Translate:
Realising medical technologies
innovation in the Leeds City Region

Translate: Me - Innovation Bootcamp

Transforming medtech researchers

Monday 4th - Wednesday 6th December 2017, Leeds

Translate: Me - Innovation Bootcamp is a hands on, three-day residential workshop designed to empower Early Career Researchers and Postgraduate research students to innovate more effectively, navigating the complexities of getting ideas developed, adopted and spread throughout the NHS.

Translate: Me - Innovation Bootcamp is open to 25 delegates from across the five Translate partner universities. It will cover the innovation development process from idea to reality, and is engineered to provide the intensity encountered in real product development.

- Actual case studies will be used to equip learners with a real understanding of the challenges facing innovation in healthcare;
- Teams will produce a short business case and pitch in front of a panel of 'dragons' – the winning team will receive a **prize worth over £1000;**
- This workshop will provide delegates with the tools to efficiently identify and scope genuine clinical unmet need through to pitching a new product or service.

Participants are expected to be resident for the full duration of the workshop, i.e. from Monday 9am to Wednesday 5pm (unless otherwise agreed).

Apply now by filling in the **application form** (see event webpage to download word doc). Spaces cost £50 per delegate which includes accommodation and all catering.

Spaces are limited, and will be allocated on a competitive basis and balanced across partner universities.

Deadline for applications: 6th October 2017

Why attend?

This workshop aims to help break down the considerable barriers to innovation in the healthcare sector.

There are a number of avoidable reasons why ideas fail; including a lack of researched understanding, inadequate checks to identify existing solutions, navigating the intellectual property landscape and disclosing ideas inappropriately; not understanding how or why to identify and involve key strategic people (internal and external) to gain support for the idea; business cases not adequately developed; timescales not adequately managed.

Who can attend?

Early Career Researchers, Lecturers, Fellows, Post Docs, Postgraduate research students at Translate partner universities.

What will I learn?

This is a practical hands-on workshop which will 'teach-by-doing'.

By the end of the workshop delegates will have an understanding of:

- The issues and barriers around innovation – the pressures and the drivers in a real and ever changing landscape (based on real case studies);
- What innovation is?
- The different types of support available to develop ideas further, at what stage and how to access this support (regionally and nationally);
- The different stages of innovation development – from small step-change innovations, to services to medical devices, to new disruptive pathways;
- How to uncover and assess genuine clinical unmet need;
- How to generate a needs statement;
- How to scope solutions and perform basic market analysis for potential widespread adoption and spread;
- Tools to help develop efficient team-working behaviour and decision making;
- How to present information to review next steps;
- Intellectual Property ownership, policies, how to protect against disclosure, and how each of the five types of intellectual property right arises and can be protected;
- Benefits versus features and customer versus consumer;
- How to engage stakeholders internally and externally, and above all without revealing your ideas;
- Testing solutions and tweaking to make it work – the importance of getting baseline data and showing your solution delivers the promised benefits;
- What a business plan looks like and how to give an elevator pitch;
- The outcomes for innovations: close, in-house development, license and spin out. Why different routes are appropriate for different ideas depending on their nature;
- Working as inter-disciplinary and inter-institutional teams;
- The intensity and timescales of product development and testing.

Course Content

Day 1 – Introducing the concepts

- Innovation in context – Understanding why we innovate and how
- Identifying unmet clinical need
- Market Research
- Ideas/Scoping Solutions – The Toolkit
- Review
- Gaining Support

Day 2 – Routes to Market

- Intellectual Property
- Testing and Development
- Business Cases
- Routes to Market

Day 3 - Pitching

- Handing in of Business Plans
- Support available to inventors from Translate and Medipex
- Keynote Speech - hear the experiences of an NHS/academic inventor who has created a new product/service and has gone through the Innovation Line journey.
- Pitch to panel

Delivered in Partnership with Medipex. Established in 2002, Medipex is the healthcare innovation hub for NHS organisations across the Yorkshire & Humber and East Midlands regions and works with industry and academia internationally. Medipex Ltd connects the NHS with industry academia, sharing knowledge of the NHS and commercialisation processes to facilitate the innovation cycle and helping healthcare products to reach the marketplace.

Facilitator

Dr Fabian Seymour, Medipex Associate: Fabian has over 10 years' experience in the development and delivery of training courses in all aspects of commercialisation and entrepreneurship for researchers to realise the impact of their research. He combines his experience in technology transfer activities and inward investment with his passion for training, development and empowering people.

How do I book?

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- Spaces are limited, and will be allocated on a competitive basis and balanced across partner universities.
- Payment will be made using a credit or debit card using the University of Leeds' online store.

Deadline for applications: 6th October 2017

Any queries should please be directed to the Translate team on **hello@translate-medtech.ac.uk**