



UCSI Centre for Research Excellence
is proud to present

CRADLE ENTREPRENEURSHIP CLINIC
By



Cradle Investment Programme
Today's Ideas, Tomorrow's Wealth

APRIL 21st, 2008,
8.00am-5:00pm, UCSI
(Venue: UCSI South Wing, Block C Auditorium, Level 3)
Lunch is provided

University CIP (U-CIP)

University Cradle Investment Programme (U-CIP) is the second phase of the Cradle Investment Programme (Cradle), Malaysia's first fund for development of ideas, managed by Malaysia Venture Capital Management Berhad (MAVCAP).

U-CIP aims to work together with Researchers in public and private universities and colleges, as well as the Commercialisation Units of these institutions. The primary aim of U-CIP is to facilitate the transformation of research outputs into marketable products/services, as a first step in the commercialisation roadmap. To this end, U-CIP specifically funds the development of prototypes, proofs of concept and the preparation of business plans, in addition to providing business mentoring and access to later stage investors such as VCs and angels and to Commercialisation Partners, such as corporations, through the Ideas Bank.

Programme Itinerary

- 8:00am** **Registration of Participants**
- 8:30am** **Opening Remarks**
Introduction of CRADLE
How to Turn Your Idea into a Business
a. Perception Exercise
b. Ideas
c. Idea Brainstorming
- 10:30am** ***Tea Break***
- 10:45am** **Business Plan Tips & Preparation**
a. Cradle's Business Plan Tips
b. Communication Game
c. Preparation of Group Business Plan
 i. Utilize Cradle's U-CIP Application Form
 ii. Utilize Cradle's Milestone Planning
- 12:30pm** ***Lunch***
- 1:15pm** **The Pitch**
a. Presentation of Business Plans
b. Evaluation: CRADLE's Measurement
 – Innovation, Commercial Viability & Team Dynamics
- 4:00pm** ***Tea Break***
- 4:15pm** **Cradle Application Tips & Exercise**
a. Log into CRADLE & Free Registration
- 5:00pm** **Session Ends**

For reservation please email jimmymok@ucsi.edu.my