

## ENTREPRENEURSHIP, BUSINESS PLANNING & MARKETING

Jo Oliver - IJ Knowledge, United Kingdom

### Wednesday September 14<sup>th</sup>, 2016

13.00-14.00	<i>Lunch</i>
14.00-15.30	Introduction Communication is Key Team Exercise
15.30-16.00	<i>Coffee break</i>
16.00-17.30	The Commercialisation Agenda & Technology Audit IP Generation and Strategy Exploitation Options

### Thursday September 15<sup>th</sup>, 2016

09.30-10.30	Leadership & The Team Team Exercise
10.30-11.00	<i>Coffee break</i>
11.00-12.30	Business Strategy, Planning & Progression Money Matters - Managing the Money
12.30-13.30	<i>Lunch</i>
13.30-15.30	Team Exercise Money Matters - Raising the Finance
15.30-16.00	<i>Coffee break</i>
16.00-17.30	Market Analysis - Segment, Targeting and Positioning

### Friday September 16<sup>th</sup>, 2016

09.30-10.30	Team Exercise
10.30-11.00	<i>Coffee break</i>
11.00-12.30	Marketing Strategies & Campaigns Evaluating Market Activities
12.30-13.30	<i>Lunch</i>
13.30-15.30	Driving Sales & The Bottom Line Negotiation and Finding the Consensus
15.30-16.00	<i>Coffee break</i>
16.00-17.30	Team Exercise Wrap Up

#### MEETING VENUE

Consiglio Nazionale delle Ricerche - Istituto di Biochimica delle Proteine  
Via Pietro Castellino 111, 80131 Napoli, Italy