

Engineering YES in 2013

Learn how to exploit your research ideas and win up to £3,000!

If you are a researcher (staff or student) who would like to learn more about how research is commercialised then this could be the programme for you.

During the programme you will learn:

- *How to network meetings and how to work more effectively as a team*
- *What is involved in patenting and how to go about securing your intellectual property*
- *How to prepare a financial plan and put together an effective presentation*
- *What are the best ways of exploiting your idea's potential, including licensing*
- *What financiers will be looking for*

Engineering YES is a three day residential experiential training programme that is wrapped up in a business plan development competition. Teams of researchers from Universities throughout the UK work to develop business plans to bring fictitious engineering product or service ideas successfully to market. We are running three regional training heats in April and May 2013. There are few constraints on what your idea can be as long as it has its basis in some form of engineering. Keeping it fictitious ensures that you do not trip over any Intellectual Property disclosure issues.

Your efforts over the course of the programme are assessed by a panel of judges to whom you present your ideas on the final day. The top two teams from each training heat go through to a one-day national final which is held in Birmingham in June.

This business plan competition has a real buzz; the intensive programme of activities away from the university environment will leave you with a firm understanding of the world of business and commerce and experience of operating in a high-pressure environment.

The first element is a half-day briefing session held a month before the competition, at which you receive advice about how to structure a business plan, where to seek supporting information and are given a financial spreadsheet to help you model your ideas. You can attend this in person or via a live webinar which will allow you to ask questions.

Throughout the three-days, speakers and mentors from industry and business advise and guide your team as you develop your business plan. Mornings are dedicated to presentations covering all key aspects of what needs to be considered when commercialising a new product or service. In the afternoons, time is your own and we offer the chance to book one- one meetings with expert business mentors. Typically, teams continue working late into the night as they try to perfect their presentations and respond to the information and advice received during the day.



Judges for the competition include venture capitalists, senior representatives from international engineering companies such as Rolls-Royce and from professional organisations.

The competition has been extremely well-received by both delegates, industry sponsors and the participating universities. Feedback from participants includes comments such as “I feel you have invested £million in my future” and “I wonder what my supervisor will think of the new more confident me?”



In 2011 the competition gained wider recognition at the National Enterprise Educator Awards, where Engineering Yes was “Highly Commended” in the Enterprise ‘Champions’ category.

The competition is free to delegates, but is funded via a mixture of payments from participating universities and sponsors. In 2013 we can accommodate 24 teams who will each participate in one of the three heats. Teams can have 4 – 6 members.

2013 Dates

- **Briefing Session Monday 8th April** (Loughborough University or Webinar)
- **Heat 1 Sunday 28 April – Wed 1 May** (Holiday Inn Leeds Brighouse)
- **Heat 2 Sunday 12 May – Wed 15 May** (Holiday Inn Milton Keynes)
- **Heat 3 Sunday 2 June – Wed 5 June** (Holiday Inn Coventry)
- **Grand Final Wed 19 June** (Birmingham Science Park Aston)

I am interested - what should I do now?

- 1) Check with your University that they have funding to send researchers on this programme. Some will have central training funds that they will have allocated for this event. If this is proving difficult contact us directly and we will see if we can help.
- 2) You can enter as a pre-formed team (recommended), or as an individual, a pair or a three. If you enter with less than 4 members we will allocate you to a team accordingly. This may be with other researchers from your institution or possibly from a different University.
- 3) Entry forms can be downloaded from our website www.engineeringyes.org
- 4) Send your Application form to Jo Gilman (j.gilman@lboro.ac.uk)

The closing date for applications is 15th March 2013. Early Bird discount deadline for reduced fees is 31 January 2013. Applications are accepted on a first-come first-served basis. The organisers will endeavour to allocate teams places on their preferred dates, but may need to offer alternatives if space is no longer available

For further information please contact Jo Gilman: j.gilman@lboro.ac.uk
Website: www.engineeringyes.org

