



Medici: The Enterprise Training Programme

Medici is the University of Birmingham's flagship training programme designed for research staff currently exploring the commercial potential of their research.

The Medici programme will give you the business skills, knowledge, and confidence you need to engage with business and industry in an impactful and professional way.

The programme is aimed at research staff interested in developing the impact of their research be that through creating new inventions, therapies, treatments, and medical devices, providing expert consultancy, licensing a technology, collaboration with business, spinning out a company, developing a service or delivery of CPD training etc.

Dates

The programme consists of 7 days of face-to-face training delivered by the University of Birmingham, on the following dates:

- Wednesday 22 and Thursday 23 January 2025
- Wednesday 12 and Thursday 13 February 2025
- Wednesday 12 and Thursday 13 March 2025
- Wednesday 2 April 2025

Potential delegates may be at a very early stage with no clear commercial offering, or they may already be working on a viable project.

Course Content

The course covers the following subjects:

- Networking with Confidence
- Introduction to Entrepreneurship
- Value Proposition and Business Models
- Introduction to IP
- Commercial Strategy
- Sales and Selling Skills
- Building Unstoppable Teams
- Pricing and the Commercial Deal
- Introduction to Developing Successful Partnerships
- Introduction to Finance
- Investment Readiness
- Business Planning and Raising Finance
- Exploitation Pitch



The course will give you an understanding of the routes available for the exploitation of university research and will help you to recognise the key stages in the development of your idea.

This knowledge will enable you to maximise the opportunities available to you and any potential benefits.

Applications

Delegate rates are £2750 +VAT per person.

This includes hotel B&B accommodation on the Wednesday evenings in Jan, Feb and March and lunch and refreshments on all training days.

There are funded spaces for University of Birmingham staff academics and researchers. Places are allocated based on a strong application with commercial relevance and potential.

We are now recruiting delegates for our 2025 course.

To apply, please complete this form and return it by email to Eleanor Burdis:

e.g.burdis@bham.ac.uk

The deadline for applications is 4 November 2024.

Section 1 - Personal Details

Title	
Name	
University	
Department	
Position/role	
University address	
Email address	
Telephone number	
<i>Special requirements</i> Please detail any health condition or disability which we will need to be aware of to enable your	



attendance (including parking, access to buildings, or facilities/equipment, dietary requirements).	
Internal University of Birmingham Delegates Only	
<i>All University of Birmingham staff are required to provide an account code as part of their application. A cancellation fee of £100.00 (per day missed) will be automatically charged to your department if the Enterprise team is not notified of non-attendance five working days prior to each module.</i>	
Department Account Number	

Section 2 – Course Suitability

Please explain why you are interested in undertaking the Medici Enterprise Training Programme:	
Please detail the areas of your research that you believe could have the potential for knowledge transfer / commercial development:	
If you have previously been (or are currently) involved in any commercial activities surrounding your research, please give brief details.	
What benefits do you think you will get from attending the Medici training programme and	



how will you use the knowledge in the future?	
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Section 3 – Agreement

<p>The Medici Enterprise Training Programme will run from January to April 2025 consisting of seven days of workshops, all days (from 9am to 5pm) delivered in person by the University of Birmingham, on the following dates:</p> <ul style="list-style-type: none">• Wednesday 22 and Thursday 23 January 2025• Wednesday 12 and Thursday 13 February 2025• Wednesday 12 and Thursday 13 March 2025• Wednesday 2 April 2025	
Name of University Sponsor / Line Manager:	
Role:	
Department:	
<p>University Sponsor Agreement</p> <p>I am aware of the time requirements of the Medici Enterprise Training Programme and I am happy for the applicant named on this form to attend the 7 training days planned between January and April 2025.</p> <p>Name:</p> <p>Signature: Date:</p>	
<p>Applicant Agreement</p> <p>I confirm that by signing up for the Medici Enterprise Training Programme 2025, I am committing to attend all training modules as detailed above. If, due to extenuating circumstances, I find that I am unable to attend any part of the programme this must be agreed with the programme management in advance and my university sponsor will be informed.</p> <p>Name:</p>	



Signature:

Date: