

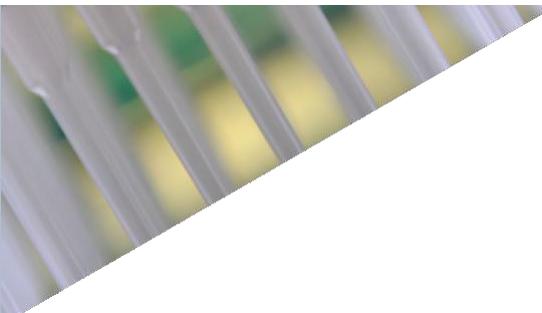


SynbiCITE 4-day MBA 'More Business Acumen'
**Building a Synthetic Biology-rich Biotech
Business from Scratch**

Join us in Manchester 1st - 5th March 2020

Participate in our '4-Day MBA: More Business
Acumen' course and start your
entrepreneurial journey in synthetic biology
for industrial biotechnology and biomaterials





The SynbiCITE 4-Day MBA

The 4-Day MBA will develop the entrepreneurship of future biotechnology leaders that is so keenly demonstrated across the industry and is ideal for those wanting to start-up 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 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 communications, team-building and intellectual property (IP).

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 business in the biotechnology sector; it builds business acumen.

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 being hosted by SYNBIOCHEM and the Future Biomanufacturing Research Hub, and will take place at the Manchester Institute of Biotechnology.

Registration includes all course materials and access to general sessions, networking facilitation, luncheons, receptions, and evening dinners. Hotel and travel costs are not included.

Registration rates:

Registration is free to all SYNBIOCHEM & Future BRH Partners and their employees, students, post-graduates and postdoctoral RAs.

Non-Partner companies can also apply, registration will be by selection by SYNBIOCHEM assessors and a registration fee might apply to non-students and those outside the higher education system.

External registration fee: £500 plus VAT.

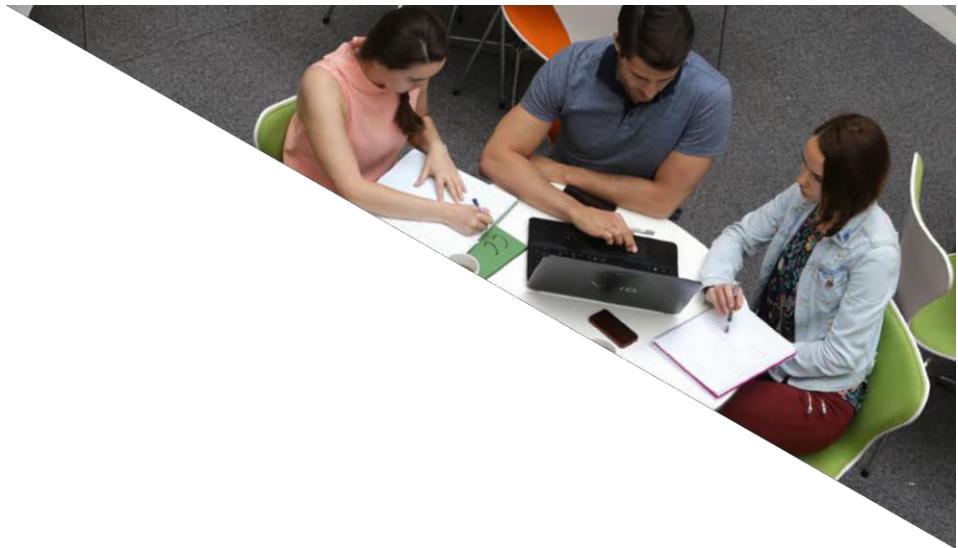
For questions and queries, please contact:
John Collins: john.collins@synbicite.com
or Kirk Malone: kirk.malone@manchester.ac.uk

How to apply:

To apply, please complete the attached application form and send it to Laura McKay:
l.mckay@imperial.ac.uk, copying Kirk and John

The closing date for applications is 26th February 2020





What to expect

Participants will

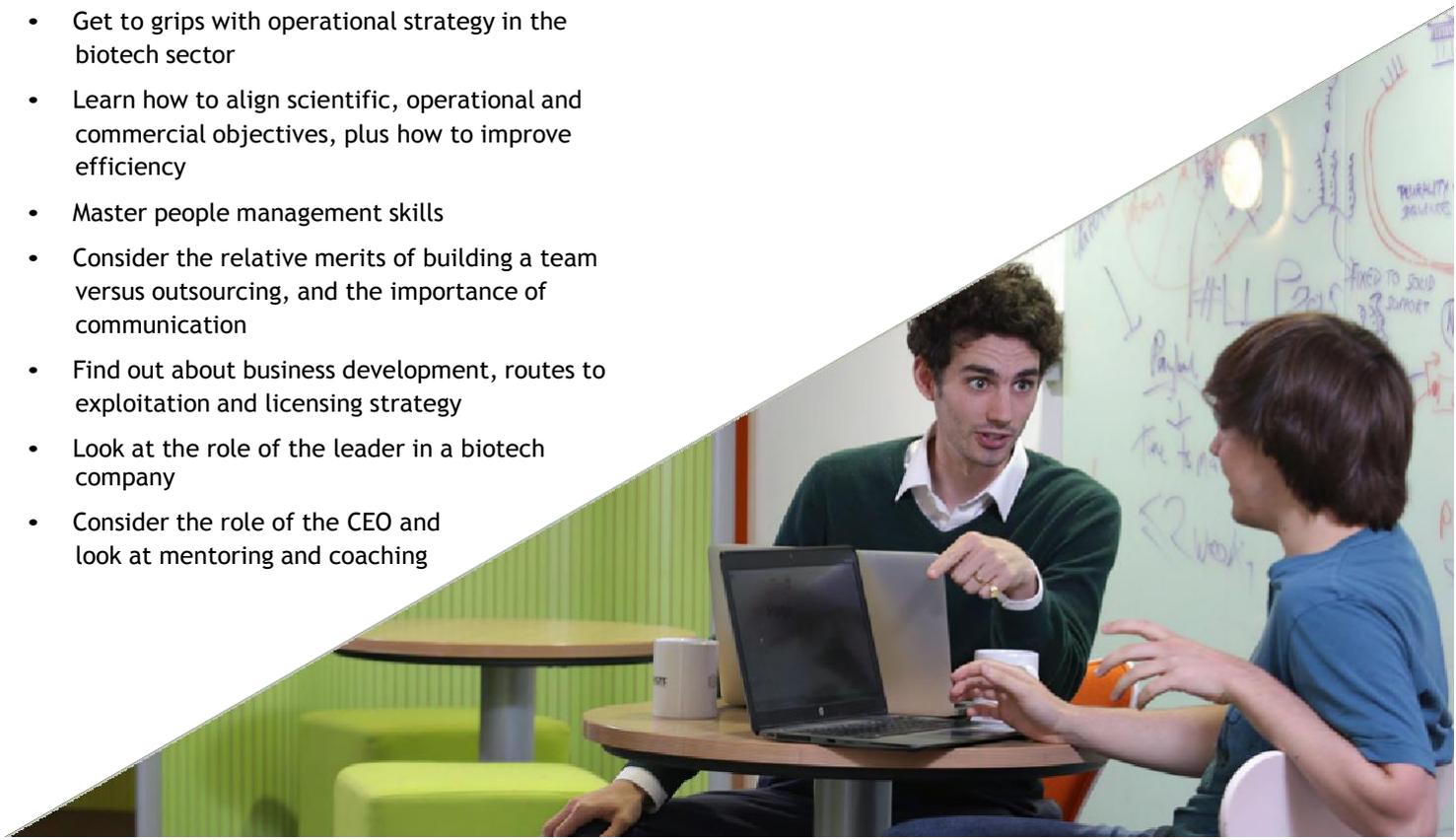
- Learn how to turn a good idea into a real business opportunity
- Consider the main challenges for the industry - both now and in the future - and look at the main attributes required for biotech leadership
- Find out how to define the market opportunity
- Gain a thorough understanding of the biotechnology 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

About the Course Facilitation

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

SynbiCITE uses a team of independent consultants 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.





Application Form

Dear SynbiCITE

I want to bring the power of entrepreneurship to my innovation skills so I'd like a place on the 2020 SynbiCITE '4-Day MBA: More Business Acumen' course which starts with an essential introduction dinner at 18:30 on Sunday evening of the 1st March 2020; the course starts at 9:00am Monday 2nd March, includes evening events ending at 22:00 and runs through to the evening of Thursday 5th March 2020.

I understand that places are limited and I am not guaranteed a place simply by applying. The applications will be treated on a first-come, first served basis and I will be informed within 3 days of applying if I have a place.

I will make my own travel arrangements and accommodation arrangements.

I confirm that I will attend and participate fully in the course for its duration.

I understand that any IP brought to the course remains my property and that I will not disclose or use other's IP without their formal written permission.

Signature: _____

Name: _____

Institution: _____

Position: _____

Dietary requirements: _____

NOT essential but a good idea to think about

My Synthetic Biology-based Industrial Biotechnology or Biomaterials business idea or business is...

(150 words or fewer please)