

A glowing lightbulb is the central focus, set against a dark background. To the left, there are several out-of-focus bokeh lights. To the right, a portion of a microscope lens is visible. The overall scene is dimly lit, with the lightbulb providing the primary source of illumination.

KCOM

INNOVATION
HOTHOUSE 2020

**Benvenuti
a tutti**

Welcome

**chào
mừng**

Hiya

**Barka da
zuwa**

Hopin - where to go to hear speakers



Reception



Stage

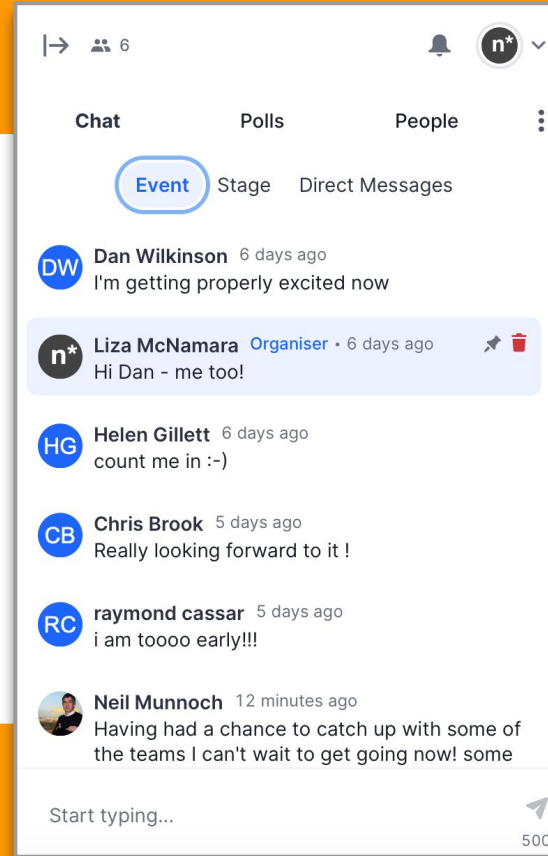


Sessions



Networking

Hopin - where to go for help



Tim Shaw - 09:30

Event kick off



Innovation Hothouse Agenda

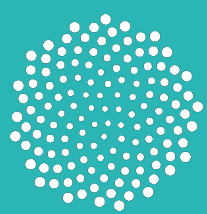
Ahead of Time	Monday	Tuesday	Wednesday	Thursday
Sneak Peek	One to One sessions	Empathise & Define	Ideate & Prototype	Test
<p>Problem Statements shared with teams</p> <p>Live webinar with nordstar* on Design Thinking - Thursday 5th</p>	<p>10 minute sessions with nordstar*</p>	<p>09:30 - Event kick off: Tim Shaw and Maurice Desasi</p> <p>10:00 - nordstar*: how to structure your output</p> <p>10:30 - Chris Brook: how to effectively empathise with your customer to innovate</p> <p>12:30 - Optional check in</p> <p>15:30 - Rachel Black - Twilio</p> <p>18:00 - Optional check in</p>	<p>09:30 - Daily stand up drop in call</p> <p>10:00 - nordstar*: tools and techniques for idea generation</p> <p>11:30 - Helen Gillet: Connecting Innovation with your customers needs</p> <p>12:30 - Optional check in</p> <p>14:00 - nordstar*: building a brilliant prototype.</p> <p>15:00 - Lindsay Rogers KCOM: Digital Transformation</p> <p>18:00 - Optional Check in</p>	<p>09:30 - Daily stand up drop in call</p> <p>10:30 - Hothouse Keynote: Tim Shaw KCOM</p> <p>11:00 - Jon Last: How to choose the right delivery choice</p> <p>12:30 - FINAL SUBMISSION</p> <p>13:00 - Judging: present ideas back</p> <p>15:00 - Awards and close</p>

Maurice Disasi - 09:45

Investor Perspective

What makes a great business idea





Mercia Asset Management

c£0.8billion

Assets under
management

90+

Industry experts,
investment specialists and
support staff

150+

Third party fund equity
investments

8

Offices across
UK regions

19

University
partnerships

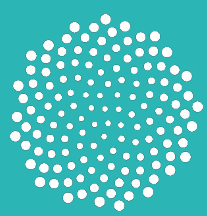
RSGF 1

One of the top performing
VC tech funds globally

8



What makes a great business idea



Content

- **What makes a great business idea**
 - Does it solve a problem
 - Scalability
 - Pricing
 - Barrier to entry
 - Be honest with yourself



Does it solve a problem?

- Solution for one or for all?
- Creating a new market or making it better?
- Have other people tried and failed?



Scalability

- Does your idea have the potential to grow?
- Low cost/high profits
- Enough space in the market?
- Planning ahead



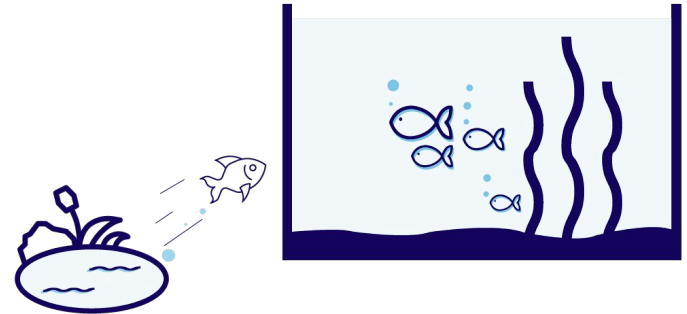
Pricing

- Will customer and/or consumers pay for this product or service?
- Why will they pay for it?
 - Cost benefit
- How much will they pay for it?
 - Customer feedback
 - Compare against incumbents
- What will your profit margins be?



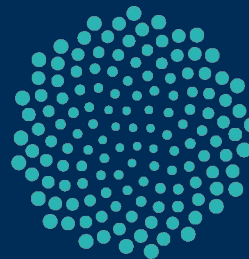
Barriers to entry

- Can your product or service be easily copied?
- Competition (Low vs. High)
 - Brand identity and reputation – Kleenex, Hoover and Microsoft
 - Customer loyalty
- Industry and timing of market
- Start-up cost
- Specialist market
 - Government intervention





Be honest with yourself



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