

Discovering Start-Ups 2010

The Workshops

Networking, Pitching and Presenting

This project is supported by the East of England Development Agency



This project is supported by the East of England Development Agency



Venue – Workshop 2: 14th October 2010, Peterhouse, Cambridge, CB2 1RD, 9:15-12:30

Workshop 3: 21st October 2010, Innovation Martlesham, Ipswich, IP5 3RE, 9:15-12:30

Programme

9:15 Welcome and Registration

9:30 Introduction

Why you are Interesting – A chance to tell us (please think about this in advance)

10:00 I'm a tired old networker / a networking virgin

- Why your parents are to blame
- Think like a Japanese, behave like a diplomat
- It's my party and I'll cry if I want to
- Redefine Strangers
- How to say goodbye nicely

Walk the Talk

10:40 Elevators can Crash

“My Name is Shamus” – Why you need a personal and business introduction

Stand on your own two feet and talk to people

11:00 Networking, Pitching and Presenting – It's the scale that's different

- What kind of pitch is it? Explore what people are looking for
- Nobody is interested in the technology. So what buttons do you press?
- Keep it simple sucker

Have a go Heroes! Your chance to try it out

11:45 Death By Powerpoint! – How not to present to investors

Our (approximately) 10 slide plan for getting the money

Work on your Presentation Skills – if time allows

12:30 Go home happy and prepared to sock it to your audiences

Very draft, times subject to change but the content will always remain interesting so come with an open mind, a willingness to get on your feet and a bag full of business cards.

Profile of Organisers

East of England Development Agency

EEDA has a clear mission - to improve the economy of the East of England.

So whether it's helping businesses through the recession, supporting people to be the best they can or breathing new life into places, everything we do comes back to our mission statement. EEDA works across the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.

Our investment decisions have a track record of delivering considerable returns. A recent independent report found that for every £1 EEDA spent, we generated a mid-point return of £4.75 for the region's economy.

Visit www.eeda.org.uk to find out more.

Cambridge Wireless

Cambridge Wireless is a leading and vibrant wireless community with a rapidly expanding network of companies interested in the application of wireless technologies. In addition to VIP networking activities and business development support, we run a number of Special Interest Groups focussed on specific technology and/or market areas, providing opportunities for member organisations to meet, form partnerships and exploit opportunities for new business. Cambridge Wireless has a number of partnerships with like-minded organisations around the world, and we endeavour to keep members fully up to date with the latest developments, and assist in exploring new business opportunities with local and international companies. For more information, please visit: www.cambridgewireless.co.uk

Discovering Start-Ups 2010 – Stimulating and Enabling Technology Innovation

Discovering Start-Ups 2010 is an exciting programme of activities to assist technology companies in the East of England. Cambridge Wireless is providing masterclasses, workshops and support from its industry leaders. At its heart is a competition with prizes for the best in five categories: Green radio, Hot applications and services, Wireless health and wellness, Technology design, and Emerging disruptive ideas.

Profile of Trainer

Kevin Coleman, Alliantus Ltd

Kevin is a leading marketer with 20 years of senior management experience in the interactive entertainment, telecoms and technology sectors. Kevin was head of group marketing at Acorn Computers and managed all communication channels during the company's change from an educational supplier to technology innovator. He was Director Japan for Infobank, (Europe's leading e-procurement company) before starting Alliantus Limited in 2002. Since then he has worked with hundreds of technology start-ups, guiding senior teams, developing and implementing strategies, and providing access to high-level contacts to affect fast market entry into international markets.

The Discovering Start-Ups Project is supported by

