UNIVERSITY OF CAMBRIDGE

Impulse Programme 2020 - Timetable (online)

impulse MaxwellCentre for tech innovators

Module A				Individual Assignment (Mentor sessions will be arranged individually during this phase)											Module B			Business meets ideas
Tue 21 April	**Wed 22 April**	**Thu 23 April**	**Fri 24 April**	**Wed 29 April**	**Wed 6 May**	**Wed 13 May**	**Wed 20 May**	**Tue 26 May**	**Wed 27 May**	**Wed 3 June**	**Wed 17 June**	**Wed 19 June**	**Wed 24 June**	**Thu 2 July**	**Wed 8 July**	**Thu 9 July**	**Fri 10 July**	**TBA (face-to-face)**
	9:00 - 9:20 **Setup time**	9:00 - 9:20 **Setup time**	9:00 - 9:20 **Setup time**												9:00 - 9:20 Setup time	9:00 - 9:20 Setup time	9:00 - 9:20 Setup time	
	9:20 - 9:30 **Update - Yupar Myint**	9:20 - 9:30 **Update - Yupar Myint**	9:20 - 9:30 **Update - Yupar Myint**	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time			9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:15 - 9:30 Setup time	9:20 - 9:30 Update - Yupar Myint	9:20 - 9:30 Update - Yupar Myint	9:20 - 9:30 Update - Yupar Myint	
	9:30 - 11:30 **Value Propositions** Shai Vyakarnam	9:30 - 11:30 **Business Models** Florin Udrea Julie Barnes	9:30 - 11:30 **Marketing Strategy** Phil O'Donovan Jane Daner	9:30 - 11:30 **Market Research** Chris Lamaison	9:30 - 11:30 **Funding Sources** Arun Muthirulan	9:30 - 11:30 **IP Strategy** Christian Bunke			9:30 - 11:30 **Marketing Plan** Sue Higgins	9:30 - 11:30 **Leadership Skills** Jenny Williams	9:30 - 11:30 **Selling Skills** Nick Milner	9:30 - 11:30 **Presentation Skills** Paul Duckworth	9:30 - 11:30 **Legal issues in starting a business** Simon Davies	9:30 - 11:30 **Pitch Training** Phil O'Donovan	9:30 - 11:30 **Building a Team** David Cleevely	9:30 - 11:30 **Fundraising** Anne Dobree Max Bautin	9:30 - 10:30 **Mentor session**	
																	Tea break	
																	11:00 - 12:30 **Mentor session**	
	BREAK	BREAK	BREAK				12:30 - 13:00 Setup time											
							13:00 - 15:00 **Clarifying Your Financial Needs** David Gill											
	14:00 - 15:30 **Mentor session**	14:00 - 15:30 **Mentor session**	14:00 - 16:00 **Mentor session**	14:00 - 16:15 **One-to-one discussion**		14:00 - 16:15 **One-to-one discussion**				14:00 - 16:15 **One-to-one discussion**			14:00 - 16:15 **One-to-one discussions**	14:00 - 16:15 **Pitch Practice**	14:00 - 15:30 **Mentor session**	14:00 - 15:30 **One-to-one discussion**	14:00 - 15:30 **Pitch to investors and innovators**	
15:30 - 16:00 Setting up	Break	Break													Break			
16:00 - 16:45 Programme introduction Yupar Myint	16:00 - 17:30 **Mentor session**	16:00 - 17:30 **Mentor session**	16:00 - 17:00 **De-Briefing Meeting** only mentors and Impulse team												16:00 - 17:30 **Mentor Session**			16:00-17:30 **Welcome speech/ Pitch Session**
Break																		
17:30 - 18:30 Welcoming speech Lord Karan Bilimoria	17:30 - 18:00 **De-Briefing Meeting** only mentors and Impulse team							21:15 - 21:30 Setting up										17:30 - 18:00 **Networking with Industry experts and Impulse community**
								21:30 - 23:00 **Entrepreneurial Vision, What investors look for** Herman Hauser										19:00 - 22:00 **Celebration Dinner**

Agenda

- Individual Work
- Mentor session
- Networking
- One-to-one discussion
- Pitch to investors/innovators
- Programme
- Workshop

Note: Programme details are subject to change under these extraordinary circumstances of the coronavirus outbreak