

**2050 Innovation Hub at Port of Tyne, South Shields**  
**Innovation Live!\***  
**Tuesday, 17<sup>th</sup> December, 2019**  
*Registration & refreshments from 9.30*  
*Programme from 10am to 3.30pm*

**About our Innovation Live! Event**

Our Innovation Live! is a regional stakeholder and UK maritime open innovation event. Our expert panel will be:



Matt Beeton  
CEO  
Port of Tyne



Frans Calje  
CEO  
PD Ports



Raoul Tan  
Business Manager  
Digital Development  
Port of Rotterdam  
International



Helen Baker  
Senior Manager  
Accenture

Our Innovation Live! event is your chance to showcase and pitch your new ideas, solutions and technologies that have the potential to make a significant and positive impact on our north east ports and wider regional economy, and UK maritime as a whole.

It is also a great opportunity if you don't want to pitch your ideas but do want to learn more about innovation in our sector, network with other innovative people and organisations and hear from industry thought leaders on the future of maritime.

Plus, we are offering the opportunity for organisations who want to showcase their relevant digital products and services to join our mini-expo.

It's going to be a great event, and a UK maritime industry first! We hope you can join us. Here's more information about the day.

\*inspired by the BBC's Dragons Den

## **Agenda**

*Registration, mini-expo and refreshments from 9.30am.*

*Programme starts at 10am and closes at 3.30pm.*

1000-1015	Welcome and introductions	Dr. Jo North, Port of Tyne
1015-1115	Innovation Live! – Part 1	
1115-1145	Mini-expo & refreshments	
1145-1245	Thought leader presentations	
1245-1330	Mini-expo & lunch	
1330-1430	Innovation Live! – Part 2	
1430-1445	Mini-expo & refreshments	
1445-1530	Closing Keynote	Dr. Jo North, Port of Tyne
1500-1530	Awards	Matt Beeton, CEO, Port of Tyne

## **Be in the Audience**

If you are interested in the development of the economy of the North East of England, or innovation and technology in the UK maritime industry, you are welcome to come and join us as an audience member on the day.

In addition to watching the Innovation Live! pitches, you will also hear inspirational talks from industry thought leaders and visit innovative technology organisations at their mini-expo stands.

We will also be live streaming the whole event!

Places are limited, so if you'd like to be in the audience, please register [here](#) by no later than 6<sup>th</sup> December 2019.

### **Showcase your Ideas at our Mini-Expo**

Before and during registration, and at breaks and lunchtime, we will invite all attendees to visit a select number of relevant, innovative digital technology organisations at their stands to learn more about what they do and promote the exchange of ideas across the sector in our mini-expo.

There is no cost to exhibit at our mini-expo. If you're interested, you just need to apply by emailing us at [innovationhub@portoftyne.co.uk](mailto:innovationhub@portoftyne.co.uk) with your company name, product and service details by no later than 6<sup>th</sup> December 2019, as spaces are limited.

We will be in touch with you direct soon after that date.

If you are selected, you will need to bring your own marketing and promotional materials and supply us with your logo and photos for our event marketing and communications.

You don't need to be pitching in the Dragons' Den itself to have a stand at our mini-expo, although if we have more requests than we have space for, preference will be given to those organisations who are pitching their ideas in the Den.

### **Apply to Enter Innovation Live!**

We appreciate that even at early concept stage, your ideas and time have a value.

That is why Port of Tyne is offering to provide funding to up the value of £15k per project for individuals, teams or organisations whose innovation concepts have the potential to support our Automation & Real Time Information, Safety and Environment Opportunity Statements and the overriding ambitions of the Government's wider UK Maritime 2050 strategy.

We aren't looking for off-the-shelf, turnkey solutions. Our aim is to support initiatives that progress the current 'state-of-the-art' in maritime operations.

If successful, you will receive funding of up to £15,000 to develop and test your idea, with support and access to Port of Tyne and PD Ports expertise and facilities. This funding will be offered as a grant (and subject to a formal grant agreement), but neither the Port of Tyne, PD Ports or any of the 2050 Innovation Hub's delivery partners will take an ownership interest in your business or idea as a consequence of the event. The purpose of the event is not to encourage any person to take an ownership interest in the pitching businesses.

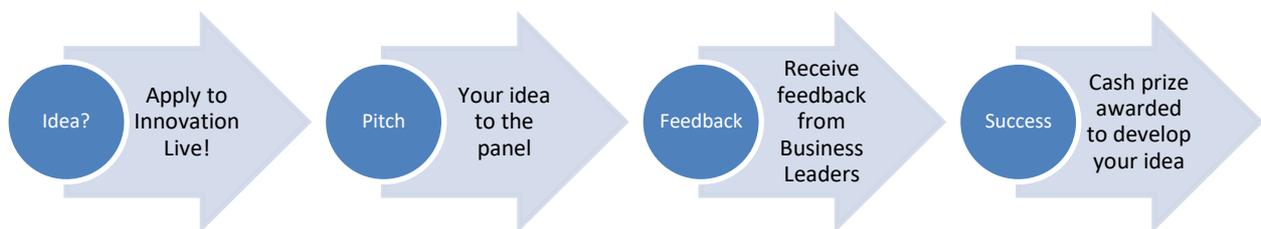
Beyond that stage, Proof of Concept (PoC) funding for further development may be available in 2020.

All intellectual property rights stay with you, the innovator: you will not be asked to give up ownership of your IP rights and if you are offered grant funding, the grant agreement will make this clear.

We want proposals and pitches which clearly articulate the innovative technology development needed to meet the challenges of the UK maritime industry and north east regional economy.

*Please note: any type of organisation may make an application to Innovation Live! However, businesses must hold registered company status or confirm self-employment. Applications from university departments / teams are covered by their university's registered status, but you must provide evidence that your university's executive has approved your participation in the event.*

The process has been designed to be as simple and straightforward as possible, because we want you to be able to articulate your concept, technology or techniques clearly and concisely, so that they can be quickly understood and assessed.



**Step 1:** Do you have an idea, technology or process which will help our ports? Then let us know – complete our simple application form and make sure you're available to come and pitch to us at our 2050 Innovation Hub in South Shields, UK in front of our panel and a live audience. We will also be live streaming the event, too. The closing date for proposals is 6<sup>th</sup> December 2019. You can [download your form here](#) and send it to us at **innovationhub@portoptyne.co.uk**.

**Stage 2:** Providing that your idea meets our selection criteria, you will be invited to pitch your proposal live to our panel at the event. We will contact you in advance to explain what will happen on the day and answer any questions you may have.

**Stage 3:** Decision-time! The panel will provide feedback on your idea on the same day as your pitch, including their investment decision.

**Stage 4:** If you've been successful, you will meet with Port of Tyne and / or PD Ports after the event to finalise the programme of work and agree the terms of our funding offer.

### **Rules of Innovation Live!**

To be fair to everyone and make sure that everything flows well on the day, we have a few important rules that we will ask you (and our panel) to stick to during the pitches.

Please start the meeting by stating your name, the name of the business, the innovation and how the money will be used.

You must follow this with a pitch of up to three minutes. If it exceeds three minutes, the panel can stop you at any point, but they cannot interrupt your starting pitch.

You don't have to answer all the questions asked by our panel, but what you do or do not choose to answer may affect the outcome. It is important to note that anything that is discussed during the event is being livestreamed and recorded.

You are permitted to have an advocate on standby at the event, to help you answer some of the panel's questions. This advocate must be someone who is directly involved in the business. You can ask the panel to meet your advocate at any point after the three-minute pitch.