

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.



Prof Sir Richard Friend,
Founding 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



Prof Sir Mark Welland

When is it?

The next Impulse Programme starts on 21 April 2020 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 (21-24 April)

- Opening and Welcome reception
- Global vision and Value propositions
- Business models, Leadership skills and Market research
- Clarifying financials and Developing strategy

Individual Assignments (April – July)

- Mentoring: Refining projects
- 1-1 discussions with business experts
- IP, Funding sources, Legal issues
- Marketing plan, Presentation skills
- Individual works: Market research, Customer validation, Talking to investors and Team building

Module B (7-10 July)

Business Meets Ideas (7 July)

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

- Mentoring: Refining projects
- Building a team, Pitch practice and training
- Financial strategy and Selling skills
- 1-1 discussions with business experts
- Pitch to investors and innovators

Follow-up support (Sept–Feb)

Monthly master classes (Sept–Nov)

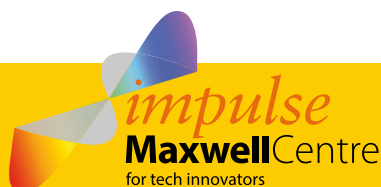
Alumni mentoring (Jan–Feb)

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



“I enjoy helping people starting new businesses and Impulse provides the right tools for this energizing process. It is like an Ikea kit that gives you contacts, knowledge, and confidence to start your business. My highlight is, seeing people who are new to business thinking, master the ideas and go off after the programme and form successful businesses.”

– **Steve Barlow**, Impulse mentor

Who is it for?



- ▶ 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-2020-application by 15 March 2020.

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 and sponsorships are available. Please see our website for more information.

“The Impulse Program provides ‘the’ catalyst for entrepreneurially minded individuals to advance their ideas from earliest concept to reality. It’s rewarding to see how the intensive mentoring from serial entrepreneurs, investors and industry specialists helps them to build their business cases and commercialisation plans for the outside world! Whilst Magna primarily sponsors the Impulse Program with the aim of attracting creative innovation, we also gain unexpected and valuable insights into cross sector ideas and the many networking opportunities. We also have the opportunity to create new relationships in the Cambridge ecosystem and beyond.”

– David Paul, Director, Innovation Development at Magna International

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 /
Material Science
Graphene
Machine Learning

Med Tech / Healthcare
Quantum Technologies
Sensors
Software
IoT
Water Tech

Top 5 Challenges that Impulse helped to overcome

- Lack of confidence
- Ideas not sufficiently developed
- Insufficient market knowledge
- Lack of a supportive environment
- Non-existent networks



Alumni survey