

# Corporate venture and business plan workshop

Open Innovation in Action

**Thursday 9 October 2008** (pre-course dinner on Wednesday 8 October)  
Cambridge

Corporate venture and start-up teams are responsible for evaluating business opportunities and making investment decisions. To make evaluations the teams require skills in investment decision making which are different to traditional corporate methods. This H-I Network programme will develop business evaluation skills and provide a venture capital and external perspective to your evaluation.

The programme is based on an eight part Venture Capital case of the Integral Vision technology business which was written by Lucius Cary who has invested Venture Capital Trust funds in corporate spin outs. The case has been enhanced with an extensive range of examples from Corporate Venture investment decision making.

The programme will also provide an introduction to the H-I Network 'Business Cube' business plan approach which helps ventures and new business ideas build integrated, holistic and iterative plans.

## Objectives

- Understanding the critical stages of growth and finance stages of a new venture:
  - Gaining the first customer
  - Cash flow and management
  - Management team and governance
- Finance and equity structures
- Evaluating risks and management at each phase  
Applying the VC world to CV (Corporate Venture) world.

## Benefits

- The programme will bring benefits by :
- Bring effective processes to the venturing
  - Enhancing skills of team members
  - Provide financing ideas and options
  - Share learning and contacts with leading organisations

The workshop will be delivered through an eight part venture capital case and the participants will take the roles of the investor and the start up business management to experience the issues of:

- Understanding the critical stages of growth and finance stages of a new venture:
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H-I Network is a division of Corven Consulting Ltd. Registered office Lion House, Red Lion Street, London, WC1R 4GB. Registered Limited company in England No. 03752224

## Attendees

Executives with responsibility for corporate venture process, innovation investment decision making, spin out investment, management teams of ventures and corporate executives responsible for investment decision making.

## Programme

### Wednesday 8 October

19:00 Pre-course dinner (The Best Western Quay Mill Hotel, Cambridge)

### Thursday 9 October

08.30 Introductions, objectives and expectations for day

The day's programme will involve the team making Venture Capital decisions and applying these to your corporate initiatives.

H-I Network Business Cube – Business Plan methodology as featured in the book '*Open Innovation in Action – How to be strategic in the search for new sources of value*'. Understanding the key elements to building an effective venture and applying the learning to your business.

16.30 Close

In preparation for the workshop you will be provided with the first part of the case study to review before the workshop.

There will be opportunities to network and share experiences with other participants at the dinner, lunch and coffee breaks.

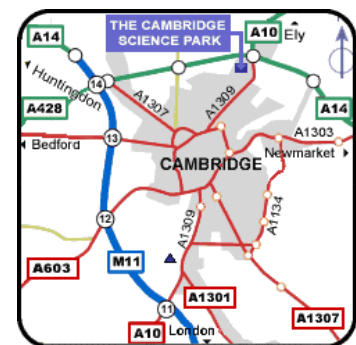
## Location and registration

The Trinity Centre  
24 Cambridge Science Park  
Milton Road  
Cambridge CB4 0FN

This is an additional event in the H-I Network programme and there is one FREE space for members of the H-I Network ([www.h-i.com](http://www.h-i.com)). Non H-I members and additional spaces are £690 plus VAT (inclusive of event and dinner, but exclusive of accommodation).

Please contact Lisa Curteis to reserve one of the limited places.  
Tel: +44 (0)20 3178 6755 Email: [lisa.curteis@h-i.com](mailto:lisa.curteis@h-i.com)

Accommodation: The Best Western Cambridge, Quay Mill, Church Road, Stow-Cum-Quy, Cambridge, CB25 9AF. Please call hotel direct to book your accommodation. Tel: +44 (0)1223 293383.



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## Programme contributors

**Andrew Gaule** is the founder of the H-I Network a thought leadership forum comprised of senior executives from some of the world's leading organisations that are developing new innovations. Andrew also leads the Corven Innovation practice

Andrew has led innovation strategy initiatives and new business ventures at organisations such as Unilever, DHL, BOC and the Health Protection Agency:

He has created new methodologies to support new business innovation:

- the "Five Ps", a methodology for ensuring innovation and venturing processes are sufficiently holistic and strategically aligned;
- the New Business Cube, a methodology for evaluating innovations throughout their development, from a holistic perspective, to prevent wastage and maximise the chances of successful deployment;
- the extrapreneur® terminology, a set of criteria used to identify individuals with an external perspective and the extra skills needed to develop ideas successfully in open innovation environments.

Andrew is the author of *'Open Innovation in Action – How to be strategic in the search for new sources of value'* which includes case studies from H-I Network clients P&G, QinetiQ, Shell, DSM and Tate & Lyle. He also speaks at leading VC conferences in Europe, USA and China.

Andrew has an economics degree from St John's College, Cambridge, is a qualified chartered management accountant and gained his MBA at Henley Management College.

**Richard Young** has a wealth of M&A deal experience, financing skills and detailed knowledge of a number of business sectors including Property & Construction, Downstream Oil & Gas and Financial Services. Richard has worked on a number of corporate venture spin outs and growth businesses across a number of sectors.

Richard is qualified Chartered Accountant and a member of the Securities Institute and Association of Corporate Treasurers. Richard is also responsible for compliance and other various control functions as required by the FSA for Corven Corporate Finance.

Richard was a Partner in the Arthur Andersen Corporate Finance division. Prior to Arthur Andersen Richard also was a Corporate Finance Partner in BDO worked, in Hill Samuel the British Merchant bank where he was Head of Debt Syndications and set up a Corporate Sales desk in the bank's Treasury division.



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