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.

“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, Director of the Maxwell Centre

Our Entrepreneurial Advisory Board

Prof Chris Abell  Matthew Bullock  Dr David Cleevley  Prof Sir Richard Friend  Dr Hermann Hauser

Prof Andy Hopper  Prof Chris Lowe  Prof Florin Udrea
When is it?

The next Impulse Programme starts on 8 April 2018 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 (8-11 April)**
- Opening and Welcome reception
- Global vision and Value propositions
- Business models and Marketing
- Resources required

**Individual Assignments**
- Mentoring and Discussions with business experts
- Market research, Customer validation, Team building and Talking to investors

**Module B (4-6 July)**
- Refining projects and IP
- Advanced skills and Clinics
- 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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www.maxwell.cam.ac.uk/programmes/impulse
Who are we?

The programme is based at the Maxwell Centre, the centrepiece for industrial partnership with the physical sciences and engineering on the West Cambridge Science and Technology Campus.

“Our vision is to build a truly inspirational community of innovators and entrepreneurs from a variety of disciplines, industries and countries who are passionate in helping a new generation of science and tech entrepreneurs succeed.”

Yupar Myint, Head

Impulse mentors 2017

Steve Barlow Chris Doran Stewart McTavish Cathy Prescott Steve Temple

Abel Ureta-Vidal Jamie Urquhart Richard Vellacott Miranda Weston-Smith

For more information about our mentors and 80+ contributors please visit our website.
Who is it for?

- PhDs, Post-Docs and researchers across different fields of Physical Sciences and Technology
- 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 5 March 2018.

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 (up to 30% discount) are available. Please see our website.

“Innovation is a vital ingredient in sustaining the economy. I believe we need to encourage the brightest people with the big ideas and create a truly inspirational environment and provide the correct support for those people willing to translate their research results into successful ventures. I fully support the Impulse Programme which will allow researchers and innovators to test their novel ideas and benefit from the experiences of entrepreneurs, investors and business professionals from the industry.”

– Dr Hermann Hauser, Entrepreneurial Advisor
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

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