

MARCHMONT Business LAB 2013

We present you a new program «MARCHMONT Business LAB 2013»

Currently been receiving applications for this program in your region in 2013

The duration of the program depends on the requirements of a regional partner

Day one

09:00 – 10:00 Welcoming Coffee & Registration

10:00 – 12:00 Opening session. Welcoming words

Moderator: Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners. 20 years of successful venture capital, private equity and corporate finance investing and advisory work in Russia

Topics for discussion:

- ✓ 20 years of Perestroika: Promoting long-term Russia's transition to an innovation-based economy, the creative initiative from below.
- ✓ Growing ideas into Business: How to bridge the gap between the Russian economy and global markets.

12:00 – 13:00 Lunch

13:00 – 15:00 Master-class: Market driven science

Trainer:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners. 20 years of successful venture capital, private equity and corporate finance investing and advisory work in Russia

Topics for discussion:

- ✓ Who needs this technology?
- ✓ Commercial viability testing
- ✓ Role of the POC in creating commercialization strategy

15:00 – 15:30 Coffee - break

15:30 – 17:30 Master – class: Market research – approach and methods, part one

Trainer:

Andrey Makshanov, vice president of the Nizhny Novgorod Guild of Professional Consultants, managing partner of consulting company "Collective Action"

17:30 – 18:00 Coffee - break

18:00 – 20:00 Master – class: Market research – approach and methods, part two

Andrey Makshanov, vice president of the Nizhny Novgorod Guild of Professional Consultants, managing partner of consulting company "Collective Action"

Day two

09:00 – 10:00 Welcoming Coffee

10:00 – 12:00 Master class «Compliance». Part 1.

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ Basic Laws of doing business
- ✓ A brief overview of the current Russian legal system, that is business and its stakeholders, corporate and other organizational - legal forms of business, based on the corporate and contract law
- ✓ The registration and licensing requirements
- ✓ How to register the selected form and what to think about in advance, issues of compliance with licensing laws and special permits
- ✓ basics of labor relations
- ✓ How to make labor relations with paid employees, including with hired top menezherami how to protect the company from the founders and dishonest employees.

12:00 – 13:00 Lunch

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13:00 – 15:00 Master class «Compliance». Part 2: "Structuring relationships with partners"

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ How to distribute shares
- ✓ In which jurisdiction to structure a deal
- ✓ How to use a special law (drag along, tag along, veto)
- ✓ Why a preliminary agreement (term sheet)
- ✓ How to be a shareholder agreement / agreement on the implementation of the rights of participants (shareholders' agreement) and what they are like a marriage contract
- ✓ dispute resolution between partners

15:00 – 15:30 Coffee - break

15:30 – 17:30 Master class: Money 360⁰ part one

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners
Konstantin E. Pigalov, Director of Consulting, Marchmont Capital Partners

Topic for discussion:

- ✓ Building financial model

17:30 – 18:00 Coffee - break

18:00 – 20:00 Master class: Money 360⁰ part two

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners
Konstantin E. Pigalov, Director of Consulting, Marchmont Capital Partners

Topic for discussion:

- ✓ RVC application

Day three

09:00 – 10:00 Welcoming Coffee

10:00 – 12:00 Team building. Part one: Intro

Trainers and Consultants:

Sergey Mitrofanov, Director of Strategy SOCIALIST Company; Partner of BRANDFLIGHT "

12:00 – 13:00 Lunch

13:00 – 15:00 Team building. Part two: Case study

Trainers and Consultants:

Sergey Mitrofanov, Director of Strategy SOCIALIST Company; Partner of BRANDFLIGHT "

15:00 – 15:30 Coffee - break

15:30 – 17:30 Team building. Part three

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

- ✓ Preparing your pitch

17:30 – 18:00 Coffee - break

18:00 – 20:00 Team building. Part four:

Role play (Homework assignment)

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

Day four

09:00 – 10:00 Welcoming Coffee

10:00 – 12:00 Round table with regional participants

Topics for discussion:

- ✓ Industrial Modernization in Russia – 21st century development strategy.
- ✓ Creating effective PPPS.

12:00 – 13:00 Lunch

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13:00 – 15:00 Master class: "Rules of the Game: The responsibility for corporate governance"

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ Meet entrepreneurs with "rules of the game" to assess the potential risks
- ✓ How not to cross the border legally business space, in this case to make, not to fall for hype and for all that sleep?
- ✓ risks of occurrence of civil, disciplinary, administrative and criminal liability
- ✓ The potential changes in legislation and enforcement
- ✓ bribes, extortion, commercial bribery

15:00 – 15:30 Coffee - break

15:30 – 17:30 Master-class "strategy use and protection of intellectual property"

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ Intellectual property and rights to them
- ✓ Types of Intellectual Property
- ✓ Formulating security strategy. From whom and how to defend themselves?
- ✓ Passive and active protection

17:30 – 18:00 Coffee – break

18:00 – 20:00 Master-class

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

13:00 – 20:00 One on One consultations

Formed by a team of experts to assess the project will deal with individual project presentations. During the day, the

team of experts will consider the 15-20 individual projects, pre-selected regional partner on the basis of which to be training. Experts will assess the commercial viability of each project, to discuss the results and develop recommendations for each team.

Day five

09:00 – 10:00 Welcoming Coffee

10:00 – 12:00 Practical Advice – Case Studies. Part one

Trainers and Consultants:

Sergey Mitrofanov, Director of Strategy SOCIALIST Company; Partner of BRANDFLIGHT "

12:00 – 13:00 Lunch

13:00 – 15:00 Practical Advice – Case Studies. Part two

Trainers and Consultants:

Sergey Mitrofanov, Director of Strategy SOCIALIST Company; Partner of BRANDFLIGHT "

15:00 – 15:30 Coffee - break

15:30 – 17:30 Master – class: Preparing your pitch. Part one

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

Konstantin E. Pigalov, Director of Consulting, Marchmont Capital Partners

Andrey Makshanov, vice president of the Nizhny Novgorod Guild of Professional Consultants, managing partner of consulting company "Collective Action"

17:30 – 18:00 Coffee – break

18:00 – 20:00 Master – class: Preparing your pitch. Part two

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

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Konstantin E. Pigalov, Director of Consulting, Marchmont Capital Partners

Andrey Makshanov, vice president of the Nizhny Novgorod Guild of Professional Consultants, managing partner of consulting company "Collective Action"

Day six

09:00 – 10:00 Welcoming Coffee

10:00 – 12:00 Master-class: Technology drives modernization, Part one:

Trainers and Consultants:

Kendrick White, Founder & Managing Partner, MARCHMONT Capital Partners

Topics for discussion:

- ✓ Corporate R&D case studies
- ✓ Valuing technology solutions
- ✓ Case study examples/ Best practices

12:00 – 13:00 Lunch

13:00 – 15:00 Master class: "Structuring of investment transactions." Part 1.

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ What is structuring / execution of the deal? M & A-Glossary
- ✓ Why and how to structure the deal? What are the resources for this involve and how much it might cost?
- ✓ Why offshore? An overview of the offshore jurisdictions. What is legal and what is to be feared?
- ✓ Basic Anglo-Saxon law. Differences of English law from the Russian. Why, when and how you should use English law.

15:00 – 15:30 Coffee-break

15:30 – 17:30 Master class: "Structuring of investment transactions." Part 2.

Trainers and Consultants:

Vitaly V. Vinogradov, co-founder and CEO, i-Accelerator, Deputy. Director of "Innovation Centre of the Higher School of Economics", Moscow

Topics for discussion:

- ✓ What is the shareholder agreement / agreement on the implementation of the rights of participants (shareholders `agreement). Why do they need and when? As they make out, perhaps if their enforcement?
- ✓ «Deal breakers» - from which transactions are crumbling and conflicts and how to avoid it?
- ✓ court and pre-trial settlement of disputes

17:30 – 18:30 Final TGIF pitch night

18:30 – 19:00 Welcome Intro

19:00 – 21:00 Individual pitches TOP Five projects Business Angel Club/Incubator/POC/Techno Park Jury