

# Northern Net®

## get connected. 90 seconds business pitch

**Connecting Digital Creative & Healthcare companies (FREE networking event)**  
**Thursday March 18th 2010 4pm – 6.30pm (3pm start for pitching companies)**  
**Held at Digital City, Middlesbrough**

**To register:** go to <http://northernnethealthcare.eventbrite.com/>

NorthernNet, Daresbury Science and Innovation Campus and RTC North have arranged pitching and networking opportunity for companies operating in the Digital Creative and Healthcare markets. If interested in the areas outlined below, register and meet potential partners who can help you grow your business...

**What is NorthernNet?...** NorthernNet proves that it's fast up North with its high speed symmetric broadband network (up to 1 Gbps). NorthernNet is available to businesses as a direct connection and, for the first time ever, as pay-as-you-go via 17 Media Access Bureaux.

### Who should attend?

#### Digital Creative companies interested in..

- Mobile technologies
- 3D simulation technologies (especially interactive)
- Web-based remote learning technologies
- Digital signage and communication technologies
- Real time Web-based or network based information systems (potentially applied in other sectors)
- Web-based, real time communication systems linked to monitoring of activities
- Security technologies

#### Healthcare sector businesses working in...

- Surgical Simulation
- Telecare
- Medical training
- Remote diagnostics
- Healthcare monitoring
- Healthcare education
- Clinical trialling
- Healthcare operation information & communication systems
- Manufacture of products & systems with potential to go digital

*\*\*There is an opportunity for both groups to pitch in the event. However, if you don't want to pitch, then just come and be part of the audience, with the chance to identify new companies of importance to your business.*

### Hear first-hand about:

1. Technologies and innovations available from some of the leading companies in the Digital Creative sector in the North East that have potential application in the Healthcare sector.
2. The needs of leading suppliers and customers in the Healthcare sector

### The event aims to...

- Identify relevant partners, customers or suppliers
- Build understanding of technology capabilities in the Digital Creative sector
- Build understanding of market requirements for digital creative technologies in the Healthcare sector

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The Northern Way**



# Northern Net

## 99 seconds connected. 90 seconds BUSINESS PITCH

- Translate technology solutions across sector boundaries
- Meet suppliers and companies active in the Healthcare markets
- Understand more about NorthernNet and the network of Media Access Bureaus (MABs) across the North of England that can be used as platforms for supporting collaborative activity

### Agenda

3pm – 4pm Pitch training: Pitching companies arrive early for pitch training by 'Winning Pitch'

4pm – 5pm Business Pitch: 90 seconds focussed specifically on businesses' 'offers' or 'needs'

5.00pm – 6.30pm: Networking & Food:– supported by sector relevant business support 'brokers'

### The main content of the event will be for companies who are either:

a. developers and/or suppliers of digital products, technology and expertise

or

b. potential users of digital products, technology and expertise to give a 90 second elevator pitch covering the following points:

- **Who you are?**
- **What is your business?**
- **What you have to offer other companies?**
- **What do you need from other companies?**

Details of those companies pitching on the day will be circulated in advance to help you identify potential companies of interest. Following the elevator pitches there will be time for informal networking to further explore opportunities with companies of interest

**For more information or to register for the NorthernNet business pitch events visit**

**<http://northernnethealthcare.eventbrite.com/> or email [becky.strong@rtcnorth.co.uk](mailto:becky.strong@rtcnorth.co.uk) or call 0191 516 4400.**

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