

*Chance encounters make
amazing ideas possible.*

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 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

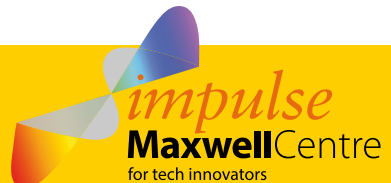
Through Impulse, the participants will get the opportunity to develop commercialisation strategies for their novel ideas and receive additional follow-up mentoring and master classes, delivered in collaboration with the West Cambridge enterprise community.

Get in touch



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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.



Yupar Myint, Head

“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.”

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

