

PS150142 – Appendix C – San Francisco Mission

<u>Mission</u>	<u>Number of companies</u>	<u>Locations</u>	<u>other personnel</u>	<u>Company contribution</u>
<u>San Francisco</u>	16	San Francisco – 7 days (6 nights)	2 Innovate UK 2 Delivery Partner	£2000

Project Management	Co-Development of Mission Goals, Strategy and Positioning; Partner & Stakeholder Management; Design of Mission Agenda; Execution of Mission Agenda; Management of Companies; Management of Suppliers	Typical planning cycle is circa 12 months with regular (every 3-4 weeks) meetings with Innovate UK lead.
Marketing & Communication	The Development and Communication of Compelling Promotional Material	Material on the companies themselves to promote in country and also for UK publicity- talking heads videos on each company (16), video diaries of each Mission day, Mission brochures (500 copies) detailing each company.
Events	The Delivery of High Quality Events, pre and post Mission	Briefing event for companies, launch event for stakeholders (100 attendees), post-Mission reunion event (100

		attendees)
Competition Process	Mission Company Selection including promotion, management of applicants judging process, informing applicants and ensuring integrity	Aiming for 20 companies
Logistics	Flights, Transport, Accomodation, Food and Drink, Bespoke Events on Mission, including Co-Ordinated Travel & Logistics, Other T&S	Breakfast and working lunches – other food paid for by attendees themselves. Transport includes transfers and movement between meetings.