



Impulse Programme

for tech innovators

Chance encounters make amazing ideas possible

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.

“ 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.”

– Prof Sir Richard Friend, Founding Director of the Maxwell Centre



Our Entrepreneurial Advisory Board



Prof Chris Abell



Matthew Bullock



Dr David Cleevely



Prof Sir Richard Friend



Dr Deborah Harland



Dr Hermann Hauser



Dr Elaine Loukes



Prof Chris Lowe



Prof Florin Udrea



Prof Sir Mark Welland

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,**
Serial Entrepreneur, Venture Capitalist

“I am inspired by the quality of participants in the Impulse Programme and consider it a great privilege to be a contributor and mentor. The programme is a great opportunity to see emerging innovation, and gives me a real sense of excitement for the flourishing future of Cambridge.”

– **Dr Mike Anstey,** Cambridge Innovation Capital



Who is it for?

- PhDs, Postdocs and researchers across different fields of Physical Sciences, Technology and 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-2021-application by 19 March 2021.

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.



“As a female entrepreneur, I have found the whole ecosystem created by the Impulse programme highly inclusive and motivating, both for one’s own growth and for the growth of an idea and its transformation into a start-up business. It has also been an invaluable opportunity to get to know like-minded people and to receive mentorship and guidance from high stake entrepreneurs.”

– Mariam Makramalla, RENEWED MIND

“Impulse has been instrumental to the creation of Tenyks! It is the blend of invaluable knowledge, exchanging ideas with peers, and growing a network of astonishing mentors, advisors and experts that makes the Impulse experience unforgettable. The program helps you look at your business idea from different perspectives and discover the blindspots that you would have never seen alone.”

– Botty Dimanov, Dmitry Kazhdan, Tenyks

When is it?

The next Impulse Programme starts on 20 April 2021 at the Maxwell Centre, University of Cambridge.

What happens during the programme?

The programme is comprised of three modules. Two residential modules and one online module in between. Programme details are subject to change due to the unpredictable COVID-19 situation.

Module A

(20-23 April)



- Opening and Welcome reception
- Global vision and Value propositions
- Marketing strategy and planning, Market research
- Business models, Clarifying financial needs
- Mentoring: Preparing projects
- Networking

Module B

(April-June, online)



- Funding sources
- Legal issues in starting a business
- IP basics, Building business partnerships
- Presentation skills
- Mentoring: Refining projects
- Individual works: Market research, Customer validation, Talking to investors and Team building

Module C

(29 June-2 July)



- Mentoring: Validating projects
- Financial strategy, Pitch practice and training
- 1-to-1 discussions with business experts
- Pitch to investors and innovators

Business Meets Ideas Event

(29 June)

Impulse delegates and alumni showcase their innovative ideas and ventures to business leaders and corporate innovators.

Follow up support (Sept–Feb)

-  Master classes (Sept–Nov)
-  Alumni mentoring (Jan–Feb)

What are the benefits?

Impulse is an intense but time-limited, high learning-curve experience

For Research Organisations:

- **Effective support** in developing research-based businesses
- **Encourage researchers** to generate impact on society with their research-based projects
- **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
- **High visibility** of your contribution towards the entrepreneurial community

For Researchers:

- **Determine the best business models** and marketing strategies for your idea
- **Develop business skills** within an objective but safe environment
- **Identify sources of help** and advice for the early stages of business development
- **Test and validate ideas** with experienced entrepreneurs and innovators
- **Get advice and feedback** directly from 100+ successful entrepreneurs, innovators and investors
- **Improve pitching skills** and build your network of contacts with the business community and other like-minded budding entrepreneurs

Get in touch



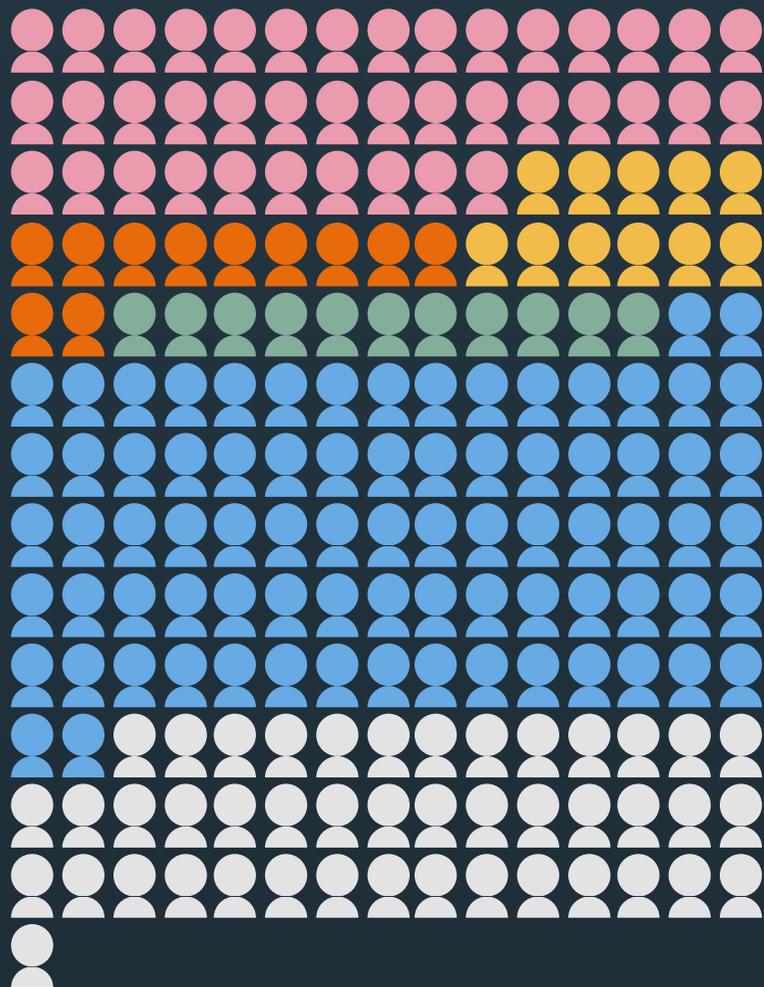
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“Not only does the Impulse Programme provide direct access to market and world leading experts covering the full breadth of entrepreneurial needs but it does so with inspirational individuals who passionately provide open, clear and transparent advice to the entrepreneurs. The knowledge, network and information provided by the lecturers and mentors are matched by the community ethos and spirit the course instills. It has helped to super charge multiple aspects of our business and I look forward to future interactions.”

– Dr Rob Simpson, Celsius Health, spin-out from NPL

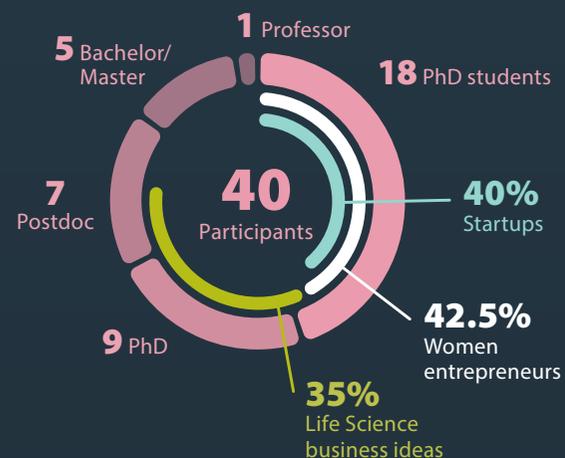
Impulse 2020 in numbers



24 hours Mentoring per delegate

66 hours Feedback from pitch panel members

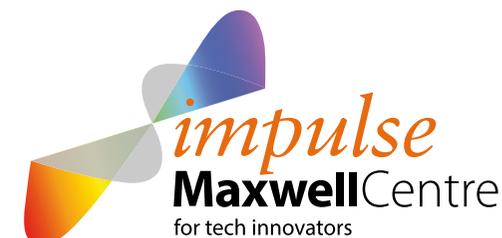
168 hours Private discussions with business experts



- 40** Participants
- 11** Mentors
- 11** Facilitators
- 11** Partners
- 79** Clinicians
- 44** Pitch panel members

"Impulse is an inclusive entrepreneurship programme. We foster collaborations for innovators and entrepreneurs from a variety of disciplines, industries, countries and ethnics. We are passionate in helping a new generation of science and tech entrepreneurs succeed."

– Yupar Myint, Head of Impulse



Areas of research

- Artificial Intelligence
- Biotechnology
- Clean Energy/Material Sciences
- Education
- Fintech
- Graphene
- Graphics
- Machine Learning
- Med Tech/Healthcare
- Quantum Technologies
- Sensors
- Software
- IoT
- Water Tech

Impulse Partners 2017-2020



“ The Impulse Programme was a fantastic opportunity to open doors into the world of business and grow as an entrepreneur. The mentors, business experts and facilitators were extremely approachable, honest, and inspirational people who gave their support and expert advice for my business case. Combined with the workshops and course material, I now feel I have the tools required to take the next big leap with my business idea. I could not recommend this programme highly enough.”

– Elena Watts, Department of Materials, Imperial College London

Learn more at:

www.maxwell.cam.ac.uk/programmes/impulse-programme/partnerships-2017-2020