



Carbon Trust Industrial Partnering Workshop

Managing Partnerships between Start-ups and Large Companies
One Day Workshop, Wednesday 4th June 2008

Scottish Enterprise Technology Park, East Kilbride

Background

The Carbon Trust's experience in helping early-stage businesses to commercialise low carbon technologies has highlighted the importance of effective engagement with larger companies. For many - if not all - of the early-stage technology companies supported by the Carbon Trust, engaging with larger industrial partners is a key step in scaling up and growing the business, and securing the funding to grow. That engagement may be as potential customers or licencees, supply chain partners or development partners; in the longer term the partnership may result in a trade-sale. This vital step helps get new technologies to market more quickly, and at greater scale, resulting in earlier, and larger, emissions savings and revenues. However, making such partnerships work can be very challenging. How can we increase the chances of success?

The Workshop

The workshop will be run on behalf of the Carbon Trust by TTP and Cambridge University's Institute for Manufacturing (IfM). The workshop will draw upon research at the IfM's Centre for Technology Management which studied over 50 partnerships between start-ups and large firms as well as TTP's practical experience of commercialising new technology. It will seek to address many of the problems that can arise because of a lack of understanding about the other company's capabilities and organisation, and the role each should play in the partnership. For example, start-ups may see themselves providing a developing technology that can be incorporated into a large company's product. Their larger partner, however, may expect a finished, ready-for-market system. Successful partnerships tend to have clarified their respective roles and developed a range of ways to build communication and understanding between the two.

The workshop will include presentations and case studies from start-ups and large firms who have direct experience of partnering, and there will be an opportunity to discuss specific challenges facing your organisation in establishing and managing partnerships. The event will be an ideal opportunity to hear the experiences of others and to gain insights and practical advice that can be incorporated in your plans.

Who should attend?

Executives from early-stage, low carbon technology companies who anticipate engaging with larger corporate partners in order to commercialise their technologies.

Cost

£75 per person + VAT, which includes lunch. Please note bookings cancelled less than 10 days before this event will be charged in full.

Location

The workshop will be held at the Scottish Enterprise Technology Park in East Kilbride, close to Glasgow, and will also provide an opportunity to visit the **Energy Technology Centre (ETC)** there. A map will be sent with the booking confirmation. The ETC is a national facility that supports innovation and commercialisation within the sustainable energy sector. It is funded by Scottish Enterprise and offers independent technology testing, access to market, technology experts and integrated support to help clients from across the UK take technologies to market.



Programme

- 09.30 Registration and coffee
10.00 Introduction and context – *Rachael Nutter, Carbon Trust;*
Dr Tim Minshall, Centre for Technology Management, IfM.
- A large company perspective of Industrial Partnering – *Brian Warrington, former VP Technology Development, GSK*
 - Issues from a start-up perspective – *Speaker tbc*
 - IP considerations – *Alan Boyle, IP Manager, The Technology Partnership*
 - Issues from an investor's perspective – *Clennell Collingwood, TTP Ventures*
- Wrap-up and Questions – *Dr Tim Minshall*
- 13.00 Lunch and networking
14.00 Interactive workshop – *1a and 1b*
15.00 Interactive workshop – *2a and 2b*
16.15 Key lessons, questions and take-away material – *led by Dr Tim Minshall*
16:30 Energy Technology Centre (ETC) Overview
16:40 Close; Optional tour of the Energy Technology Centre
Drinks and networking to 18:30

The interactive workshops will be run in pairs. Their purpose is to provide practical 'how-to' examples from people who have first-hand experience in each area, and to allow attendees to have the opportunity to ask questions directly related to their needs. Large companies from the energy sector will be invited to the workshops and networking sessions.

Proposed topics for the workshops are:

- Attracting the interest of a large company – pitching ideas effectively; having the 'right' offering; asking the right questions; different company approaches to 'open innovation'
- Negotiating a joint-development agreement with a large company
- Negotiating a licensing agreement with a large company
- Selling products to large companies
- Which business model should I use? Experiences of start up companies.
- Managing partnerships - how close should you be to a large company?

When registering for the event please indicate which two afternoon workshops you would like to attend. The responses received will help select which workshops to run.

Enquiries and booking

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