

Medici Enterprise Training Programme

Developing entrepreneurial researchers

Practical Training and Development

Through a combination of seminars and interactive group work sessions, the programme identifies and develops the vital business skills you need in order to successfully take your research idea to market. The programme explores the various routes that you can follow; so that you are prepared to make an informed decision of the pathways available to commercialise your research.

Our trainers are a mixture of academics, professional trainers and practitioners with content delivered through presentations with group work, discussion and analysis in order to embed the principles being taught.

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🖱 www.birmingham.ac.uk/medici

Programme Dates for 2016/17

The programme consists of 7 days of training based at the University of Birmingham, on the following dates:

- Wednesday 12 and Thursday 13 October 2016
- Wednesday 16 and Thursday 17 November 2016
- Wednesday 7 and Thursday 8 December 2016
- Wednesday 11 January 2017

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Are you interested in developing the commercial potential of your research?

Would you like to gain an understanding of IP, patenting, negotiation and the world of business?

“The Medici training was “top notch”, and represents some of the best entrepreneurship training in the country. Medici training gave me the tools to successfully engage in starting my own company; I was surprised to find that the skills taught on the Medici course have a much wider application such as in applying for research funding.”

Professor Tim Dafforn, Chief Scientific Advisor, BIS

If so then the Medici Enterprise Training Programme is for you!

Medici is our flagship intensive training programme designed for research staff currently exploring the commercial potential of their research or already involved in commercial development projects.

In its 15 year history the course has trained over 500 entrepreneurial academics and researchers who have gone on to use the training to enrich their teaching and research and develop their ideas through various commercial pathways.

The programme is designed to improve your business skills and knowledge so that you can engage with business and industry, with professionalism and confidence.

With today's need for both impact and income generation, understanding how the commercial world operates is vital.

Course Content

The course covers the following subjects:

- Exploring entrepreneurship
- Networking skills
- Intellectual property protection and exploitation
- Finance for business
- Assessing the market potential of your idea
- Negotiation skills
- Exploitation strategies
- Working with Business/Industry
- Pitching skills
- Developing a business plan

The course will give you an understanding of the routes available for the exploitation of university research and will help you to recognise the key stages in the development of your idea.

This knowledge will enable you to maximise the commercial opportunities available to you.

Cost

The cost of the programme is £2750, this includes 3 nights full board at our Conference Park (for modules 1, 2 and 3) and all lunches.

An early bird rate of £2625 applies for applications received by 1 June 2016.

Delegates

The programme is aimed at anyone interested in developing the commercial / economic potential of their research be that through consultancy, collaboration with business, licensing a technology, spinning out a company, developing a service or delivery of CPD training etc.

Potential delegates may be at a very early stage with no clear commercial offering or they may already be working on a viable project.

In addition to University of Birmingham academics, our delegates come from a number of other UK universities providing you with an opportunity to network with like-minded researchers from across regions and disciplines.

How to Apply

If you are interested and would like an application form, please

✉ email: enterprise@contacts.bham.ac.uk or

☎ call: 0121 414 6539