

TRANSMIT ESR Training Workshop on Commercial Awareness

This week, AvantiCell hosted a training workshop on commercial awareness as part of the EU Marie Skłodowska-Curie Actions Innovative Training Network Project [TRANSMIT](#). The workshop focused on the key elements of commercial science business management, and the day was comprised of a mixture of speakers and interactive group work. The Early Stage Researchers (ESRs) training under TRANSMIT were then asked to build a business investment proposal around an innovative commercial idea.

The morning started off with AvantiCell's Chief Scientific Officer, Dr Colin Wilde, discussing the different aspects of starting a business and writing a funding proposal.



Dr Colin Wilde talking from experience about starting a business and writing grant proposals

We were kindly supported by [Murgitroyd Ltd](#) and their representative Jaimie Ingram, who explained the different types of intellectual property (IP) and the different forms of IP protection.

The ESRs then had some time to work in small groups to begin thinking about and developing their business pitch. They were challenged to consider; the business model, its development strategy, the resources and team required, the market research and trends and their long-term goal.



Interactive groupwork was vital to allow the ESRs to develop their business ideas

After enjoying lunch in the sun, AvantiCell's Commercial Science Manager, Dr Martin Lynch, taught the ESRs about the principles of project management before Elfi Topfer, AvantiCell R&D Team Leader, described her personal journey from academia to industry.

As clients of [Microtech Group Ltd](#), Natalie Bruce, our Microtech Marketing Account Executive, kindly donated her time to explain the importance of marketing for commercial business.



Natalie Bruce from Microtech Group Ltd passed on her marketing knowledge to the ESRs

Finally, it was time for the ESRs to take the stage and pitch their innovative business ideas to the panel of AvantiCell judges. They all did a fantastic job and showed passion and careful thought for the exercise.

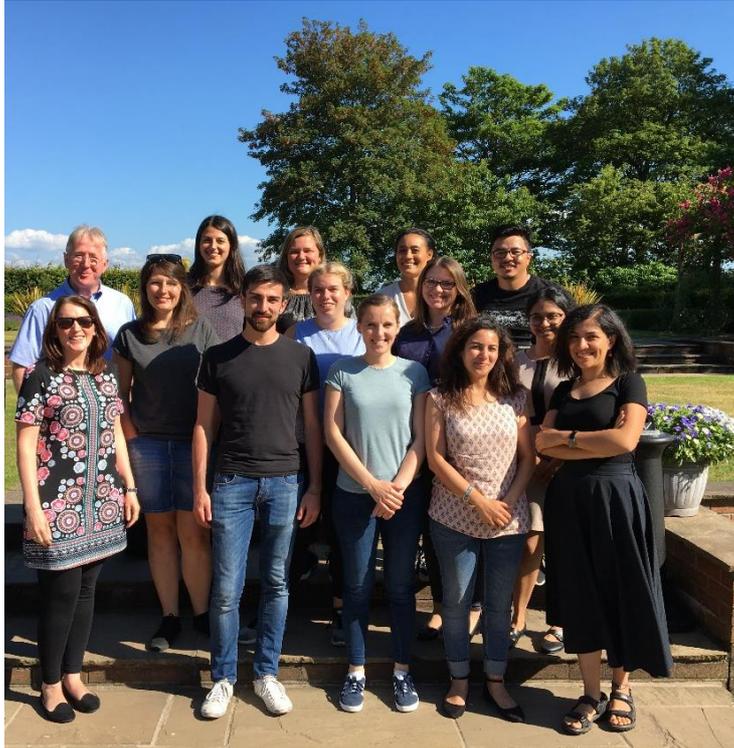


Nicole Bezuidenhout and AnaCarolina Silva pitching their business idea

After careful deliberation, the AvantiCell judges couldn't pick between the top two pitches – so there were four winners! Well done to Floriana Di Paola, Maheshwor Thapa, Christina Schmidt and Catarina Almeida. Your pitches were excellent, and your business ideas were very interesting with great potential to be a success in the commercial world!

We would like to thank all our speakers, who contributed so greatly to our workshop, and to Western House Hotel in Ayr who provided a lovely venue for the event. The summer weather was an unexpected bonus and allowed everyone to enjoy a spectacular Ayrshire sunset!

We hope the TRANSMIT ESRs had an enjoyable couple of days with AvantiCell and found the workshop informative and valuable when considering the career options available to you at the end of your PhD programmes. AvantiCell thank you all for your effort and enthusiasm and look forward to the next TRANSMIT meeting in November.



A group photo of the TRANSMIT ESRs and AvantiCell staff – proof that Scottish weather can be good!