

Cranfield VentureDay 2010

TIMETABLE



08.30 **Registration** – Cranfield Management Research Institute

09.00 **Welcome** – Professor Sir John O'Reilly, Vice Chancellor of Cranfield University

09.15 **Keynote Address: - Economic Outlook for the Entrepreneurial Economy**

Professor Andrew Burke, Director of the Bettany Centre

10.00 **Parallel Sessions:**

(1) Branding to Sell:

Chair – Professor Malcolm McDonald, International Marketing Guru

Charles Perry – SecondNature, Co-Founder

Mark Kelly –Cranfield, Visiting Fellow

Rebecca Mayhew – GoApe! Co-Founder & Marketing Director

Angus Thirlwell - Hotel Chocolat, Co-Founder

(2) New Venture Pitches for Finance & Business Partners

Businesses to be announced.

10.50 **Tea and Coffee – Networking & Visit Exhibition Stands**

11.30 **Parallel Sessions:**

(1) Breakthrough Innovation Opportunities: Showcasing Tomorrow's World Technology from Cranfield

Professor Paul Shore - Head of Precision Engineering Centre

(2) Financing for Growth

Smith & Williamson-(The Entrepreneurs' Accountants)

12.20 **Keynote Address: CBI Entrepreneur of the year 2009 – Building a Growth Business in Mature Markets:**

Karen Paterson - Patersons Global HR & Payroll, Founder & CEO

13.00 **Lunch and Networking**

14.00 **Parallel Sessions: Start-up and Business Strategy Workshops:**

(1) Managing Sales with a Tight Budget and Looking Bigger than You Are:

Chair – Dr Stephanie Hussels, Bettany Centre, Lecturer

Harry Clarke – RingGo & Cobalt Technologies, Founder & CEO

Lara Morgan – Pacific Direct, Founder

Jon Thornes – Cool Milk at School, Founder &

Managing Director

(2) Growth through Diversification – When is it the Right Time, How Much & What are the Right Signals?:

Chair – David Molian, Bettany Centre, Lecturer

Steve Jolliffe – Top Golf, Founder

Karen Paterson – Patersons Global HR & Payroll, Founder & CEO

Richard Salvage – Medsa Group, Group Managing Director



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TIMETABLE (Continued)



14.50 **Parallel Sessions:**

- (1) Restart, Turnaround, Making Plan B Work:**
*Chair - Martin Rigby – ET Capital & Psonar, Founder & Managing Director
Cyril Freedman – Business Angel & Bettany Board Member
David Courteen - Fitness Express, Co-Founder
Steve Taylor – Fitness Express, Co-Founder*
- (2) Building the A Team:**
*Chair – Rachel Stone Smith & Williamson(The Entrepreneurs’ Accountants)
Tristram Mayhew – GoApe! Co-Founder & Chairman
Glen Manchester – Thunderhead, Founder & CEO
Dr Frank Noppel – Ambeo PLC, Founder & Managing Director*
- (3) Financing for Growth**
Smith & Williamson-(The Entrepreneurs’ Accountant)

15.50 **Tea and Coffee – Networking & Visit Exhibition Stands**

16.15 **Entrepreneurial Finance Forum:**

- (1) Hot Topic – What is getting funded:**
*Chair – Modwenna Rees-Mogg, Angel News, Founder
Oliver Woolley – investors, Partner
Simon Rowlands – Cinven, Partner
Graham Laurence - GL Advisory*
- (2) Management Buy-In & Buy-Out:**
*Chair – Cyril Freedman, Business Angel & Bettany Board Member
Simon Keeling – Corbett Keeling, Founder & joint Chairman
Rod Leefe – Witan Jardine, Former Chairman
Murray Steele – James Walker Group, Director & former Cranfield faculty*

17.00 **Keynote Address: 2010 CMA Entrepreneur Alumnus of the Year** *Nick Jenkins – Moonpig.com, Founder & Chairman*

17.30 **Drinks Reception and Closing:** *Professor Frank Horwitz, Director of Cranfield School of Management*

