

Commercial Awareness Training Workshop



Sunday 1st July 2018 – Monday 2nd July 2018

Western House Hotel, 66 Craigie Road, Ayr KA8 0HA

Leaders in Cell Culture

Overview

The workshop will combine presentations on key elements of commercial science business management with a training exercise in which each Early-Stage Researcher (ESR) attendee will build a business investment proposal around their innovative commercial idea.

Schedule:

Sunday 1st July

18.00 - 19.30 Welcome & Introductions - Tour de Table: Marie-Ann Ewart, R&D Manager, AvantiCell Science Ltd (ACS)

Introduction to the workshop training exercise: Colin Wilde, CSO, ACS

Monday 2nd July

Chair: Marie-Ann Ewart, R&D Manager, ACS

08.50 - 09.00 Setting the Scene - Training Exercise Update: Colin Wilde, CSO, ACS

09.00 - 09.30 Starting a Business: Colin Wilde, CSO, ACS

09.30 - 10.00 Managing Intellectual Property: Jamie Ingram, Patent Scientist, Murgitroyd Ltd

10.00 - 10.30 Coffee and Discussion

10.30 - 11.00 Writing a Funding Proposal: Colin Wilde, CSO, ACS

11.00 - 12.30 Workshop training exercise: consortium building, trainer one-to-one

12.30 - 14.00 Lunch

14.00 - 14.30 Principles of Project Management: Martin Lynch, Commercial Science Manager, ACS

14.30 - 14.45 Academia to Industry - a Personal Perspective: Elfi Töpfer, R&D Team Leader, ACS

14.45 - 15.00 Selling biotechnology - E-Marketing: Natalie Bruce, Customer Support, Microtech Ltd.

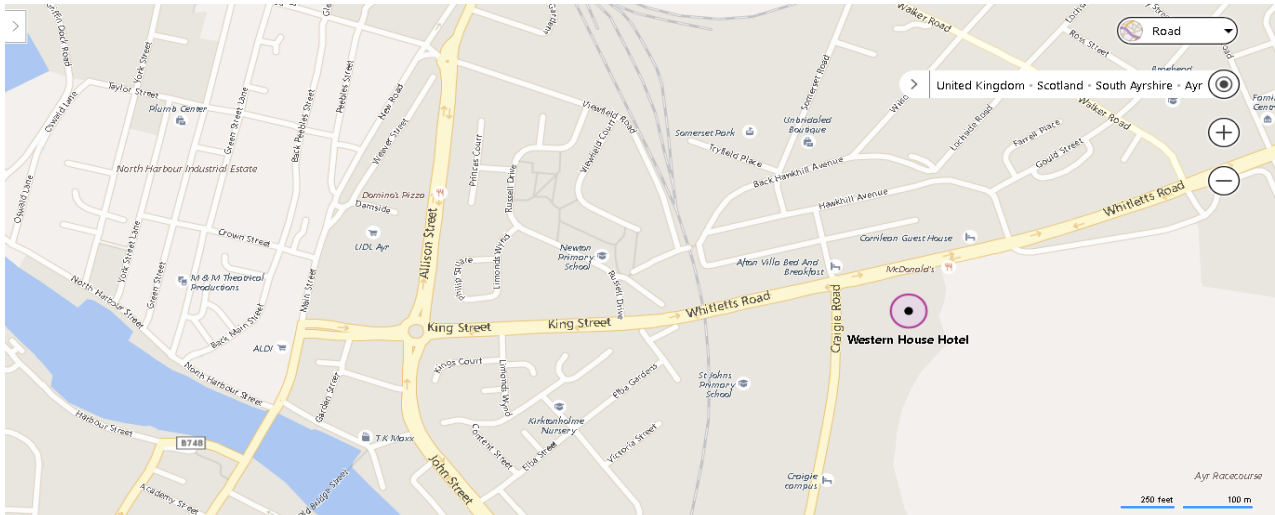
15.00 - 16.30 Training exercise: business pitching session

16.30 - 17.00 Feedback and close

Leaders in Cell Culture

Venue Information:

Western House Hotel, Ayr - <http://www.westernhousehotel.co.uk/>



Links to information about the local area:

<https://www.visitscotland.com/destinations-maps/ayrshire-arran/>

<https://www.glasgowairport.com/>

<https://www.edinburghairport.com/>

<https://www.stagecoachbus.com/about/west-scotland>

https://www.tripadvisor.co.uk/Restaurants-g186574-Ayr_South_Ayrshire_Ayrshire_Scotland.html

Directions:

From Glasgow Airport to Western House Hotel, Ayr

There are two options for you if you are arriving at Glasgow Airport.

Option 1

The preferred option is to take public transport. There are regular shuttle bus links leaving every 15 minutes from Glasgow Airport to Paisley Gilmour Street Train Station. The link for

Leaders in Cell Culture

the shuttle bus for further information is <http://www.mcgillsbuses.co.uk/mcgills-bus-timetables/757-paisley-to-glasgow-airport.aspx>.

To book your train ticket from Paisley Gilmour Street Train Station to Ayr the link is <http://www.thetrainline.com/> : on the site, enter 'PAISLEY GILMOUR STREET' as your origin and 'AYR' as your destination. There are trains every 30 minutes.

On arrival at Ayr train station you should take a taxi for the short journey to Western House Hotel, there are plenty of taxis outside the station. When you come out of the station go straight on up the hill and out the gates, the taxi line is there.

Option 2

Should you arrive at Glasgow Airport late in the evening and outwith the hours of public transport, another option is to travel to Ayr by taxi. The journey time will be approximately 1hr. If you book a taxi from a company in Ayr it will be much cheaper than taking one from outside the airport. The fare should be around £55 to £60. The contact details for the taxi company we use are:

Streamline Taxis

Tel: +44 (0) 1292 284545

Email: enquiries@streamlinetaxis.com

Website: <http://www.streamlinetaxis.com/>

From Edinburgh Airport to Western House Hotel, Ayr

There are, again, two options for you from Edinburgh Airport to the hotel in Ayr. One is to take the tram from the airport into Edinburgh and from there take a train to Ayr, the other option is to take a shuttle bus from the airport to Glasgow city centre and from there take a train. Both options would also include a taxi journey from Ayr train station to the hotel.

Option 1

From Edinburgh Airport there is a tram-line; take the tram to the Haymarket stop. The link to the trams is <http://www.edinburghairport.com/transport-links/trams>. You can pay for this at the tram stop. At Haymarket you should catch a train to Ayr and the link for this is <http://www.thetrainline.com/> if you enter 'HAYMARKET EDINBURGH' as your origin and 'AYR' as your destination. Some of the trains to Ayr have one change, whereas others have two changes: you are advised to take the option with one change, which is at Glasgow Central. There are regular trains throughout the day.

On arrival at Ayr train station, please follow taxi instructions as above.

Leaders in Cell Culture

Option 2

From Edinburgh Airport there is a shuttle bus link to Buchanan Street Bus Station in Glasgow. The link to book your ticket and for further information is <http://www.citylink.co.uk/>; enter 'EDINBURGH AIRPORT' as your origin and 'GLASGOW' as your destination. This leaves every 30 minutes on the hour and on the half hour.

From there you will need to get a taxi for a short journey to Glasgow Central Train Station. There is a 24 hour taxi rank outside the bus station. Alternatively you can walk to the train station, which will take approximately 10 minutes. If you are walking the directions are below:

Coming out of Buchanan Street Bus Station turn left onto Cowcaddens Road, take a slight left staying on Cowcaddens Road and then turn left onto Port Dundas Road. Continue onto West Nile Street and then turn right onto Sauchiehall Lane. Turn left onto Renfield Street and continue onto Union Street. You will cross over West Regent Lane, West George Street, St Vincent Street and after crossing over Gordon Street and you will see Glasgow Central Station on your right.

The link to book your train ticket is <http://www.thetrainline.com/> if you enter 'GLASGOW CENTRAL' as your origin and 'AYR' as your destination. There are two trains every half hour to Ayr, but bear in mind that the train leaving on the hour is the faster train.

On arrival at Ayr train station, follow taxi instructions as above.

Notes:

Leaders in Cell Culture