

Investment Readiness Programme Provisional Workshop Schedule – November 2009

DAY 1: Wednesday 4 November 2009 The Work Foundation, 21 Palmer Street, London SW1H 0AD	
08.45-09.00	Registration, sign NDA and coffee
09.00-09.15	Introduction to g2i and Consortium
09.15-09.30	Company Introduction
09.30-10.50	Strategy – The Investors Perspective <i>Mike Bowman, E-Synergy</i> <ul style="list-style-type: none"> • Defining and testing a clear business model • Milestones • Valuation – introduction • Opportunity note for investors – the written 2 minute pitch
10.50-11.30	Elevator Pitch – Part II Group: Garnett Theatre <ul style="list-style-type: none"> • 2 minute Company pitches - £100,000 money to invest
11.30-11.45	<i>Coffee</i>
11.45-12.00	Elevator Pitch – Part II, The Results
12.00-13.00	Legal <i>Ron Norman - E-Synergy</i> Shareholders' Agreement <ul style="list-style-type: none"> • Memorandum & Articles of Association Contracts, Service Agreements, Insurances
13.00-14.00	<i>Lunch</i>
14.00-15.00	London Investment Community <i>Darrel Connell – g2i investor relations</i>
15.00-15.15	<i>Tea</i>
15.15-16.15	Corporate Finance & the Transaction Process <i>Mike Bowman – Investment Executive</i> <ul style="list-style-type: none"> • Sources of finance: debt, equity, types of investors • The E-Synergy transaction process • Post transaction
16.15-16.45	Golden Rules <i>Rose Lewis, Pembridge</i>
16.45-17.30	Market Analysis <i>Mike Bowman, E-Synergy</i>
17.30-17.40	Feedback

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DAY 2: Wednesday 11 November 2009 The Work Foundation, 21 Palmer Street, London SW1H 0AD			
08.45-09.00	Registration and coffee		
09.00-10.00	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Intellectual Property – Part I <i>Mark Milhench – First Thought IP, Patent Attorney</i> <ul style="list-style-type: none"> What and how to patent. Protection against infringement Design, trademark and copyright protection </td> <td style="width: 50%; vertical-align: top;"> Intellectual Property – Part 1 <i>Rebecca Swindells – FieldFisher Waterhouse</i> Copyright etc for the Creative Industries </td> </tr> </table>	Intellectual Property – Part I <i>Mark Milhench – First Thought IP, Patent Attorney</i> <ul style="list-style-type: none"> What and how to patent. Protection against infringement Design, trademark and copyright protection 	Intellectual Property – Part 1 <i>Rebecca Swindells – FieldFisher Waterhouse</i> Copyright etc for the Creative Industries
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10.00-10.15	<i>Coffee</i>		
10.15-11.15	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Intellectual Property – Part II <i>John White – ex CEO of Scipher, quoted business exploiting a wide range of new technologies through licensing and forming new businesses</i> Commercial exploitation of IPR </td> <td style="width: 50%; vertical-align: top;"> Intellectual Property – Part II <i>Hugh Mason</i> Example of success from creative IP/Copyright </td> </tr> </table>	Intellectual Property – Part II <i>John White – ex CEO of Scipher, quoted business exploiting a wide range of new technologies through licensing and forming new businesses</i> Commercial exploitation of IPR	Intellectual Property – Part II <i>Hugh Mason</i> Example of success from creative IP/Copyright
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11.15-12.15	Financial Forecasts & Accounting <i>Mike Bowman, Investment Executive, E-Synergy</i>		
12.15-13.15	<i>Lunch</i>		
13.15-14.30	Investor's Q&A session <i>James Stoddart – Bestport Ventures</i>		
14.30-15.15	Huddle – Previous g2i Company <i>Alistair Mitchell</i>		
15.15-15.30	<i>Tea</i>		
15.30-17.30	Company Valuation Workshop <i>Jamie Hutchinson – The Sampler</i> Interactive exercise to understand investors perspective		
17.30-17.45	Feedback		
18.30	The Cinnamon Club, The Old Westminster Library, Great Smith Street, London, SW1P 3BU		

Investment Readiness Programme Provisional Workshop Schedule – November 2009

Day 3: Thursday 12 November 2009 The Work Foundation, 21 Palmer Street, London SW1H 0AD			
08.45-09.00	Registration and coffee		
09.00-10.00	Human Resources – Building a team <i>Cathy Walsh – Triangle Partnership, HR services company</i> <ul style="list-style-type: none"> • Creating a balanced management team • HR tool for internal use 		
10.00-10.30	Crisis Scenario <i>Richard Brook – Director, E-Synergy Limited</i> <ul style="list-style-type: none"> • Group Exercise 		
10.30-10.45	<i>Coffee</i>		
10.45-12.45	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Risk & Specification <i>Richard Brook – Director, E-Synergy Limited</i> <ul style="list-style-type: none"> • Product Design & Development • Risks and Risk Management • Delegate case studies in work groups </td> <td style="width: 50%; vertical-align: top;"> Creative Business Strategy <i>Greg Orme - Kirkbright, creative business management development</i> <ul style="list-style-type: none"> • The Industry Landscape • Your position in the value chain • Telling the value story • Lowering actual/perceived risk • Trade Sales and other exits </td> </tr> </table>	Risk & Specification <i>Richard Brook – Director, E-Synergy Limited</i> <ul style="list-style-type: none"> • Product Design & Development • Risks and Risk Management • Delegate case studies in work groups 	Creative Business Strategy <i>Greg Orme - Kirkbright, creative business management development</i> <ul style="list-style-type: none"> • The Industry Landscape • Your position in the value chain • Telling the value story • Lowering actual/perceived risk • Trade Sales and other exits
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12.45 -13.30	<i>Lunch</i>		
13.30-14.30	Sales B2C – VisionMatch <i>Neil Hartley</i>		
14.30-15.30	Sales B2B <i>Richard D'Silva – VisionMatch</i> <ul style="list-style-type: none"> • Tactical Sales • Sales management 		
15.30-15.45	<i>Tea</i>		
15.45-16.45	SEO <i>Will Critchlow – CEO Distilled</i>		
16.45-17.15	Company Presentations - Briefing <i>Mike Bowman – Investment Executive</i> <ul style="list-style-type: none"> • Introduction to the company presentations to investor on Wednesday 2 December 2009 • Do's and Don'ts and getting your ideas across 		
17.15-17.30	Feedback		



INVESTMENT READINESS PROGRAMME

Investor Presentations

Presentations will be 40 minutes per company

Day 4: Wednesday 2 December 2009 Grant Thornton, Finsbury Square London	
9.45-10.00	Registration and coffee
	Group Garnet
	Group Hyde Room
10.00-10.40	
10.40-11.20	
11.20-11.40	<i>Tea</i>
11.40-12.20	
12.20-13.20	<i>Lunch</i>
13.20-14.00	
14.00-14.40	
14.40-15.20	<i>Tea</i>
15.20-16.00	
16.00-16.40	