



## The UK Open Doors Programme for companies of electronics and ICT delivered by Tehnopol

This is the opportunity for you to grow your business of ICT or electronics in the UK, through the UK or by the UK knowledge, partners and money. We have organised the UK people to open needed doors for you and support you to jump high to make it really happen.

Month	Date	Activity	Time	Place	Address
Aug	30	deadline for registration			
Sept	6	deadline for confirmation letters			
Sept	10	deadline for sending in company profiles and needs for consultation, other help in preparing your company visit to the UK			
Sept	11	work on arranging B2B meeting starts			
Sept	20	Deadline for the 1 <sup>st</sup> payment: up to 20 000 EEK+VAT			
Sept	*30	Training: networking in the UK by Robin Gurney	9:30-12:45	Tehnopol	Mäealuse 4, 2nd floor seminar room
Oct	*12	Training: Succeeding in the UK market by Martin Dungay and Mike Tiffin	9.30-17:00	Tehnopol	Mäealuse 4, ground floor seminar room
Oct		4 h of individual coaching on organisational resources and readiness; planning for the UK market contacts and networks; creating a winning UK business style including a winning pitch (topics will be flexible according to your company needs) by Martin Dungay or Mike Tiffin			time and place agreed between the coach and company
Oct	31	Deadline for the 2nd payment: up to 5 000 EEK+VAT & 15 000 EEK that will be paid back			
Nov	16	A networking event in the UK embassy with the Ambassador and UK businessmen in Tallinn	15:00-17:00	UK Embassy	Wismari 6, Tallinn
Nov	23--27	<b>A business and study mission to the UK:</b>			
Nov	23	* a flight Tallinn-London 20:30-21:20 easyjet; * a bus to Cambridge; *check-in the hotel and have a night walk :-)			

Nov	24	<ul style="list-style-type: none"> <li>* A short seminar on the Cambridge regional business support functions and how they support company Estonian companies market entry strategy, an overview of support functions is available here and insights into ICT and electronics business in the region;</li> <li>* a pitching panel with UK investors and mentors to give tough questions and UK specific feedback to the Estonian companies;</li> <li>* a site visit to a large multinational, e.g. Philips, BT,GSK, Unilever.</li> <li>* B2B meetings, 1-3 per company.</li> <li>* A networking event with 2 cases (an Estonian technology company entering UK market) with the Estonian guild in London.</li> </ul>			Cambridge
Nov	25	<ul style="list-style-type: none"> <li>* A seminar about UMIC and ICT, electronics in Manchester region;</li> <li>* A Workshop: Planning high growth for your company in the UK market;</li> <li>* B2B meetings, 1-3 per company.</li> <li>* A networking evening for the Estonian group in London;</li> </ul>			Manchester
Nov	26	<ul style="list-style-type: none"> <li>* a visit to an incubator in London;</li> <li>* a site visit to a university laboratory or a large multinational;</li> <li>* ab 3 B2B meetings in London;</li> <li>* Minibar - a social evening in Shoreditch, which offers people a chance to snaffle some free beer while discussing p2p, web applications, start ups, social networking and general Web 2.0 mayhem &amp; fandango.</li> </ul>			London
Nov	27	<ul style="list-style-type: none"> <li>* free time in London;</li> <li>* a flight London-Tallinn 13:05-17:50 easyjet</li> </ul>			
Dec	1	UK development programme summary and feedback session with celebration	16--17:30	Tehnopol	Mäealuse 4, 2nd floor seminar room
Jan 2011?		Repayment of the 15 000 EEK when EAS has covered 50% of all your costs to Tehnopol			

\*The dates for trainings can still change but will be fixed by August 30.



## Training: Networking in the UK by Robin Gurney



**\*Sept 30 9:30-12:45 at Tehnopol**

A 4 hour workshop based on “how to work the room”.

The assumption is that you are in an environment with multiple opportunities to engage with “target” English business people. Time is limited.

- What goals should you set for such scenarios?
- What do you say and do to achieve those goals?
- What should you do after the meeting?

Initial theoretical presentation will be promptly followed by a number of practical exercises and role-plays where the group is guided, by Robin Gurney M IDM, to simulate situations they might encounter in the UK.

If you are looking a hype session with motivational speeches e.g. “you can do it” etc. then this workshop is not for you. Instead perhaps go here:  
<http://www.google.com/search?q=motivation%20you%20can%20do%20it>



### **Robin Gurney**

Despite being responsible for altex marketing’s future vision and direction Robin Gurney, still enjoys day-to-day involvement in key client projects, service development and partner & investor relations. He started as an internet marketer in the UK in 1997 and since then has been the creative force and director of hundreds of projects for companies in Estonia, Europe, US and Asia. Robin regularly inputs on creative strategy for online advertising campaigns and new website development projects.

A more informal biography is on the [altex blog](#) and his professional profile can be found at [LinkedIn](#).

Robin Gurney will be the one to help to settle B2B meetings for you in London.



**Training: Succeeding in the UK market.  
How high will you need to climb?  
by Martin Dungay and Mike Tiffin**



**\*Oct 12 9:30-17:00 at Tehnopol**

The training goes with defining the barriers to be overcome with practical examples and experience.

- Sub contractors- *The problem of adding value!*
- Effective International licenses and patents- *Protecting what you have!*
- Own sales organisation and sales force – *Creating an international organization!*
- Sales partners and commission agents- *Building loyalty and effectiveness!*
- Equity partners – *Financing the growth!*

***What organisational resources will you need?***

- A unique product or service of high value to the market
- Good International licenses and contracts
- A credible and financially sound organisation
- Resources to build a brand name

***What personal skills will you need in order to win?***

- Ability to understand the actual needs of a UK based client or partner
- Flexibility to customize offers in delivering these needs
- Ability to understand, exploit and build on cultural differences
- Ability to create excitement and commitment
- Creation of trust and credibility

***Deal Breakers and Makers. Negotiating profitable agreements (practical training)***

- Effective Negotiation Skills for UK - Prepare, Debate, Propose, Bargain.
- Negotiating Ploys and Games- *Winning on profitable terms.*

During the day all practical issues entering the UK market will be dealt according to the actual needs of participating companies.

**4 h of individual coaching in October** will be fully dependent on the needs of each participant and can cover the following issues:

- organisational resources and readiness;
- planning for the UK market contacts and networks;
- creating a winning UK business style including a winning pitch

by Martin Dungay or Mike Tiffin



## **Martin Dungay**

Born and educated in the UK, he started his career as the UK sales manager for an American computer hardware manufacturer after winning the award of top European salesman. He then relocated to the USA where for 10 years he was the Managing Director of an East coast manufacturer and distributor of steel buildings and industrial supplies.

A resident of Estonia since 1992, Martin has owned Home Decor an Estonian retail and distribution company, with business partners across Europe and has been the Managing Director of an IT company Web Relate, which offered web based marketing and call centre solutions to multinational companies in the UK and Scandinavia, utilizing a range of business channels from Equity partners to commission agents.

He currently is a partner and executive coach for PerCapita, meeting monthly with 24 CEO's of Estonian organisations ranging in size from 60 to over 3,000 employees and teaching professional international negotiation practice.



## **Mike Tiffin**

Mike was born in Zimbabwe in 1970 and grew up in Cape Town, South Africa. He has an MBA, BSc Mechanical Engineering degree, 17 years work experience and a passion for cricket. Mike completed his BSc Mechanical Engineering degree at Cape Town University.

After travelling around the world he returned to South Africa, where he worked as Project Manager at one of the largest Southern African banking groups - Nedcor. He then moved to the leading mobile telecommunications operator in South Africa – MTN, where he worked in their business development team. Mike worked for a plastic packaging company in South Africa for 4 years, where he had full responsibility for the manufacturing operation for and then for marketing and the development of the Australian market.

He then moved to London for 2 years where he worked on the privatisation of the British Railways. Mike now, lives in Tallinn where he has worked for Netlead and is currently working for an International developer of on line gambling software.

**Nov 16 at 3 p.m. at the Uk Embassy, Wismari 6**

**A networking event in the UK embassy**

**with the Ambassador and UK businessmen in Tallinn**

The UK Ambassador, Mr Peter Carter, is glad to invite us to the Embassy to network with UK businessmen who do business in Tallinn.



## Nov 24, Programme in Cambridge



St John's Innovation Centre are world renowned for their expertise in supporting the growth of high-tech and high growth businesses. St John's have specialist expertise in supporting companies to access growth funding, and manage the Eastern region Investment Readiness programme [http://www.bizmapeast.co.uk/finance/understanding\\_finance](http://www.bizmapeast.co.uk/finance/understanding_finance). In

addition, St Johns manage a wide range of business events and programmes for the wider business community using the in-house conference and meeting facilities.

### Investment/mentor Pitch Panel

This panel would comprise a panel of four experienced Investor/Mentors, who have excellent links into regional and national business angel networks.

St Johns will co-ordinate the panel and agenda for the day and provide feedback to the companies after the session. The panel will be:

- chaired by David Gill
- comprise investor/mentors from the regional investment readiness programme – see <http://www.stjohns.co.uk/finance/> and <http://www.stjohns.co.uk/finance/team/>
- feedback will be documented and forwarded to pitching companies
- Where appropriate, businesses will be introduced and/or signposted to relevant investor networks

### Tour of the Innovation Centre and a site visit

Estonian companies will be offered a short tour of the world renowned St John's Innovation Centre. [www.stjohns.co.uk](http://www.stjohns.co.uk) and a site visit to a large multinational, e.g. Philips Innovation Centre, BT,GSK, Unilever.

### Networking buffet lunch

St John's will offer the opportunity to join a network buffet lunch and informal networking to all regional companies expressing an interest in an informal discussion with Estonian companies. Optional – this could be formalised into a speed networking session if preferred.

### Co-ordinate B2B meetings with regional companies

Estonian businesses will supply an overview of their business and the type of business partner requested. St John's Innovation Centre will liaise with regional networks to identify companies who may wish to discuss partnership working.

## Nov 24 evening in London

A networking event with 2 cases (an Estonian technology company entering UK market) with the Estonian guild in London. <http://www.estonianguild.co.uk/>  
1<sup>st</sup> case presented by Agor Eiskop from A3Interactive [www.a3ia.com](http://www.a3ia.com)  
2<sup>nd</sup> one will be announced later



## Nov 25, Programme in Manchester



### The Core Technology Facility

CTF provides complementary space to the successful Manchester Bioscience Incubator. The building was funded by both the Northwest Development Agency (NWD, £11m) and European Regional Development Funds (ERDF, £7m) to develop and build "grow-on" and additional incubation space for biotechnology and hi-tech start-ups and SMEs. The four-storey CTF complements the existing incubator facility by providing additional turnkey laboratory modules, flexi-lab areas for "grow-on", meeting rooms and conferencing facilities. It is aimed primarily at the increasing number of fast growing biotechnology and hi-tech companies in the region.

### Corridor Manchester

The first partnership of its kind in the UK, Corridor Manchester will oversee capital investment in the area predicted to be worth £2.5 billion. This investment will drive a programme of development that overhauls under-utilised land and buildings and secures major infrastructure improvements.

The businesses and institutions that occupy the Corridor employ 55,000 people -18% of the city's workforce. Together, they generate £2.8 billion (22.5% of the city's Gross Value Added, GVA), while over 40% of activity is knowledge intensive, almost double the national average.

### The Agenda

#### **Welcome and Course**

A bespoke Winning Business Academy© themed on '**Planning High Growth for Your Company in the UK Market**' this will include coaching in high growth, completing an Orbit for Growth and a Single Page Plan for growth, creating a road map for executing your growth, etc.

#### **Lunch and Networking**

Buffet lunch with a range of delegates from the Manchester business support, innovation and ICT and electronics business community.

#### **UMIC Presentation**



UMIC will deliver a session on its Incubation Experience and its position within the Regional High Growth community – this will include company case study presentations. We will also include principals from key digital and electronics networking groups in the Manchester area.

### **B2B meetings**

A series of business to business meetings with at least 1 meeting per company for the delegates. We will link up your companies with our own ICT and electronics companies – composed of incubatees and selected companies from the High Growth business community.

### **The Course - 'Planning High Growth for Your Company in the UK Market'**

This will be delivered by John Leach - CEO and Brian Dormand - Managing Director of Winning Pitch. The course will be formulated from the highly acclaimed Winning Business Academy® and the High Growth Business Support Programme. We will liaise with you in preparation of this; however we can provide some evidence of our credentials in this area.

**Winning Pitch** services focus on assisting individuals and companies to achieve profitable breakthroughs in revenue performance. Our interventions are based on the application of tried and tested methods used by the world's most successful entrepreneurs. We deliver practical high impact solutions that are proven to create sustainable growth in sales and business development performance.

**John Leach** has 20 years experience in motivating people to achieve success, from individuals to large corporations. Throughout his career he has designed and produced a number of management tools and philosophies that are relevant to both personal and business development. His skills and expertise encompass personal excellence and motivation, entrepreneurial growth, sales skills improvement, strategy and innovation. His passion focuses on building high performing individuals and companies. Please see details of his two recent publications -

[http://www.amazon.co.uk/John-Leach/e/B001K8G5SM/ref=ntt\\_athr\\_dp\\_pel\\_2](http://www.amazon.co.uk/John-Leach/e/B001K8G5SM/ref=ntt_athr_dp_pel_2)

**The Institute of Director's** Guide on Critical Skills for Tomorrow cited the Winning Pitch Winning Business Academy® as a model of best practice for supporting business growth. One of the key skills was identified as selling. The IOD guide provides an overview of the impact that the Academy has had on entrepreneurs keen to grow their business. Attached as a .pdf for your attention

**The High Growth programme** is one of the largest programmes in Europe. It is a £15m three year business coaching initiative aimed at 'high growth' businesses and entrepreneurs. It will support budding entrepreneurs with ideas that can achieve a turnover of £500,000 within three years, and established SME's with ambition and capacity to expand by at least 20 per cent a year. It is being led by the Northwest Regional Development Agency with additional funding from the Northwest European Regional Development Fund. Over 3 years it will generate 2,000 jobs and provide a £250m boost to the region's economy.



## Nov 26 in London

We will visit one of the following incubators in London:

- The Imperial Incubator <http://www.imperialinnovations.co.uk/?q=node/267> or
- Accelerator <http://www.accelerator-london.com/>

and a university laboratory in ICT or electronics.

In addition you will have your B2B meetings in London where Robin Gurney is helping you.

### At 6 p.m. we take part in Minibar

a social evening in Shoreditch, which offers people a chance to snaffle some free beer while discussing p2p, web applications, start ups, social networking and general Web 2.0 mayhem & fandango.

<http://www.meetup.com/minibar/>

## Your investment

The final participation fee for the Tehnopol companies (with service agreement) will be up to 25 000 EEK+VAT. It covers 50% of the costs, the rest will be covered by Enterprise Estonia. The final fee will be fixed in September while the participants have registered and the flight, hotels are booked.

In addition we charge 15 000 EEK refundable sum for the part covered after the end of the project by Enterprise Estonia. It will be paid back to the companies straight after Tehnopol receives the money back from EAS.

The price includes all the programme above, flight and joint travelling costs in the UK.

It does not include insurance, daily allowance, taxi costs for B2B meetings in case needed and catering (except lunches in Manchester and Cambridge).

In case you do not have a service agreement with Tehnopol but are still interested to join you can either meet with us and discuss if it would make sense to sign one or cover 100% of the costs, i.e. up to 50 000 EEK+VAT + 2000 EEK+VAT for the organisational work for the programme done by Tehnopol.

Enjoy your summer but think big and use the excellent opportunity to make this high jump,

**Külle Tärnov**

Head of Business Services Unit



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