

We created the Lab just for you.

We have brought together some of the best people to help you establish, grow, pivot, evolve, or whatever you need to make your ideas a success.

Book your Lab session to get started.  
See you there!



*The original Lab in 2014/15. Stop by to see the new and improved Lab in the Innovation Centre.*

## The Lab is a hub for supporting, mentoring, and growing your knowledge base. And it's all for you.

Held within the Innovations Centre, the Lab is fitted with whiteboards, seating, and a coffee cart nearby – the perfect place for you to access a free Innovation knowledge bank.

The Lab will also be hosting the Awards Breakfast and the Capital Event on Thursday, transforming itself to suit the various events.

During the day, teams from each of the sponsor companies will be on site to assist you with advice on your project or business and to prepare for the Capital Event on Thursday evening.

Our experts can advise on intellectual property, business development and law, accounting, design, product development, engineering, marketing, branding, and more!

## WE'RE HERE FOR YOU

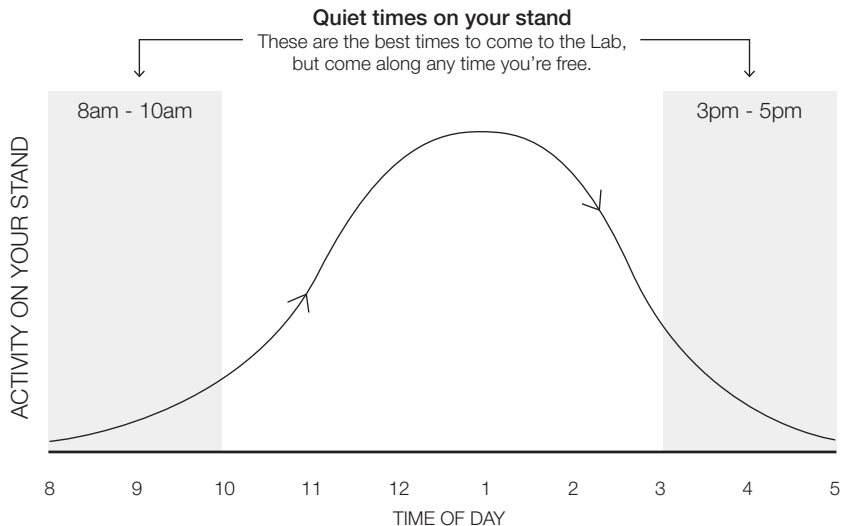
Have some downtime on your stand? Pop in for a chat! Want more of a purpose built workshop with some of our experts? We can do that too.

We're here for you; we'll work around your specific needs. Remember, the Capital Event takes place Thursday at 4pm, so get in early to get the advice you need.

## BOOK YOUR LAB SESSION

The day can quickly fill up while you're manning your stand, so we've reserved 8-10am and 3-5pm, Wednesday to Friday specifically for you to workshop with us in during the quieter periods.

You can find the Lab in the middle of the Innovation Centre – so come over and secure your session.



## THE EVENTS

**Judging day, WED all day:** You can expect the judges to be wandering around the Innovation centre. They may ask a few questions about your entry.

**Awards breakfast, THURS 7-8am:** This is when the award winners will be announced – a must attend event!

**Capital Event, Thurs 6pm onwards:** This is a chance for you to network with industry influencers, investors, and agribusinesses in an effort to connect with your targeted market.

# Experts on hand

This schedule outlines who will be manning the Lab each day. To learn more about each person, you'll find team photos and position titles on the next page.

## Wednesday

## Thursday

Awards judging – all day

Awards Breakfast – 7-8am

8am

**BFT**  
Heta, Rick, Michelle, Craig, Tania.  
**CLI**  
Phil, Mark, Tonia, Jon.  
**PDC**  
Caroline, Krissi, Robin.  
**IP**  
Matthew.  
**GPF**  
James.

**BFT**  
Rick, Michelle, Colin.  
**CLI**  
Phil, Tonia, Jon.  
**PDC**  
Timothy, Dan, Caroline, Tracey, Simon, Michael.  
**IP**  
Leonard.  
**GPF**  
Simon.

12pm

**BFT**  
Yan, Rick, Michelle, Heta, Colin.  
**CLI**  
Phil, Mark, Tonia, Jon.  
**PDC**  
Dan, Caroline, Krissi, Robin.  
**IP**  
Matthew.  
**GPF**  
James.  
**IN**  
Steve.

**BFT**  
Michelle, Colin, Sarah.  
**CLI**  
Phil, Tonia, Jon.  
**PDC**  
Timothy, Dan, Caroline, Tracey, Simon, Michael.  
**IP**  
Leonard.  
**GPF**  
Simon.  
**IN**  
Steve.

5pm

Capital Event – 4pm onward

KEY

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**BFT** Business, Finance & Taxation  
**CLI** Commercial, Legal & IP  
**PDC** Product Dev. & Commercialisation

**IP** Intellectual property  
**GPF** Govt. programmes & funding  
**IN** Innovation

Friday

Saturday

**BFT**  
Jeremy, Angela, Sarah, Lauren.

**CLI**  
Jesse, Morgan.

**PDC**  
Timothy, Dan, Caroline, Simon,  
Michael, Robin, Krissi.

**IP**  
Simon.

**GPF**  
Mike.

**IN**  
Steve.

**PDC**  
Dan.

Optimum session time

**BFT**  
Sarah, Lauren.

**CLI**  
Jesse, Morgan.

**PDC**  
Timothy, Dan, Caroline, Simon,  
Michael, Robin, Krissi.

**IP**  
Simon.

**GPF**  
Leon.

**PDC**  
Dan.

**GPF**  
Nicky.

Optimum session time

# Meet the Lab Team

We have brought together some of the best people we know across all the important areas from brand to IP and finance. This team of people are here to help you establish your business, grow, pivot, or evolve it, or help you with whatever you need.

## Product Development & Commercialisation

Locus Research



Timothy Allan  
Executive Director



Daniel Faris  
General Manager



Michael Peterson  
Technical Director



Tracey Swinehart  
Managing Director



Caroline Noordijk  
Creative Director



Robin Lyttle  
Brand & Marketing Manager



Simon Crane  
Product Designer



Krissi Mills  
Graphic Designer

## Innovation

Vodafone



Steve Hitchcock  
Commercial Development  
Manager – Product Innovation



Simon Murphy  
Partner



Leonard Cousins  
Partner



Matthew Howe  
Senior Consultant

## Intellectual Property

Origin IP

## Commercial, Legal & Intellectual Property

Tompkins Wake



Jon Calder  
CEO



Phil Monahan  
Senior Associate



Mark Renner  
Partner



Tonia Brugh  
Senior Associate



Phil Taylor  
Partner



Jesse Loe  
Solicitor



Morgan Morris  
Solicitor

## Business, Finance & Taxation

Crowe Horwath



Rick Cranswick  
Managing Principal  
– Hawkes Bay



Michelle Malcolm  
Principal  
– Business Advisory



Colin Tasker  
Principal  
– Business Advisory



Craig Sanders  
Principal  
– Agribusiness



Yan Zhang  
Principal  
– Asia Business



Jeremy Curragh  
Principal  
– Business Performance



Heta Hudson  
Principal  
– Business Performance



Tania Sanders  
Principal  
– Business Advisory



Angela Hodges  
Senior Manager  
– Tax



Lauren Garrity  
Manager  
– Business Advisory



Sarah Davies  
Manager  
– Business Advisory

## Government Programmes & Funding

Callaghan Innovation



Nicky Molloy  
Business Innovation Advisor



Katy Bluett  
National Technology Network  
Manager



Leon Erasmuson  
Business Innovation Advisor



James Sanders  
Senior Business  
Development Manager



Paul Elmes  
Business Innovation Advisor



Simon Yarrow  
Business Innovation Advisor



Andrew Dawson  
National Network Manager of  
Sensing Technologies



Mike Langley  
Business Development  
Manager

Check out the schedule on pages 4-5 to see when we're available to meet with you. Of course you can pop in any time to chat with the team or book a workshop. See you at the Lab!

Follow along during the Fieldays:  
[thefieldayslab.tumblr.com](http://thefieldayslab.tumblr.com)

THE LAB IS BROUGHT TO YOU BY

**Fieldays<sup>®</sup>  
Innovations**

WITH SUPPORT FROM

