

# 2050

## INNOVATION HUB

### INNOVATION LIVE!\*

LIMITED  
PLACES  
AVAILABLE!

**DATE:** TUESDAY 17TH DECEMBER,  
9.30AM REGISTRATION & REFRESHMENTS | 10AM PROGRAMME STARTS | 3.30PM CLOSE  
**VENUE:** PORT OF TYNE INNOVATION HUB, PORT OF TYNE, NE34 9PT

### ABOUT OUR INNOVATION LIVE!\*

Our **Innovation Live!\*** is a regional stakeholder and UK maritime open innovation event. Our Panel will be:



**Helen Baker**  
Senior Manager,  
Accenture



**Matt Beeton,**  
CEO Port of Tyne



**Frans Calje,**  
CEO PD Ports



**Raoul Tan,**  
Digital Solutions,  
Port of Rotterdam  
International

Our **Innovation Live!\*** 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.**

**TO REGISTER FOR THIS EVENT,  
CLICK HERE** 

\*Inspired by the BBC's Dragon's Den

## AGENDA

Registration, mini-expo and refreshments from 9.30am.

Programme starts at 10am and closes at 3.30pm.

10:00-10:15 Welcome and introductions, Dr. Jo North, Port of Tyne

10:15-11:15 **INNOVATION LIVE!\* – PART 1**

11:15-11:45 Mini-expo & refreshments

11:45-12:45 Thought leader presentations: TBC

12:45-13:30 Mini-expo & lunch

13:30-14:30

14:30-14:45

14:45-15:30

**INNOVATION LIVE!\* – PART 2**

Mini-expo & refreshments

Closing Keynote & Innovation Live!\*  
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!\***, 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 <https://www.eventbrite.co.uk/e/innovation-live-tickets-82953948493> by no later than 6th December 2019.

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## 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 6th 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 **Innovation Live!**\* 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 **Innovation Live!**\*

## 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 will 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 an investment 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.

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: neither Port of Tyne, PD Ports or any of the 2050 Innovation Hub's delivery partners will have any IP rights over your ideas and we will provide our signed non-disclosure agreement up front to this effect.

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.

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## THE PROCESS

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 6th December 2019. Please send your completed form to [innovationhub@portoptyne.co.uk](mailto:innovationhub@portoptyne.co.uk)

### STEP 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.

### STEP 3 DECISION-TIME!

The Panel will provide feedback on your idea on the same day as your pitch, including their investment decision.

### STEP 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 put your funding in place.

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## 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 in **Innovation Live!\*** is being livestreamed and recorded.

You are permitted to have an advocate on standby in the room, to help you answer some of the Panels' 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.

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