



# Oxfordshire Branch Forthcoming Meeting

## Starting a Technology Business Wednesday 14<sup>th</sup> May 17:30 – 21:30

**Venue: Culham Innovation Centre** (Registration Essential)

This event is aimed at people thinking of starting a technology business or those who already have. It will be both informative and thought provoking. There will be a series of short presentations on why technology businesses are different, what issues you will face as an individual and how to exploit your ideas. These will be interleaved by actual case studies and rounded off by questions to the speakers.

Discussions will continue informally over refreshments with a further opportunity to network or visit the Innovation Centre.

### Outline Programme:

**17:30** *Optional Innovation Centre tours*

**18:00** Tea

**18:30** **Welcome** - Colin Alexander, Oxford Innovation

**Starting a Technology Business** - Peter Wherritt (survivor of two start ups)

**Case Study: IFM** - Barry Morgan

**Personal Issues** - Pauline Willis, Business Psychologist, Lauriate Ltd

**Case Study: Oxford Semiconductor** - Jalil Oraee

**Marketing Means Business** - Nick Cloke, Marketing Consultant, Catalyst Marketing

**Case Study: Software 2000** - Tony Harris

**Local Support** - David Kingham, Oxford Innovation

**20:00** **Questions to the speakers** - Facilitator Nick Cloke

**20:30** **Networking over Refreshments**

*Optional Innovation Centre tours*

**21:30** Close

**Further details:** Peter Wherritt: [pwherritt@iee.org](mailto:pwherritt@iee.org)

This event is organised in conjunction with Oxord Innovation



and sponsored by the Southern Oxfordshire Hub of SEEDA



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Registration (essential) is via our website: [local.iee.org/Oxfordshire](http://local.iee.org/Oxfordshire)

or by sending this form by post to: Mike Crowther, 64 Benmead Road, Kidlington, Oxon, OX5 2AX.  
I would like to attend the "Starting a Technology Business" event

Name  
Tel  
Company

Membership No. (where applicable)  
Email