

- What makes a great product?
- How do you know your idea is worth pursuing?
- How do you fund the development?
- And then, how do you go about it realising it?

In conjunction with Opportunity Hamilton, Timothy Allan (Locus Research), Dean Prebble (EveredgeIP), Mark Renner (Tompkins Wake) and Jonathan Prince (Motovated Design & Analysis) will be presenting this workshop on:

- Identifying a winning product;
- Protecting & leveraging your ideas;
- Developing and engineering your vision;
- Raising capital & finance;



This is a practical workshop focused on commercialisation that will be presented by industry experts to help you develop your idea and ensure you have the best possible chance of success in the market.

Who should attend? **Entrepreneurs, Business Owners, Investors, Senior Managers, Designers & Engineers** looking to:

- Assess & identify development ideas;
- Develop products, services or machines;
- Improve their development processes;
- Improve their understanding of how to protect & use IP;
- Raise capital to fund development & commercialisation;

Date: Thursday 28th July 2011
Time: Refreshments from 5:00pm
Seminar 5:30 - 7:30pm
Place: Waikato Museum, Lecture Theatre, 1 Grantham Street Hamilton

To register: contact Robyn Robertson on (07) 959 1623 or email robyn@opportunityhamilton.co.nz

EVEREDGE IP[®]
The Commercialisation Specialists

 **locus research**

TOMPKINS WAKE
LAWYERS

Presenter: Jonathan Prince



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Business Development Manager for Motovated Design & Analysis, Jonathan has a highly successful track record of delivering sustainable, breakthrough products for some of New Zealand's leading design houses such as Formway Furniture Ltd, Tait Electronics Ltd, Right Hemisphere and InFact Ltd.

Jonathan's knowledge comes from his strong engineering background, exposure to several design processes and broad experience in taking kiwi designed products to the international market.

Taking the stress out of engineering your vision!