



Are you a health professional with a great idea for a new product?

Do you want to know what it takes to go from “Great Idea” to “Great Product”?

If the answer’s “Yes”, then you should apply to attend the Oxford Academic Health Science Network’s **Entrepreneur Programme** this autumn.

WHAT?

This Programme is an intensive residential course developed with the Oxford AHSN’s partners Health Education Thames Valley, VitalSix and NIHR, and with financial support from Health Education Thames Valley. Experienced health industry experts help participants maximise their chances of success in taking their ideas to market. For video feedback from participants in the Spring 2015 Entrepreneur Programme see <https://www.youtube.com/watch?v=9hyFEJuFrfA> or visit www.oxfordahsn.org

WHO?

You should attend if you are a health professional¹: who wants to turn your idea into a business. For example, you might be a:

- clinical researcher
- biomedical research scientist or engineer
- research nurse
- research technician

Other health professionals, not directly involved in research, are also warmly invited to apply.

WHERE and WHEN?

The Programme is residential and takes place over four days in the unique setting of **Henley Business School (University of Reading)** on the banks of the River Thames. Overnight accommodation on the 6th and 2nd and all food and refreshments are included.

2015 Dates: October 6-7 (Tues-Wed) and November 2-3 (Mon-Tues)

¹ Preference will be given to NHS employees, but others are invited to apply, including spin-outs and start-ups



HOW MUCH?

There will be no cost for successful NHS applicants.

Non-NHS applicants – registration fee on request

The **Entrepreneur Programme** covers these core elements:

- clinical need – patient benefit, product definition, competitive advantage
- market analysis and strategy – market structure, routes to market, commercial potential
- health economics – theory and methodology, NICE requirements
- intellectual property (IP) and product development – overview, strategy, protection, exploitation, patents, contracts and licensing
- funding and finance – elevator pitch, finance basics, financial strategy, sources of funds, valuation
- regulatory overview – compliance framework, milestones, risk management, pre-clinical development, clinical development
- manufacturing – scalability of process, process development, project plan
- business plans - purpose, content, presentation
- people and leadership – strategic leadership, leadership styles, team dynamics, role of the board
- product adoption - take-up of product by NHS and procurement process

To find out more or to apply for your place, please register your interest with

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Oxford AHSN are partnering with VitalSix, Health Education Thames Valley and NIHR to manage and deliver this programme



Health Education Thames Valley