

# UCL Partners – Entrepreneurship Training Programme

## Our client

UCL Partners is an Academic Health Science Network that brings together researchers, the NHS, industry, and others to harness research and innovation for better patient care and a healthier population. In 2022, it launched the first UCL Partners Innovation Fellowship Programme, providing support for fellows currently working within the NHS to develop their digital-based health solutions.

## The Brief

Health Tech Enterprise (HTE) was commissioned to deliver bespoke training workshops on business development. The workshops covered business case development, commercialisation, pitch development, and securing investment and funding.

The fellows' innovations included:

- A digital recruitment platform.

- A human resources reporting and case management platform.
- A triaging and prioritization tool for long term chronic conditions.
- A digital solution connecting healthcare organisations and clinical staff in collaborative banks.

## Our solution

HTE developed and delivered four bespoke training sessions which were delivered online or at interactive, in-person workshops. The fellows were also provided with 1:1 mentorship sessions. The workshops covered the following areas:

### Business case development

HTE experts explained how a good business case clearly outlines what is required for success, as well as identifying the benefits, risks, and risk mitigation strategies associated with a product. Using the Business Model Canvas method, the fellows were tasked with

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creating a first draft of their business case, value proposition and deliverables. This also helped to identify the current gaps in information or evidence.

Business cases were reviewed by the HTE team and feedback was provided.

## Commercialisation

This workshop demonstrated how to transition from an initial concept or innovative idea to the product entering the marketplace.

The session gave a detailed overview of the commercialisation journey and highlighted areas where evidence is required to support the value proposition. The HTE team shared insightful tips from previous successful medical product launches HTE has supported.

## Pitch development

This workshop covered the key components of a successful pitch and the differences between an investment and a scientific pitch.

The participants were tasked to draft, refine and present their own pitch. The pitches were video recorded so that the fellows and HTE experts could identify areas for improvement.

## Investment and funding

This session explained some of the investment language, provided funding ideas for small business and identified potential funding and investment opportunities. The session included specific advice on what investors are looking for in an investment opportunity and gave practical examples of the fundraising and investment strategies of companies that HTE has previously supported.

## Outcomes and Impact

These training sessions were tailored to each participant's needs, based on different stages of their innovation journey. The workshops combined theoretical knowledge with practical applications, based on HTE's 20 years of experience in

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innovation support. Each fellow is now better equipped to secure partners and funding to support the development, commercialisation and roll-out of their idea.



*The HTE team were a pleasure to work with. Anne and Karen provided a professional and thorough service; they understood exactly what we needed and were able to tailor workshop design and delivery to our needs. We received positive feedback from our Fellows, who really benefitted from the range of knowledge and expertise HTE were able to offer in the areas of commercialisation, business development, pitch development and investment.*

**Libby Graham, Innovation  
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