

Video/Blog Talking Points

For academic researchers

- Name, institution of study, role (if relevant)
- What is your primary area of biofilm research?
- How does your work link or relate to AMR?
- What industry or sector does this research relate to? (e.g., health, biofouling)
- Set the scene a little - what is the current situation within this industry/sector?
- What current unmet need(s) does your research address?
- What impact(s) could the project have?
- Are there any challenges?
- Are there any highlights from your research you can tell us about?
- Call to action – are you looking for investment, mentorship or collaborators?

For industry

- Name, company name, role
- Tell us about your company and objectives
- What sector does the technology or product relate to? (e.g., health, biofouling)
- How does your work link or relate to AMR?
- Tell us what is unique about your technology/technologies
- Set the scene a little - what is the current competitive situation within this sector?
- What current unmet need(s) does your technology address?
- What wider impact(s) could your company or technology have?
- What is its USP?
- Has an impact already been made?
- Call to action – are you looking for academic collaborators to assist the science behind the technology further? Are you looking for investment, mentorship or collaborators?