

KNOW FINANCE AND BUSINESS STRATEGY

From Innovation to Implementation

WORKSHOP

Attention Inventors, Innovators and anyone with a new idea who wants to know the next steps!

We already know that as a nation we are very good at innovation. This seminar explores the ways and means to more effectively achieve commercial success from your innovation, product or process.

Learn how to develop your concept and take it to the market to ensure you have the best possible chance of success and also find out what support systems for IP position and potential technical funding you may be able to engage. This practical workshop will be presented by industry experts and is part of a series of programmes focused on commercialisation.

Who should attend?

- Inventors, Innovators and anyone with a new idea who wants to know the next steps
- Businesses currently involved with R&D
- Businesses about to undertake R&D
- Managers dealing with new products and innovations

Topics

- Determine the market for your idea
- Research the market and decide your competitive edge
- Create a strategy for development
- Ensure you have a robust design
- Ensure you have freedom to commercialise your idea and develop an intellectual property strategy
- Developing a marketing plan
- Marketing and selling your new product
- Financing development – funding options, identifying potential investors and knowing what drives investors to pay up

This seminar is brought to you in conjunction with:



WORKSHOP

Presented by the Canterbury Employers' Chamber of Commerce

Date: Tuesday 10 August 2010

Time: 9:00am to 12:00pm

Venue: Canterbury Employers' Chamber of Commerce

Presenters: Phil Nevell - *Frontier Group*,
Robert Snoep - *CreateIP*,
Rob Lawrence - *Canterbury Employers' Chamber of Commerce*,
Jonathan Prince - *Motovated Design & Analysis Ltd*

Member price:
\$170.00 + GST
(\$191.25)

Non-Member price:
\$300.00 + GST
(\$337.50)

Please complete an Employers' Chamber booking form included in this mailout to register or email registrations@cecc.org.nz

Registration is essential

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