

Be Inspired to Innovate for Your Future

Wednesday, 17th February 2010, Stirling Management Centre

For the 3rd year, EDTC and ICASS bring to you their free one day event and showcase aimed at companies and entrepreneurs who are developing new products and processes. This year the event will focus on the clients we have helped and their stories of success – no celebrities, no advisors, no death by PowerPoint – just our clients sharing their experiences with you!

Through six different interactive workshops, hear first hand from our clients how they met the challenges and overcame the obstacles of developing a new product. Learn from these clients and ask them anything you want to know about getting your product to market.

We have a diverse range of clients showcasing products from various industry sectors, each with their own story to tell. Clients who will share with you their experiences; the pitfalls, the successes, design and development time, funding secured, sources of help in the development cycle, their route to market and the success they have since gone on to achieve.

In addition, the event will feature a showcase of support organisations that can provide free advice and support to help you develop your ideas. **Network with like minded entrepreneurs, meet key support providers all in one place and be inspired to innovate for your future!**

Day Agenda

0900-0930	Registration & Coffee
0930-0945	Welcome
0945-1045	Workshop: 1, 2, 3, 4
1045-1105	Coffee
1105-1205	Workshop: 3, 4, 5, 6
1205-1215	Coffee
1215-1315	Workshop: 1, 2, 5, 6
1315-1500	Lunch, Showcase & Networking

Exhibiting Organisations

East of Scotland KTP Centre
EDTC Technology Gateway
Edinburgh Napier University – 2kT
ICASS
Heriot-Watt University – Working with Industry
Interface – the Knowledge Connection for Business
Intellectual Assets Centre
Re-newnet
Targeting Innovation
Scottish Enterprise – R&D Grant
Scottish Enterprise – SMART:Scotland
Sporting Chance Initiative
University of Glasgow Innovation Network
University of Strathclyde – Strathclyde Links

Each delegate should select 1 of the 4 workshops to attend at each of the given time slots. You will attend 3 workshops in total. Workshop descriptions are detailed on the next page.

Exhibitor enquiries should be directed to Joanna Glenfield at EDTC on 01506 407140.

Workshop 1 Ewgeco

Ewgeco is an energy monitoring device that measures and displays electricity, water and gas usage in the home and business. Ewgeco was invented 3 years ago by Tanya Ewing from Perth, who at the time described herself as an ordinary housewife. Through her own drive and determination Tanya has successfully overcome many obstacles in the product development process including product design and manufacture. Tanya is a PR machine who has secured £1 million in funding to help take her development forward and build a team who can achieve her objectives. In such a short time, Ewgeco has gone from conceptual idea to manufactured product, sold into organisations such as the NHS, major Supermarket chains, House Builders and Local Authorities. During the workshop, Tanya will share with you how she identified and secured funding, the specialised support she received to help make her product a reality, her market entry strategy, the extensive market research she undertook and the issues she has overcome in relation to manufacture.

Workshop times: 9.45 am and 12.15 pm

Workshop 2 Canan Ltd

Canan is a dynamic creative media company, based on the Isle of Skye. The Company has a focus on supporting clients to meet their learning and communication needs and can work in either English or Gaelic. Donella Beaton, Canan's CEO, will discuss the growth of the organisation from its beginnings within Sabhal Mòr Ostaig, Scotland's Gaelic College in 1992 to become an award winning company with a prestigious client list. Donella will share the strategies she has used to take the Company to this stage and the challenges they've had to overcome along the way. Canan's development has focused on its people - clients, staff and suppliers. The team has creatively used tools, such as Knowledge Transfer Partnerships, Investors in People, mentoring and strong client/partnership methodologies - all underpinned with the Company's own can-do enterprising attitude to grow the Company, despite starting with very limited resources. Through its people focus, and interactive approach, Donella's session will be relevant to any organisation.

Workshop times: 9.45 am and 12.15 pm

Workshop 3 Beauty Technology

Joanne Josey and Nicole Maguire-Hogg are beauty industry professionals turned inventors. Their attitude of challenging accepted practice within their industry motivated them to seek out a solution to the many issues associated with current depilatory (hair removal) waxing techniques. In Spring 2010 their newly formed company, Beauty Technology, will launch a professional waxing system that has the potential of revolutionising the industry. As beauty industry insiders, Joanne and Nicole had identified the potential to revolutionise the depilatory waxing process but had little understanding of how to develop and take a product to market. Learn how they found support from several key grant funded bodies, accessed grant funding awards and forged relationships with key suppliers as they conceptualised and developed their product, protected their IP, and selected manufacturing partners.

Workshop times: 9.45 am and 11.05 am

Workshop 4 Thud-Guard

The Thudguard® infant safety hat is a revolutionary product invented nearly 15 years ago by Kelly Forsyth Gibson, an Aberdeen mother of two. The protective foam hat is designed to help absorb and reduce the impact of falls and lessen the chance of head injury when infants are learning to walk. By sheer tenacity and guts Kelly worked with the product solving issues, such as, copyright, safety certification, worldwide patent protection and sourcing a manufacturer. The product was featured on the "*Apprentice*" which brought public awareness that no other form of marketing could have supplied. Kelly's story is unique and remarkable. During the workshop, she will tell you about her journey from the conception of the idea through to the resolution of the problems she encountered, her experience with the "Apprentice" program and the effect that had on her business and how she obtained funding from NESTA.

Workshop times: 9.45 am and 11.05 am

Workshop 5 TreeGreen Ltd

Brian O'Reilly an inventor from Cumbernauld formed his company, TreeGreen, to bring Energy Intelligent products to the market. His first product is the Energy Egg which is due to hit the market in the middle of 2010. The Energy Egg will help consumers reduce energy consumption by intelligently switching off appliances when they are not required. Brian's story is of a driven individual who has successfully utilised support from a whole range of public sector organisations and academia to create a support structure that has carried his idea from concept stage to realisation. He received funding from Scottish Enterprise via the R&D Grant and the NESTA Starter for 6 Programme (S46). Brian has been involved as a mentor in the NESTA S46 Programme, he is an Enterprise Fellow of the Royal Society of Edinburgh and he has presented his product concept to the formidable Dragons on the Dragons Den.

Workshop times: 11.05 am and 12.15 pm

Workshop 6 Reactec Ltd

Reactec is the first ever student start up spun out of Edinburgh University back in 2001, co-founded by Mark-Paul Buckingham on the back of his PhD work. Reactec is a dynamic young company based in Edinburgh that provides solutions to noise and vibrations through products, design and consultancy services across many industry sectors. Reactec designed and launched the HAVmeter system for the construction industry, which is a personal dose meter for monitoring your employees' exposure to hand arm vibration. Since 2001, the company has secured £2.6 million in equity investment from various sources. During the workshop, Mark-Paul will outline what is involved in the spin-out process, the issues involved in raising capital and the challenges and opportunities in taking a high-tech product to market.

Workshop times: 11.05 am and 12.15 pm

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Registration Form

Fax back on 01506 407141 or email info@edtc.org.uk

Organisation _____

Address _____

Postcode _____

Telephone _____

Workshop Selections

1st Delegate
Name _____

Job Title _____

Email _____

2nd Delegate
Name _____

Job Title _____

Email _____

*Please advise which Workshops you wish to attend by
ticking the appropriate box against each time slot.*

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9.15 am

- 1 Ewgeco
- 2 Canan Ltd
- 3 Beauty Technology
- 4 Thudguard

11.05 am

- 3 Beauty Technology
- 4 Thudguard
- 5 TreeGreen Ltd
- 6 Reactec Ltd

12.15 pm

- 1 Ewgeco
- 2 Canan Ltd
- 5 TreeGreen Ltd
- 6 Reactec Ltd

9.15 am

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- 2 Canan Ltd
- 3 Beauty Technology
- 4 Thudguard

11.05 am

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12.15 pm

- 1 Ewgeco
- 2 Canan Ltd
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