

Impulse Programme for tech innovators

An intensive and steep learning curve experience

What is the Impulse Programme?

Impulse serves as a catalyst for entrepreneurship in individuals and organisations. The programme is about strong action learning and result driven where participants bring their innovative ideas to the table. It acts as a learning vehicle with a sharp focus on prioritising and developing “high-potential” business cases. The core of Impulse’s approach is to engage experienced entrepreneurs to act as role models and to provide guidance at the heart of the Cambridge Phenomenon.



Prof Sir Richard Friend,
Director of the Maxwell Centre

“The Impulse Programme provides a totally different learning environment for researchers and scientists enabling them to reach their full potential and develop their ideas. The involvement of real business practitioners, with industry knowledge and experience, together with the West Cambridge community sets this programme apart.”

Our Entrepreneurial Advisory Board



Prof Chris Abell



Matthew Bullock



Dr David Cleevely



Prof Sir Richard Friend



Dr Deborah Harland



Dr Hermann Hauser



Prof Andy Hopper



Dr Elaine Loukes



Prof Chris Lowe



Prof Florin Udrea

When is it?

The next Impulse Programme starts on 29 April 2019 at the Maxwell Centre, University of Cambridge.

What happens during the programme?

The programme is comprised of two intensive residential modules with individual assignments in between. Its nature allows considerable flexibility in defining aims and workflow.

Module A (29 April - 2 May)

- Opening and Welcome reception
- Global vision and Value propositions
- Business models and Marketing
- IP and Resources required

Individual Assignments

- Mentoring / Discussions with business experts and corporate leaders
- Market research, Customer validation, Team building and Talking to investors

Module B (10-12 July)

- Refining projects
- Finance strategy and Pitch training
- Team building and Leadership
- Clinics and Pitch to investors and innovators

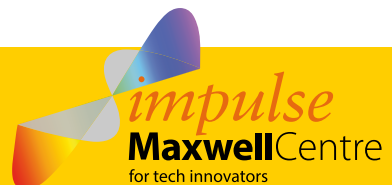
Through Impulse, the participants will get the opportunity to develop commercialisation strategies for their novel ideas and receive additional follow-up mentoring and master classes, delivered in collaboration with the West Cambridge enterprise community.

Get in touch



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Who are we?

The programme is based at the Maxwell Centre, the hub for industry and research on the West Cambridge Science and Technology Campus.



Hermann Hauser with Yupar Myint
(Head of Impulse)

“I believe we need to encourage the brightest people with the big ideas and create a truly inspirational environment and provide the correct support. I fully support Impulse which will allow researchers and innovators to test their clever ideas and execute them successfully.” – Dr Hermann Hauser, Impulse board member



“Nothing beats working with bright people who are passionate about their ideas and ready to take on the world. For sure you have to think on your feet and be prepared to challenge and be challenged. It is most definitely worth it if you can help them to take the next steps towards achieving their goals.”

– **Jamie Urquhart**, Arm co-founder, Impulse mentor

Who is it for?



Impulse mentors 2017

- ▶ PhDs, Postdocs and researchers across different fields of Physical Sciences and Technology, including Life Sciences
- ▶ Early stage entrepreneurs
- ▶ Researchers/engineers and managers from large corporates

How to apply

All candidates need to complete an application form to apply for the Impulse Programme at: www.maxwell.cam.ac.uk/impulse-application-form by 31 March 2019.

Programme fees

- ▶ Cambridge University members £1,250
- ▶ External partners £3,000
- ▶ Corporate participants £5,000

The fees cover the programme and catering. Accommodation, travel costs and daily allowance are not included. If you are self-funded (a researcher at another university or an entrepreneur) please get in touch to discuss details.

Early bird rates are available. Please see our website for more information.

“I was impressed by the high profiles and vast experiences of the speakers and mentors. I had inspiring conversations with the original founders of Arm and CSR, who become angel investors. I was inspired by my mentor Jamie, whose questions had triggered a chain of positive changes for me. All of this would not have been possible without the Impulse Programme. It is true that chance encounters make amazing new things happen.”

– Dr Jialin Dou, Arm, Impulse alumnus

What are the benefits?

For participants:

- **Determine** the best business models and marketing strategies for your idea
- **Identify** sources of help and advice for the early stages of business development
- **Test** your ideas and validate them with experienced entrepreneurs and innovators
- **Get advice & feedback** directly from 80+ successful entrepreneurs, innovators and investors
- **Improve** pitching skills and build your network of contacts

For organisations:

- **Effective support** in developing global businesses - encourage your researchers to think globally and be ambitious
- **Cultivate innovative thinking** – personal development with a “mini-MBA” experience which can be applied to future work
- **Gain high value contacts**, develop networks and receive exceptional feedback
- **Cost saving** – get your employees started immediately
- **High visibility** of your contribution towards the entrepreneurial community

Levels of research

Artificial Intelligence
Biotechnology
Clean Energy
Diagnostic Testing
Graphene
Healthcare
Machine learning
Quantum technologies
Sensors
Software
IT
Water Tech

