



DELIVERING NUCLEAR INNOVATION



Widen your commercial horizons, identify new markets and prepare to grow your business or idea.

Apply now for the Game Changers Incubator programme to receive industry-leading training and business mentoring, develop a commercialisation strategy for your technology and gain a unique insight into the nuclear sector.



MENTORING

Providing you with a sounding board and structured approach to reviewing progress against objectives. Our mentors are experienced entrepreneurs themselves and have collectively mentored over 100 start-ups and spinouts.



TRAINING

Virtual workshops covering IP and asset management, business growth and sustainability, understanding your markets, financial planning and grant funding, pitching and networking skills.



NETWORKING

Develop a strong network of key contacts within nuclear and the entrepreneurial ecosystem in West Cumbria and beyond. Benefit from peer support and visit co-working spaces and facilities.



INSIGHTS INTO NUCLEAR

Our fireside chats and online resources will give you valuable insights into how things work in the nuclear sector, from supply chain and procurement to funding schemes and delivering great demonstrations.

“The programme really pushed home that a great idea alone is not enough and that a well-managed company is the real key to success.”

“It gave access to crucial commercial, purchasing and certification knowledge specific to the nuclear sector.”

Who is it for and how to apply?

We are looking for 6 organisations, currently receiving Proof of Concept funding via the Game Changers programme, who would benefit from focussed attention on the commercialisation aspects of their project.

We anticipate each organisation will nominate one core individual to participate in all workshops but that they may wish to bring a co-worker to some of the sessions or to join in the mentoring (and that this individual may change depending on the topic).

Organisations will be selected to participate in the incubator based on their commercial aims and objectives. Interested organisations will be invited to

complete a bespoke matrix to reflect on where their organisation is in commercial terms. They will then be invited to a short interview (40min, 15 or 17 September 2021) to present on their goals and ambitions and to share where they see themselves (and the project) in two years' time.

The cost of the training and mentoring is covered by the Game Changers programme. Participants are expected to cover their own travel to Cumbria and accommodation for a launch and an end of programme celebration we'd like everyone to attend. We expect successful applicants to commit to attending all workshops and mentoring sessions.



PROGRAMME

Launch (2-4 November 2021)

This 3-day residential provides an opportunity to meet your fellow innovators and start building your network with key people from within the nuclear industry and the local community, to gain an understanding of the innovation eco-system and where your organisation might fit into that. You'll have the chance to visit key facilities and co-working spaces, including the newly launched Barclay Eagle labs at the bus station.

Our workshops will help you to:

- Reflect on your own strengths as an individual, as well as the strengths of your organisation
- Set and refine commercialisation goals
- Develop key skills such as leadership, communication and negotiation

Virtual workshops

Once a month, you'll meet up with the other programme participants to focus on the following topics. Workshops will take place in the mornings (usually 9.30am - 1pm) via MS Teams.

NOVEMBER What's your MO?

Methodology for planning and preparing to scale your business. How well do you understand your customers and your market? What is your value proposition?

- Go on a journey of customer discovery and market engagement to ensure that your product or service is aligned with solving your customer's key problems.
- Gain tools to evaluate your external markets and create justifiable product propositions.
- Apply modern marketing theory to the process of customer discovery to identify and validate product and market opportunity.

DECEMBER The Gordian's Knot

Getting to grips with your Intellectual Property Assets. No, this is not just about patents!

- What do we mean by Intellectual Property (IP) and Intellectual Assets (IA), why and how are they different and why do they matter?
- The importance of establishing actual, (rather than claimed), ownership of IP. How to establish "freedom to innovate".
- Getting control of and strategically managing your IP.

Understand the need to establish what IP and IA is being claimed, its heritage and the chain of ownership since inception; and why and how to manage your new IP.

JANUARY Planning for Success: How to plan with investment in mind

What makes a good business plan? What do investors want to hear? How do you translate this into a memorable proposition?

This session looks at following the business planning process to create a credible business plan. It includes understanding your financials, financial management and creating a robust financial plan.

FEBRUARY Equity Funding..... the essential guide to investment mechanics and building value

This session explores the differences between Angel investment and Venture Capital.

It looks at the mechanics of investment and Share Capitalisation Tables. It addresses the core question of valuation: how do you place a value on your business? What factors drive or deliver value? Delegates will leave the session with an insider view of the investment process delivered by a seasoned practitioner with repeated first-hand experience of the potential challenges. They will understand how to identify, develop and present the value in their businesses to potential investors.

MARCH The Perfect Pitch

Armed with the knowledge derived from the previous sessions and a draft business plan that applies these learned principles, each delegate will be put through their pitching paces.

Practice and refine your pitch to ensure a clear, concise and polished performance.

APRIL Getting the right funding, for your business, at the right time

Many grant funding applications fail for otherwise viable projects because of shortcomings in the application process. This workshop will provide:

- A systematic and structured approach to identify grant funding opportunities
- Tips on how to apply for grant funding, via an assessor's perspective, to increase the chances of a successful application.



Mentoring, online resources and other support

Business mentoring will take place at times which suit your business – normally a 30 minute call with your mentor once a month from November to April. Each workshop is supported by online learning materials, including slides, case studies, worked examples and other resources (available for a 12 month period).

We will also signpost to complementary support, training or networking available through the Game Changers Innovation Forum or other organisations (such as the Eagle labs) as appropriate, and to our Game Changers alumni network.

Programme finale (May 2022)

Taking place as part of the Game Changers Innovation Festival, this will be an opportunity for you to celebrate successes and broaden your network – including engaging with the supply chain and non-nuclear sectors and putting your pitching and networking skills into practice. Around the festival, we'll have some sessions specifically for the incubator participants, focussed on pitching, reflection and setting goals for yourself and the business going forward.

We'll also include a fireside chat with sector experts, providing you with insights and a chance to ask questions to understand how the nuclear sector really works, including:

- Culture, organisations and opportunities in nuclear
- How to do business with Sellafield and other NDA sites - what a good supplier looks like, finding opportunities and building positive relationships