

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

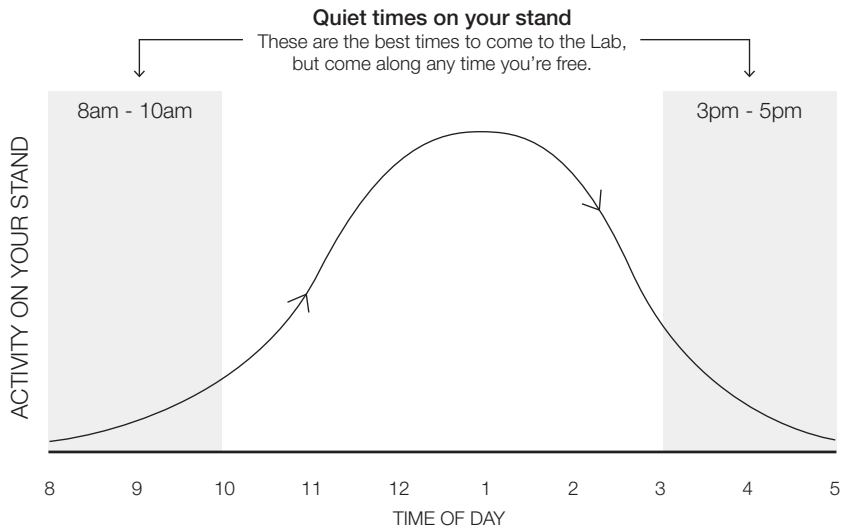
Have some downtime on your stand? Pop in for a chat! Want more of a purpose built workshop with some of our experts? We can do that too.

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

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

THE LAB IS BROUGHT TO YOU BY

**Fieldays[®]
Innovations**

WITH SUPPORT FROM

