an effective Communications Strategy, the tools available and when best to employ those.

### Business development & licensing strategies

- Importance of building key relationships
- Communications and Presentation skills
- Routes to exploitation
- Preparing for licensing
- Financial modelling, deal valuations, NPV modelling
- Deal structures
- Negotiation skills

Business development encompasses a range of activities; essentially it's the art of building relationships that could be vital to a company's success. During this session, we will look at and compare the various options employed, and will discuss which strategy best meets the needs of a company.

### Leadership development

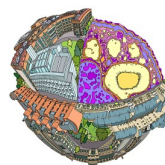
- The role of the CEO, CTO, Chairman
- Mentoring and coaching
- Effective upward management
- Advisory boards
- Mentors and mentoring

A company's culture starts with the CEO, yet the CEO's role changes as a company grows and develops. We will take a closer look at the role of the CEO, as a leader, a manager, a mentor, and a director reporting to the board of directors.

## Day 3: Evening: Working Dinner with Guest Speakers

A working dinner with guest speakers and funders talking about funding, due diligence and what to expect potential funders to ask and want.





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Thursday 12th April

## Day 4: Preparing for commercial success - facing the investor challenge

### “So you want to be a biotech star..”? Entering the Dragons’ Den

The morning will be spent honing presentations and preparing pitches with mentors.

In teams (or individually), delegates will present their 20-minute pitches to our own ‘Dragons’ Den’ of potential investors.

## Course wrap-up, next steps and feedback

During this final session, the delegates will be asked to give short oral feedback on what they have learned, the key take-home message, with a particular emphasis on how they might now apply some of those lessons to their businesses, now and in the future.

## Day 4 Evening: Industry engagement and networking drinks

A chance to meet the Dragons and network with industry leaders, investors and funders.

