



WP3: MULTI-STAKEHOLDER CAPACITY BUILDING

3.3 WORKSHOP PROGRAMME

Training for Inventors & Social Entrepreneurs

Project Acronym: IPICA

Full Project Title: Empowering knowledge transfer in the Caribbean through effective IPR & KT

Contract Number: FED/2013/330-211

Venue: Institute of Critical Thinking, The University of the West Indies, St. Augustine Campus, Trinidad

DETAILED WORKSHOP DESCRIPTION

Workshop 3: Training for inventors & social entrepreneurs (corresponds to project activity 3.3)

- ✓ **Objective:** Inventors & entrepreneurs receive practical training on how to create and exploit value from their ideas. The activity is closely related to WP 4 of the project, activities 4.2 and 4.3 where the most promising projects have been selected to receive coaching and support for implementation of innovative projects in the energy sector.
- ✓ **Target group:**
 - Based on the results of the innovation ideas competition in IPICA project activity 4.2, inventors & entrepreneurs with promising ideas in the field of energy efficiency and/or social entrepreneurship have been selected and invited to the training workshop.
 - Project partner organisations staff involved in knowledge transfer and entrepreneurship support.
- ✓ **Implementation Date:** 12-14 January 2016
- ✓ **Venue/host:** Institute of Critical Thinking, The University of the West Indies, St Augustine Campus Trinidad
- ✓ **Partner in charge of programme and content:** FHJ

Topics addressed:

The workshop will provide good practice examples and stimulate discussions around the following main topics:

- **Market potential identification and evaluation (UWI)**
 - Determining Market Attractiveness
 - Market Research Tools and Techniques
 - Estimating Market Sales Potential
 - Conducting a Feasibility Study
- **Design and implementation of support services to business analysis and planning** (support with understanding how to choose adequate business models, develop business plans including financial and marketing plan, improve or create new products, services and processes in an effective manner) (INTEC)
 - Market Mapping: Blue Ocean Strategy
 - The Lean Startup Approach
 - Business Models: The Business Model Canvas
 - Customer Development
- **Value creation based on effective IP strategies** (branding – trademarks, geogr. indications; patents) (OEPM & TTIPO & JIPO & WIPO)
 - Introduction to Value Creation based on effective IP Strategies
 - Protection of IP using IPR & forms of IP Rights
 - The nature of IP Rights
 - Effective Use of IP Policies to Foster Innovation, Value Creation and Competitiveness.
 - What every entrepreneur needs to know about IP



- **Design and implementation of support services to starting up a business** (contracts & administrative procedures, relevant actors & intellectual property agents, etc.) (UWI)
 - Factors in Developing Your Business Model
 - The Support Services Map of a Business Enterprise – Internal & External Perspectives
 - Financial Support Services NEDCO Presentation (10 min), IBIS Business Incubation Services (10 min), Center for Enterprise Development Support Services (10 min)
- **Finding investors and crucial partners (MSTEM)**
 - Type of investors
 - Where to find them locally, Caribbean and internationally
 - Pitching to investors
 - What investors are looking for
 - Valuation
 - Structuring investments

Trainers / Speakers:

- Dr Barney Pacheco, Lecturer in Marketing at the UWI St Augustine Campus
- Mr Adalberto Arias, Entrepreneurship and Innovation Center Mentor. Professor of the Engineering Faculty, INTEC
- Mark Hugh Sam, Chief Executive Officer, Start Up Jamaica, Project of the MSTEM
- Paul Regis, Program Officer, Caribbean Section, Regional Bureau for Latin America and the Caribbean, WIPO
- Ana Urrecha, Head of Communication Service, SPTO
- Lallo Ramllal, Specialist in Technical Information, TTIPO
- Mario Whiteman, Technical Examiner, TTIPO
- Dr. Natasha Ramkissoon-Babwah, Lecturer in Entrepreneurship at the UWI St Augustine Campus
- Thomas Schmalzer, Senior Lecturer | R&D Manager, FHJ
- Christian Friedl, Lecturer and Senior Project Manager, Institute of International Management FHJ
- Noelia López, Senior Project Manager, International Project Management Office, UA

Learning Outcomes:

After this workshop, participants shall be able to:

- Systematically analyse the market potential of their own business idea,
- identify viable business opportunities for their idea,
- create an appropriate business model for their idea,
- develop and deliver effective elevator pitches to gain support for their venture,
- develop a feasible and well-presented business plan,
- create an effective IP strategy for protecting and exploiting their idea in order to create future value and gain competitive advantage.

PROGRAMME

Tuesday, 12th January 2016

PROJECT PLANNING AND COORDINATION MEETING ** IPICA project partners only **		
8.30 – 8.45	Welcome and objectives of the day	Noelia López, UA
8.45 – 9.30	Project status overview Project WPs and workplan overview	Noelia López, UA
9.30 – 10.00	Project Next activities	Noelia López, UA
10.00 – 10.15	AOB and Closing of Management Meeting	ALL
	Coffee Break	

TRAINING DAY 1: <i>From Idea to Market</i>		
10:30-10:45	Official welcome and opening of the workshop	Noelia López, UA
10.45 – 11:00	Introduction and workshop objectives	Thomas Schmalzer, Christian Friedl, FH J
11:00-12:00	Getting to know each other and idea presentations	Inventors
12:00 – 13.00	Market potential identification and evaluation <ul style="list-style-type: none">• Determining market attractiveness• Market research tools and techniques• Estimating market sales potential• Conducting a feasibility study	Barney Pacheco, UWI
	Lunch Break	
14:00-15:00	Market potential identification and evaluation (continued)	Barney Pacheco, UWI
	Coffee Break	
15:15-17:00	Business Models – setting up or improving business models in practice and how to choose adequate business models	Adalberto Arias, INTEC



Wednesday, 13th January 2016

TRAINING DAY 2: Business Plan Bootcamp		
9:00 - 10:30	Introduction to Business Planning including financial and marketing planning <ul style="list-style-type: none"> • Market Research • Opportunity assessment • Distribution Channels • Get-Keep-Grow Customers • Revenue Streams • Cost Structures and Financial Tools 	Adalberto Arias, INTEC
	Coffee Break	
10:45 - 12:00	Introduction to Business Planning including financial and marketing planning (cont'd)	Adalberto Arias, INTEC
	Lunch Break	
13:00 - 14:30	Finding Investors and convincing them with marketing and financial plans <ul style="list-style-type: none"> • Type of investors • Where to find them locally, Caribbean and internationally • Pitching to investors • What investors are looking for Valuation • Structuring Investments 	Mark Hugh Sam, MSTEM
	Coffee Break	
14:45 - 17:00	Finding Investors and convincing them with marketing and financial plans (continued)	Mark Hugh Sam, MSTEM

Thursday 14th January 2016

TRAINING DAY 3: Safeguarding your Idea and Getting Support		
9:00 - 10:15	<ul style="list-style-type: none"> • Introduction on Value Creation based on effective IP Strategies • Protection of IP using IPR: forms of IP Rights: <ul style="list-style-type: none"> ◦ Patents and Utility Models ◦ Trademarks and Service-marks ◦ Industrial Designs, ◦ Geographical Indications, ◦ Designs of Integrated Circuits ◦ Copyright and Related Rights, ◦ New Plant Varieties ◦ Trade Secrets • The nature of the IP Rights: the exceptions and limitations of the rights, who can be granted IP Rights, method to obtain and maintain IP Rights; and the right to benefit/transact business with their IPR and information resources available from IP offices and on-line databases. 	TTIPO & JIPO & WIPO& OEPM Lallo Ramlal, TTIPO
	Coffee Break	
10:30 - 12:00	<ul style="list-style-type: none"> • Effective Use of IP Policies to Foster Innovation, Value Creation and Competitiveness. • Starting a business? What every entrepreneur needs to know about IP 	Paul Regis, WIPO Ana Urrecha Espluga, OEPM
	Lunch Break	
13:00 - 14:45	<p>Start-up Support Services and Incubation I: Design and implementation of support services to starting up a business (e.g. contracts & administrative procedures, relevant actors & intellectual property agents, etc.)</p> <ul style="list-style-type: none"> • Factors in Developing Your Business Model • The Support Services Map of a Business Enterprise – Internal & External Perspectives • Financial Support Services NEDCO Presentation (10 min), IBIS Business Incubation Services (10 min), Center for Enterprise Development Support Services (10 min) 	Dr. Natasha Ramkissoon-Babwah, UWI
	Coffee Break	
15:00 - 16:00	Start-up Support Services and Incubation II: Finding Investors and convincing them with marketing and financial plans – Follow-up from previous day	Mark Hugh Sam, MSTEM
16:00 - 16:30	Wrap-up, next steps in the mentoring process and meeting closure	Thomas Schmalzer, Christian Friedl, FH J; Noelia López, UA

