

Taking ideas to the market

Choosing a value-creation model

Filling the product pipeline

Dealing with intellectual property

Funding for high-tech ideas

How to grow and profit

Writing and presenting business plans

# INVITATION TO ATTEND A WORKSHOP ON NEW VENTURE CREATION

**Creating start-ups from innovation &  
technology based business ideas**



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**Presenter:** Stephan Lamprecht, an industrial engineer advises start-ups and innovation support entities in the management of innovation and commercialisation.

Know-how and experience involve the growth and culture of high-tech start-ups.

He formerly ran the Technology Top 100 Awards Programme – at the time SA's premier business awards programme celebrating innovation – mandated to do so by the Department of Science and Technology.

Stephan is past-president of the SA chapter of the Licensing Executives Society International, a not-for-profit association for people with an interest in the licensing of intellectual property and technology transfer.

He is the presenter of Summit TV's Intellectual Property show.

**Venture Solutions** is an innovation management and commercialisation consultancy. The focus is developing high-tech start-ups. Know-how and methodologies target issues pertaining to the commercialisation of new technology, leveraging intellectual assets, and structuring start-up businesses for sustainable growth.

**Sometimes great ideas or even radical technology are simply not enough to guarantee commercial success. Starting a technology-based enterprise requires different skills and diligence in order to achieve sustainable wealth creation and delivering the value and impact that investors look for from high-yield investments.**

**The New Venture Creation workshop is based on experience and leading insight into how technopreneurs are taking science and technology out of the laboratory into the marketplace. This is a practical how-to workshop on turning ideas into ROI.**

## Purpose of the New Venture Creation workshop

The workshop aims to impart a fundamental understanding of the process of transforming S&T based business ideas into sustainable start-up enterprises. It takes a three part approach to New Venture Creation:

1. **Starting off:** positioning new ideas within the context of market needs and requirements, translating ideas into a business case (business case vs business plans) and then constructing the building blocks for the new enterprise (structure, team, funding, starting out).
2. **Launching:** developing and presenting a practical and realistic business plan, structuring finance, raising capital, ensuring freedom to operate i.r.o. IPR's and exploiting intellectual assets.
3. **From Small to Supersize:** growing ideas into sustainable business enterprises, building value, partnering, collaboration and branding.

**"What were very useful for me were the many case studies Stephan used in his workshops. This brought the theory into reality for me. Stephan has a depth of knowledge around the subject of Innovation that is rarely found in South Africa."  
Allon Raiz,**

**The workshop covers specific South African Idea to Enterprise Case Studies, including successful local globalisations.**

## Why should you attend?

**Attending this two-day workshop will give you up to date and leading insight into the process of taking ideas to the market, relevant to today's business world, and integrate new developments in the innovation environment, both in South Africa and globally.**

PRETORIA: 11 and 12 November 2009 – CAPE TOWN: 18 and 19 November 2009

For more information and registration: E-mail [info@venturesolutions.co.za](mailto:info@venturesolutions.co.za)

R 3, 700 p/p (incl VAT) – group discounts available on request