



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**.

WHAT?

This Programme is an intensive residential course developed with the Oxford AHSN’s partner VitalSix and support from Health Education Thames Valley. Experienced health industry experts help participants maximise their chances of success in taking their ideas to market.

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 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 18th and 20th and all food and refreshments are included.

Dates: March 18-19 (Wed-Thurs) and April 20-21 (Mon-Tues)

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



HOW MUCH?

Successful NHS applicants will be asked for a refundable £100 deposit² on confirmation of their registration.

Non-NHS applicants – registration fee on request

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

- funding and finance – elevator pitch, finance basics, financial strategy, sources of funds, valuation
- people and leadership – strategic leadership, leadership styles, team dynamics, role of the board
- clinical need – patient benefit, product definition, competitive advantage
- health economics – theory and methodology, NICE requirements
- market analysis and strategy – market structure, routes to market, commercial potential
- intellectual property (IP) and product development – overview, strategy, protection, exploitation, patents, contracts and licensing
- manufacturing – scalability of process, process development, project plan
- regulatory overview – compliance framework, milestones, risk management, pre-clinical development, clinical development
- business plans - purpose, content, presentation
- 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 **Hugh Penfold**, Oxford Academic Health Science Network hugh.penfold@oxfordahsn.org
07880 475777

Oxford AHSN are partnering with VitalSix to manage and deliver this programme



² Refunded on completion of the Programme