



MAZANGANI SOLUTIONS

KUNA UHAI KWA MAZANGANI

"There is Life in Nature"

Mazangani Solutions NPC

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Commercialisation of Biosciences Products and Services

Call for Expressions of Interest

*Mazangani Solutions also offers similar course tailor-made for your organisation/university.
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COMMERCIALISATION OF BIOSCIENCES PRODUCTS AND SERVICES - CALL FOR EXPRESSIONS OF INTEREST

Mazangani Solutions NPC, is offering a Learning Programme to support capacity building in Africa aimed at providing insights into the effective commercialisation of biosciences products and services. The course has been specifically tailored for new start-up SMMEs in the health, nutrition, agricultural and biotechnology industries and utilizes experiences gained by the presenters of the course over 30 years. Many practical examples /case studies will be presented and guidance provided to participants to equip them to identify, protect and successfully commercialize their inventions in this space – with the minimum cost and maximum benefit/impact.

In particular, templates (business plans, agreements, financial models and other tools) relevant to the health, nutrition, agricultural and biotechnology Industries will be provided to participants for each aspect of the learning in the 5 Modules. Module 5 is the final optimization of the business model developed in Modules 1 to 4 and will culminate in an optimized business model.

The course will be aimed at the practicalities of commercialising products and or services. Where many courses cover a range of theoretical approaches, this programme offers practical hands on learning.

The course will demonstrate the normal steps that are needed for an entrepreneur to commercialise their products and services, and will also include a module on business leadership, mentoring and coaching for existing entrepreneurs.

The course will be presented using an interactive online Webinar / e-Learning platform. The course consists of five Modules, each Module will be presented in in four 2-hour slots over a period of one week. Module 5 will be presented in week 4 concurrently with Module 4. Each Module will consist of theoretical presentation(s) outlining the important underlying learning objectives, followed by a live Question and Answer session (Q&A). Depending on the module this will have a number of practical interactive sessions with presenters assisting participants on their unique commercialization opportunities. The course will be presented by Mazangani Solutions, a non-profit organization led by experienced technology transfer and commercialisation experts.

I. INTRODUCTION

Mazangani Solutions (NPC) invites all interested entrepreneurs and aspiring entrepreneurs in the life- and biosciences disciplines to submit expressions of interest to attend this on-line Capacity Building Training Programme on the Successful Commercialisation of Biosciences Products and Services. Mazangani Solutions offers a comprehensive course on the practicalities of commercialising products and/or services in biosciences, including health, nutrition, food industry, agriculture, agroprocessing, chemical and biotechnology industries.

II. RATIONALE

Commercialisation of intellectual property is the final step in the invention and discovery process and is the necessary step to extracting value from investment in Research and Development. The skills required for successful commercialisation are often not easily available to aspiring entrepreneurs with life- and biosciences background – these skills are completely different from any that would have been developed in the course of training as a scientist.

Sustainability of commercial ventures (start-ups) in biosciences is a long process with many challenges. Most technology start-ups need to keep their cost down as low as possible and can typically not afford the laboratory infrastructure, and salaries for full time scientific and/or business resources. In this “boot-strapped” environment many mistakes are made, wrong partnerships are entered into and often quality suffers due to lack of appropriate resources.

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Market entry delays caused by shortages of critical resources are one of the most critical consequences that undermine sustainability. The challenge is thus how do you accelerate commercialisation with minimum costs and the right resources to support the enterprise to get to sustainability in the shortest possible time.

Bio-entrepreneurs in Africa need access to expert business mentors, marketing and branding expertise, distribution networks, and potential partnerships, funding & investment sources and also access to general business and contracting expertise. Sharing experience and learning with enterprises and providing mentorship has a ripple effect and has an accelerator effect to get enterprises to sustainability

III. COURSE OBJECTIVES

Mazangani Solutions offers this opportunity to provide **practical** training to demonstrate the normal steps that are needed for an entrepreneur to commercialise their products and services.

IV. COURSE CONTENT

The course will be presented in 5 modules and will include the following learning objectives for each Module:

MODULE 1: IDENTIFYING THE COMMERCIALISATION OPPORTUNITY - LEARNING OBJECTIVE

The objective of Module 1 is to impress on participants the importance of clearly identifying whether an invention presents a commercialization opportunity. In the highly competitive health, nutrition and biotechnology space it may be easy to identify certain customer needs, but the challenge is that there are many solutions out there that may address such a need.

Participants will be introduced to the concept of an “unmet need” which is a need that is currently not met by any existing solution and hence provides a real commercialization opportunity. The key learning objective is to get participants to critically analyze their inventions and the needs they are addressing, in the context of other competing solutions, to assess if it truly is a commercialization opportunity. Participants will also be exposed to simple market intelligence, identifying target markets, and conducting market testing and acceptance studies. Participants will also be introduced to Technology Readiness Levels (TRLs), which will enable time-to-market assessments and provide a detailed understanding of regulatory issues and other hurdles pertinent to the health, nutrition and biotechnology industry. Lastly a model will be provided on how to assess capital investment requirements, labour and operating costs to create a successful venture.

This is the most critical (but often neglected) first step for any enterprise and not done thoroughly, will lead to the demise of any new enterprise.

MODULE 2: ASSESSING THE VIABILITY OF THE COMMERCIAL OPPORTUNITY -LEARNING OBJECTIVE:

The learning objective of Module 2 is to assess the commercial viability of the venture using detailed financial analysis and tools that can generate the kind of financial information that can be presented to sophisticated investors. Participants will be exposed to framing their input assumptions for base-case, worst-case and best-case scenarios. The module is divided in two separate training sections, the first dealing with the creation of a simple techno-economic valuation and the accompanying financial statements (as well as how to interpret these), and the second looking at assessment of risk, company/technology valuation and investors assessment of the venture.

We will explain phasing of expenditure and income and how it impacts on a company’s profitability. Participants will learn how to use a professional techno-economic valuation tool which will allow them to use their input assumptions and create a full financial model. This will enable them to generate an Income Statement, Cash Flow Statement and Balance Sheet for the Venture. Furthermore, the concept of “Time value of Money” will be learned as well as how this is used to value your intellectual property and/or your new venture. Participants will understand concepts such as Net Present Value (NPV), Internal Rate of Return (IRR), Breakeven and Free Cash Flow (FCF). From this, participants will be able to construct a Discounted Cash Flow (DCF) Model which is the tool to enable

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technology/company valuations. Participants will also be introduced to venture capital valuations such as the “Multiple Approach” or “Market Valuation” approach often used by investors as well as the “Net Asset Valuation Approach”. Participants will walk away with different approaches to valuation of their offering/company. Finally, participants will be introduced to “Sensitivity Valuations” or establishing Risk to the overall venture by varying input assumptions. This will allow participants to clearly understand their individual market and / or technological risk. A brief introduction to Monte Carlo Simulations will introduce the concept of Risk/Benefit Valuations to the participants and equip them to deal with difficult questions often asked by investors.

MODULE 3: PROTECTING YOUR INVENTION AND BUSINESS CONCEPT - learning objective:

The learning objective of Module 3 is to ensure participants understand the importance and criticality of the need to protect your invention and business ideas and how to contract with partners, collaborators and investors to ensure your ideas are protected. Participants will also be familiarized with the legislation on the protection of the use of indigenous biological resources and the use of indigenous knowledge.

This module will also cover the use of biodiversity, bioprospecting, benefit sharing and compliance with various regulations. The use of natural resources to develop products for health, nutrition and biotechnology has gained momentum in the Southern African region, and thus the need to understand the international and national laws that protect the use of biodiversity and indigenous knowledge. Participants will be introduced various international laws such as the Convention on Biological Diversity (CBD), Nagoya Protocol on access and benefit sharing and fair and equitable sharing of benefits which have been ratified by their countries.

The Module is divided into 2 theoretical sessions, the first dealing with the various ways of protecting IP with practical recommendations as to what is most appropriate / cost-effective in the health, nutrition and biotechnology sectors. The second training session deals with the kind of contracts one can expect to encounter in this industry and how each impact on your business and new venture. Participants will also be taught how to negotiate favourable terms on these contracts and templates for each will be provided which are appropriate for the health, nutrition and biotechnology industries. Participants will leave the module equipped with an arsenal of appropriate templates and knowledge to negotiate favourable term sheets and contracts with investors and indigenous knowledge holders.

MODULE 4: STARTING YOUR OWN VENTURE - LEARNING OBJECTIVE:

The learning objective of Module 4 is to equip participants with all the tools and knowledge necessary to structure a new venture, register it and make it fully functional with all regulatory aspects in place, including a brand identity and marketing strategy. Very often this is a neglected area and new start-ups often rely on expensive 3rd party providers to register a company, get it tax compliant, develop a brand identity, put in place all the shareholders/subscription agreements, create websites etc. This module will teach participants how to do all the above cheaply by themselves, in a short space of time. The relevant tools will be provided to make this an easy exercise.

MODULE 5: THE “BOOTSTRAPPING CONCEPT” - LEARNING OBJECTIVE:

The learning objective of Module 4 is to equip participants with all the tools and knowledge necessary to structure a new venture, register it and make it fully functional with all regulatory aspects in place, including a brand identity and marketing strategy. Very often this is a neglected area and new start-ups often rely on expensive 3rd party providers to register a company, get it tax compliant, develop a brand identity, put in place all the shareholders/subscription agreements, create websites etc. This module will teach participants how to do all the above cheaply by themselves, in a short space of time. The relevant tools will be provided to make this an easy exercise.

V. WHO SHOULD ATTEND

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This course is open to all entrepreneurs and aspiring entrepreneurs in the life- and biosciences and chemical disciplines, including health (human and animal), nutrition, agriculture, food technology, biochemistry, biotechnology, botany, molecular biology, microbiology, immunology and other biotechnology industries.

In particular the course is aimed at students at university, or entrepreneurs currently in full time employment that have ambitions to establish a science and technology-based company built on the basis of a scientific invention in the life sciences domain.

Consideration will also be given to existing entrepreneurs involved in a technology start-up, you will also benefit from this course. Preference will be given to female entrepreneurs.

VI. COST AND SELECTION CRITERIA

The course is offered free at a cost of R1200 per module. (~USD100 per module). All course material will be provided in electronic format before the course commences. It is therefore required that all participants have access to a tablet, laptop or computer during the course of the programme – Mazangani will conduct beta -testing of the webinar platform with all participants prior to commencement of the course. Computer work is an integral part of the course and will be required for the practical sessions.

Interested parties are requested to complete the attached Expression of Interest (EOI) form. Information provide therein will enable the selection of participants by an expert panel based on the following criteria:

- i. Candidate profile (Education Level, preference to post graduates)
- ii. Entrepreneurship displayed
- iii. Readiness to commercialise products/services
- iv. Links to existing SANBio projects and Flagships
- v. Preference will be given to female Entrepreneurs

VII. VENUE

The course will be provided in an interactive online format using a Webinar / e-Learning platform over a period of 4 weeks.

VIII. DATE

June 2018

IX. HOW TO PARTICIPATE

You are invited to submit an Expression of Interest, indicating your intention to take advantage of this offer by completing the attached Expression of Interest (EOI) and sending this with a copy of your resume to admin@mazangani.com

X. DEADLINE FOR SUBMISSION

Friday 5 May 2018

XI. CONTACT US

For any additional queries or clarifications please contact us at admin@mazangani.com, or call us at +27 83 3028493 or visit our website www.mazangani.com

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EXPRESSION OF INTEREST (EOI) TEMPLATE

Please e-mail PDF versions of completed EOI, accompanied with a cover letter and your resume to
admin@mazangani.com

Name and Surname):	
e-Mail Address	
Telephone number	
Current Institution Affiliation	
Country of Residence	
Gender (Male / Female)	
Highest Qualification	
1. Why do you want to be a Biosciences Entrepreneur?	
2. Describe the product(s) / Services you wish to commercialise:	
3. High level description of the technology you plan to use to manufacture the product or provide the Service	

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4. What is the stage of development of your concept?

6. Please indicate the potential social and economic impact of the proposed business

9. Please attach a short resume of yourself and any partners you may have (1/2 a page each)