



Medilink Midlands Innovation Builder

Supporter Information Pack

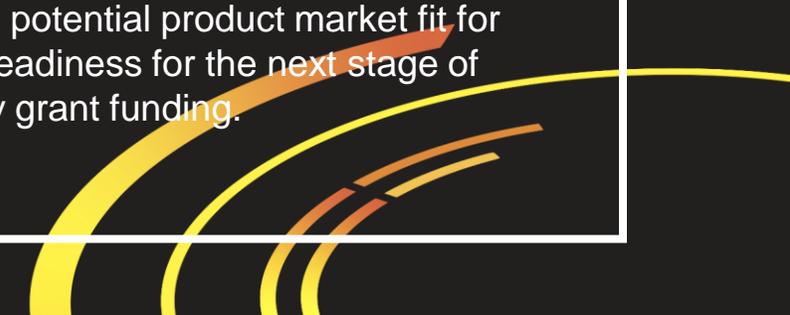
Scalable Innovation Support

Medilink Midlands, working in partnership with Christian Kumar, Medilink Midlands Entrepreneur in Residence, has launched the Medilink Midlands Innovation Builder programme (MMIB), designed to help founders discover a scalable business model for their new innovation. Comprising online events, coaching, peer networks/learning and one-to-one access to an expert network of leading sector experts and investors.

Objective

- To help the participants discover a scalable business model for their new innovation, allowing them to build a commercial proposition with substantially less money and in a shorter amount of time compared to traditional methods.
- By adopting proven tools to investigate customers, refining value propositions, and evaluating risks, the support will create business models that stand up to the scrutiny of potential investors, partners and customers. The builder will de-risk ideas and create a viable, accelerated value proposition for the relevant sector.

Innovator outcomes - what to expect

- The primary role of the builder is to assess commercial viability and develop entrepreneurial skills, ensuring participants keep testing hypotheses accurately to help them make sense of what they are discovering, helping participants find and understand the facts.
 - At the end of the builder, participants will have a clear understanding of the potential product market fit for their technology, in readiness for the next stage of investment/feasibility grant funding.
- 

Cohort Groups

Alpha Group

Dedicated to researchers and academics that have a concept worthy of discussion to formulate the concept into a commercial pathway. Module “research to revenue” will be delivered through the Medilink Midlands Entrepreneur in Residence program, mainly online.

First round intake: max 40 companies.

Beta Group

Looking for companies that are post concept and pre revenue. Applicants may have a company or received funding [either private or public]. These applicants will have a formed business and are looking for a corporate strategy to marry their clinical development plan.

First round intake: 20 companies.

Sigma Group

Trading companies at any stage looking to scale internationally by funding or strategy. We will sit alongside the board guiding the growth of the underlying business. If these companies are not revenue generating, they will be seeking a series A £5m plus funding round.

First round intake: max 10 companies.



Phased Approach

Academic

Entrepreneur in Residence

Innovation workshops to create a workplan, developing and delivering a concept to a working project.

Programme a series of online workshops culminating to an “**Idea Crash Test**”.

Two sessions a year where graduates will grow into Phase I of the Innovation Builder.

Academics and idea stage companies will be able to submit research projects for commercialisation consideration.

MMIB Phase I

Research to Revenue

Working alongside accelerators & incubators to recruit a series of innovators ready to build a commercial business plan.

In person and online modules:

- Understanding IP
- Basics of financial modelling
- Market research
- Business & financial planning
- Creating an effective pitch
- Grant and private sector funding
- Pre-Seed

MMIB Phase II

Corporate Development & Scale

Working & co-developing alongside founders MIB manages the corporate and financial administration of each project.

Keeping the company on a Phase I developed tactical roadmap:

- Prototyping/manufacturing
- Clinical development pathway
- Sales and marketing
- Commercial and corporate growth
- Funding strategy
- Pre A

Supporter Participation Options

Beta Group - companies that are post concept and pre revenue. Applicants may have a company or received funding [either private or public]. These applicants will have a formed business and are looking for a corporate strategy to marry their clinical development plan.

Beta Group recruitment will be on a six-monthly cycle, therefore, potentially two sessions per year.

First round intake 20 companies.

Three ways to get involved:

1. Resource provision on Medilink Midlands Innovation Builder digital platform
2. HIVE group sessions
3. 1-2-1 sessions.



1. Resource Provision

- Relevant documentation for innovators/start ups to understand and digest from across the three groups (Alpha/Beta/Sigma). For example:
 - Regulatory
 - IP information

2. HIVE Group Sessions (Group Mentoring)

In-person sessions between supporters and innovators. Innovators will explain their current challenge(s) and proposed solution. Each expert supporter to provide an input in a constructive manner as a group discussion.

- Five companies/innovators (1 per table)
- Five tables of services providers (up to 5 per table)
- Companies have 25 minutes per table and rotate around

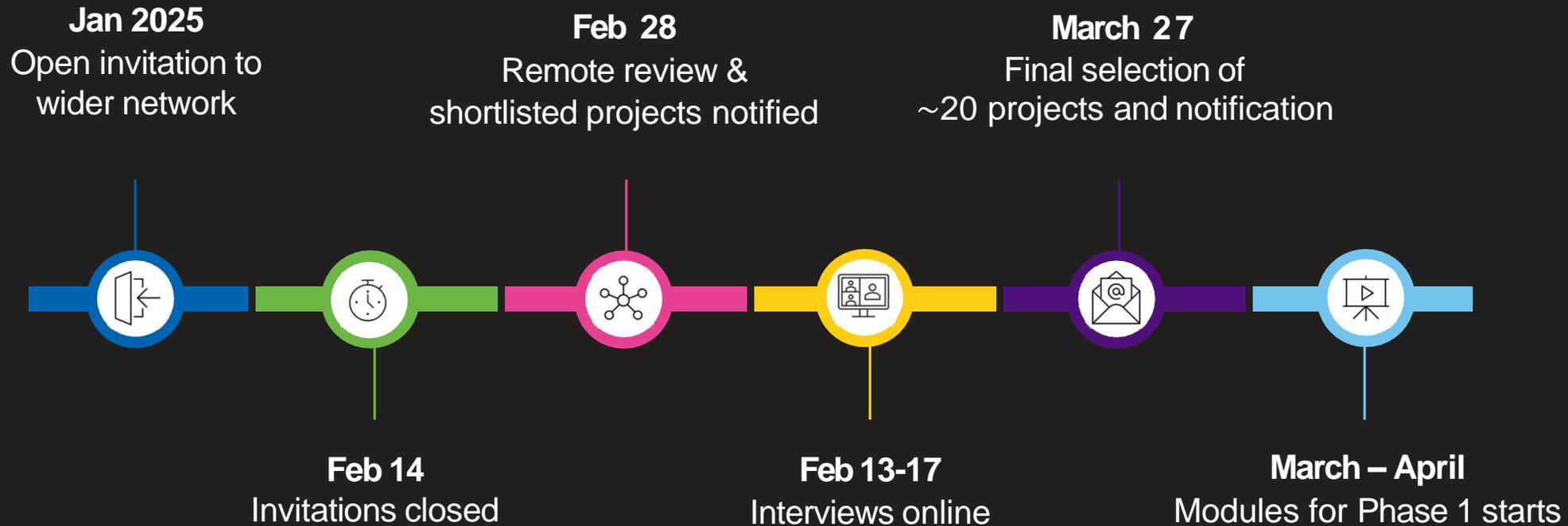
½ day sessions x four. (West Midlands & East Midlands split).

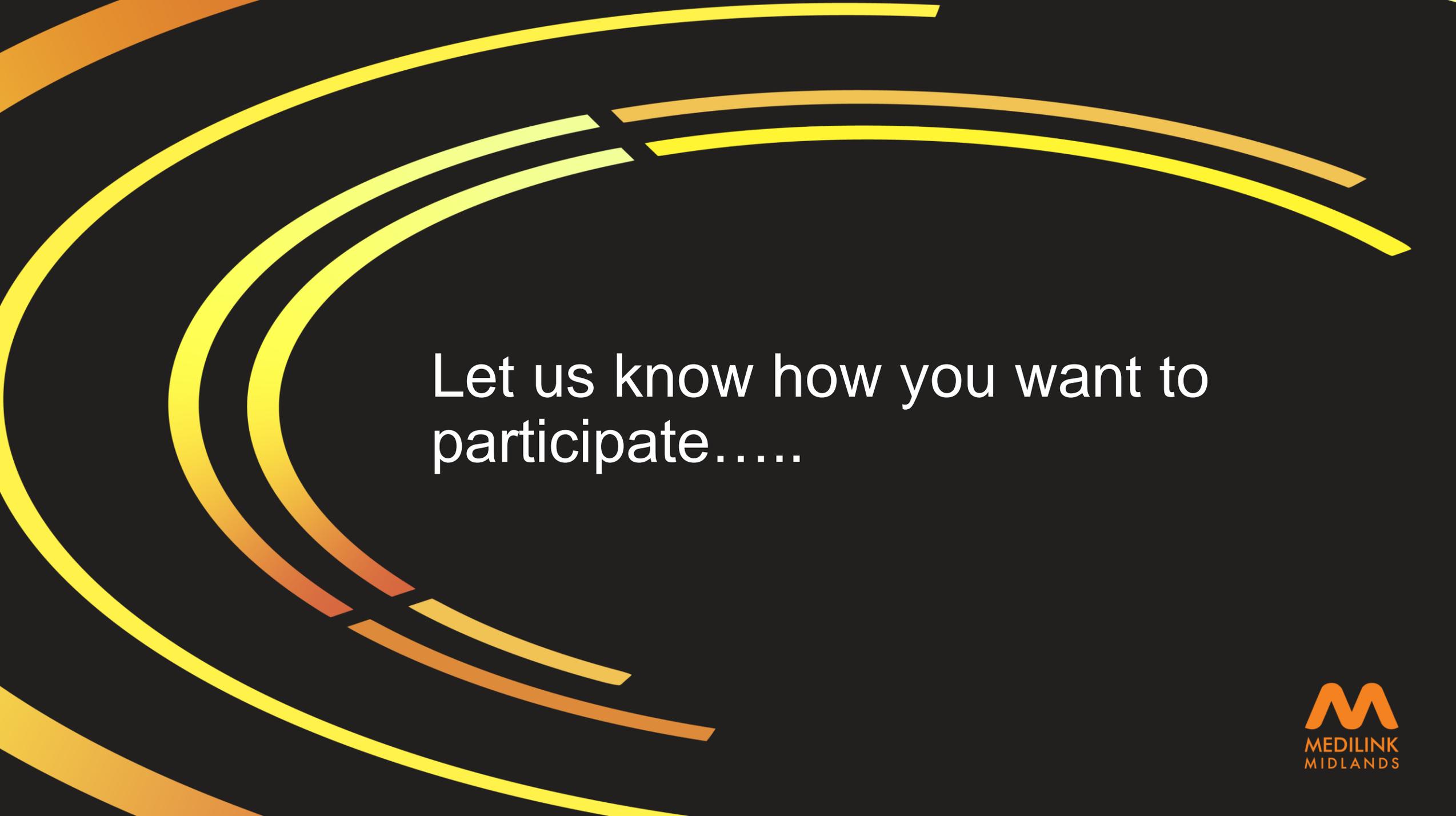
3. 1-2-1 Sessions

- Supporters will be on a preferred supplier list, and post HIVE sessions will offer 1-2-1 sessions with Beta companies.
- Companies will highlight their topic requirements for 1-2-1 sessions. Where there are multiple supporters under one topic, companies will be given details of all and will select themselves.
- Supporters to offer x10 1-2-1 sessions of 1 hour.



Timeline





Let us know how you want to
participate.....



Tell us which option(s) you wish to be involved in or if you have any questions:

MMInnovationBuilder@medilinkmidlands.com