

May 30 – June 1 2018

Brisbane Marriott
515 Queen Street
Brisbane QLD 4000

MktReady
Incubator

PROGRAMMED BY
Bentleys
THINKING AHEAD
www.bentleys.com.au/MktReady

MktReady Incubator – Programmed by Bentleys

DRAFT PROGRAM AT MARCH 2018

Speakers/Session Facilitators: Bentleys Team & Industry Experts

Day 1

Session 1 – Welcome and Keynote

8.30am Mkt Ready Incubator Overview

9.00am Speaker – What is the Future of Food?

10.30am Morning Tea

Session 2 - Innovation

10.45am Innovation & Innovation Management

11.30am Entrepreneurial Science & Business Model Innovation

12.30pm Lunch

Session 3 - Collaboration & IP

1.00pm Research Collaboration

1.45pm Identifying and Protecting Intellectual Assets

2.30pm Afternoon Tea

Session 4 – Next Sensing and Wrap Up

2.45pm Technology – Business Systems of the Future

3.15pm Next Sensing and Opportunity Recognition

3.45pm Monetising Intellectual Property

4.30pm End of Day 1

Day 2

Session 5 - Strategy & Growth

8.30am Strategy Planning & Development

9.30am Blue Ocean Thinking

10.30am Morning Tea

Session 6 - Supply Chain

10.45am Supply Chain Engagement & Development

11.45am Negotiating Partnership Contracts

12.30pm Lunch

Session 7 - Governance & Risk

1.00pm Good Governance & Risk Identification

1.45pm The Role of Your Board of Directors and Advisory Panel

2.30pm Afternoon Tea

Session 8 - Strategic Investing

2.30pm Making Strategic Investment Assessments

3.15pm Case Studies

4.30pm End of Day 2



#FutureFoodBNE #MktReady #BentleysMktReadyIncubator

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Day 3

8.30am **Session 9 - Leadership**
8.45am Organisational Culture
9.15am Strong & Innovative People Solutions – Tools & Approaches

10.30am **Morning Tea**

Session 10 – Funding Growth
10.45am Introduction to Funding Sources
11.15am Panel: Funders
12.00pm Panel: Attracting funding

12.30pm **Lunch**

Session 11 – Funding Growth (cont)
1.00pm Speaker – The Journey of a Brissie Foodie – From start-up to finding funding for growth
1.30pm Funding Readiness & Metrics
2.00pm Funding Readiness : Pitching

2.30pm **Afternoon Tea**

2.45pm Wrap Up
3.30pm Networking
5.30pm **End of Day 3**



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