



BioBase4SME Innovation Biocamp

Date: Sunday May 5th – Friday May 10th 2019

Location: Bovendonk, The Netherlands

APPLY NOW for a fully funded, specialist training for you and your business, worth €7000*. Join other new, high-growth, bio-based businesses for an intensive, week-long course that will give you the tools you need to help you commercialise your idea and grow your company.

Each session of the training programme will start with a lecture from an expert in a key aspect of business growth followed by a group exercise mediated by an experienced facilitator. You will apply the learning from the session to your own company and pitch to investors at the end of the Biocamp.

* contributes to EC de minimis allocation

HOW YOU WILL BENEFIT

- Mentoring sessions with successful business leaders and investors
- Masterclasses from experts in finance, regulation, risk and opportunity
- Live pitch to a panel of specialist investors, active in the sector
- Peer-to-peer learning and networking with biobased companies from across NW Europe

WHAT YOU WILL LEARN

- How to analyse your value proposition and develop your business model
- Identifying and securing your customers and other people you need to grow
- How to address operations, intellectual property and risk management
- Communicating effectively with your investors, customers and suppliers

WHAT IS INCLUDED

- All course materials
- All teaching, lecturing and mentoring
- Investor pitch opportunity
- Accommodation and catering at the historic Bovendonk Hotel in the Dutch countryside
- Social programme to encourage networking

TARGET AUDIENCE

Eager, innovative companies and start-ups working in the bioeconomy which are based in the Interreg North West Europe area.

BioBase4SME is operated and/or co-financed by:





BioBase4SME

Innovation Biocamp

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OVERVIEW OF THE TRAINING PROGRAMME

Day 1 | Sunday 5 May: arrive early evening

- Welcome and introduction to BioBase4SME
- Networking activity and introductory company pitches
- Dinner

Day 2 | Monday 6 May

- Key note speaker on opportunities in the bio-based economy
- What is your value proposition – who will buy your product or service?
- Key note from successful business that has realised its value proposition
- Introduction to Lean Canvas business model – explore company vision, risk and assumptions

Day 3 | Tuesday 7 May

- Customer discovery: how to validate your value proposition and business model
- Leadership activity
- Strategic communications
- Social evening in Breda

Day 4 | Wednesday 8 May

- Operations: managing quality, meeting expectations, reducing overheads
- Successful outsourcing
- Key note on protecting your intellectual property
- Intellectual property activity
- Bioeconomy innovation game, by TNO

Day 5 | Thursday 9 May

- Key note on investor viewpoint
- Developing pitching skills
- Participants are paired with business leaders for one-to-one mentoring sessions

Day 6 | Friday 10 May

- Pitch preparation: work to develop a convincing investor pitch
- Pitch fest: Live pitch to panel of specialist investors

How to apply:

- Download the application form: www.biovale.org/event/biobase4sme-biocamp
- Return the completed form to info@biovale.org

For further information email info@biovale.org, call +44 (0) 1904328045 or r.koevoets@rewin.nl, +31 (0) 6 226 639 34; **Deadline for applications is 18 March 2019.**

Applications will be reviewed by the project committee, you will receive a **final confirmation** on your participation by **Friday 5 April 2019.**

**For more information
on the selection criteria and procedure:**

www.nweurope.eu/BioBase4SME

Applications are now open.

