



impulse for tech innovators

CHANCE ENCOUNTERS MAKE
AMAZING IDEAS POSSIBLE

23 APRIL -12 JULY 2024

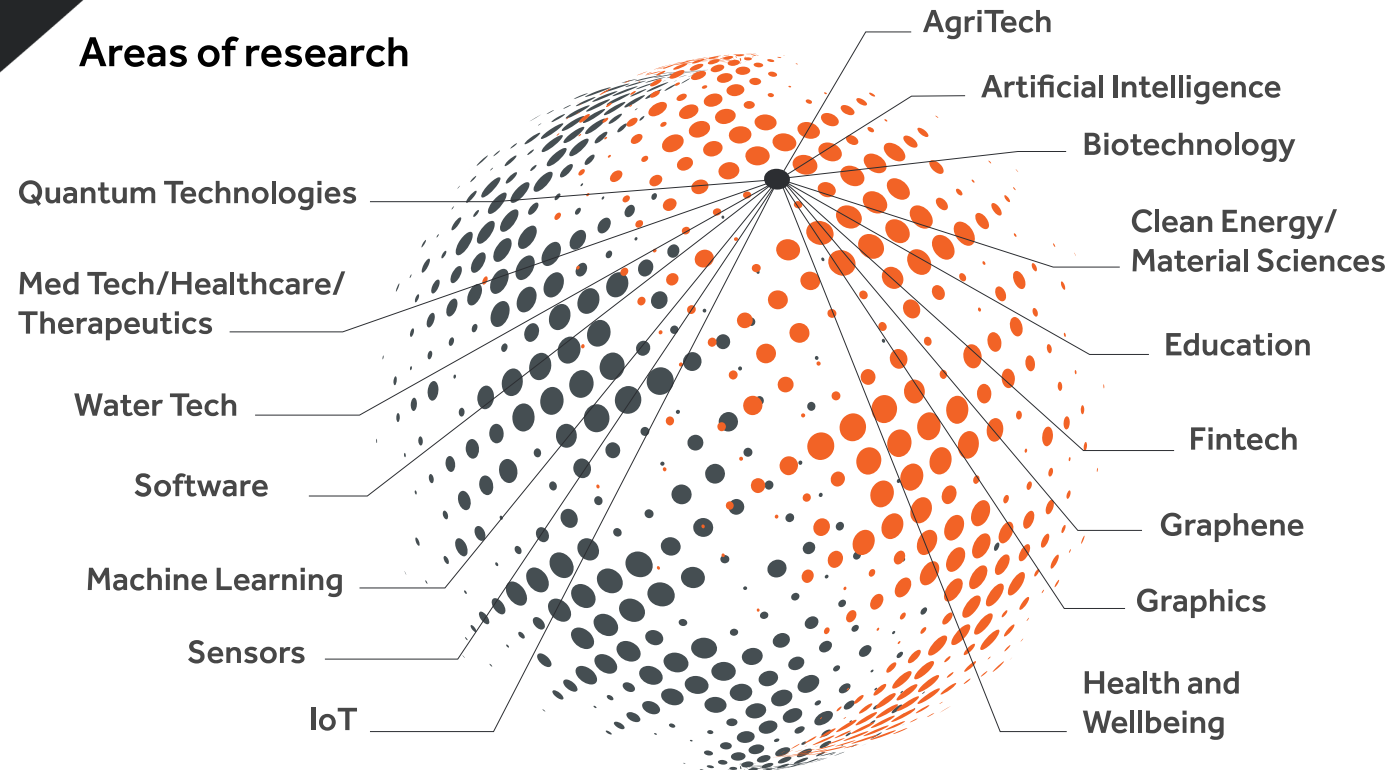


Who should **attend**?

impulse participants come from a range of areas including:

- 🔬 PhDs, Postdocs and researchers across the fields of Physical Sciences, Technology and Life Sciences
- 🔬 Early-stage entrepreneurs
- 🔬 Researchers/engineers/managers from corporates and other organisations

The *impulse* programme is open to all: participants do not need to have an affiliation with the University of Cambridge



About the programme

***impulse* is a hybrid programme with flexible learning schedules that run over 12 weeks**

The programme is comprised of three modules: two residential modules and one online module in between

*Programme details subject to change.

Module A

23-26 April

- ✈ Opening and welcome reception
- ✈ Value propositions
- ✈ Marketing strategy
- ✈ Business models
- ✈ Market research
- ✈ How to network
- ✈ Clarifying financial needs
- ✈ Intrapreneurship & stakeholder analysis
- ✈ Mentoring: preparing projects

Module B

8 May – 26 June

- ✈ Marketing planning
- ✈ IP basics
- ✈ Funding sources
- ✈ Selling & negotiation skills
- ✈ Presentation skills
- ✈ Legal issues in starting a business
- ✈ Building business partnerships
- ✈ How to build a sustainable business
- ✈ One-on-one discussions with business experts
- ✈ Demonstrations of a range of tools and software
- ✈ Mentoring: refining projects

Module C

9-12 July

- ✈ Perspectives on innovation
- ✈ Building a great team
- ✈ Pitching for investment
- ✈ Founder characteristics
- ✈ Fundraising
- ✈ Leading a diverse team
 - Pitch practice and training
- ✈ Pitch to investors and innovators
- ✈ Celebration dinner
- ✈ Mentoring: validating projects

Follow-up support

Oct-Feb

- Business meets ideas** (Feb)
impulse alumni showcase their innovative ideas and ventures to business leaders and corporate innovators
- Masterclasses** (Oct -Jan)
- Alumni mentoring** (Jan-Feb)

In addition to the modules, participants network and build one-on-one relationship with 120+ mentors, investors and top-tier experienced entrepreneurs pertinent to their innovation.

After three months, our alumni take away:

- ✈ deep relationship with key connections in the world-renowned Cambridge Cluster
- ✈ a high-potential business case after intensive review and refinement
- ✈ a technology mindset towards a broader business perspective
- ✈ new skills and frameworks to accelerate the success of the business idea/ venture
- ✈ experience in pitching with invaluable feedback from experienced investors.

impulse in numbers



"impulse is an inclusive programme for both entrepreneurs and intrapreneurs. We foster collaborations between innovators from a range of diverse disciplines, industries, perspectives and backgrounds. We are passionate about helping the next generation of science and technology entrepreneurs succeed."

– Yupar Myint, Head of *impulse*



5 Entrepreneurs



8 Start-Ups



12 Postdocs



18 PhD students

43 Participants

11 Mentors

9 Facilitators

13 Partners

32 Workshop providers

85 Business experts

51 Pitch panel members



55% Cambridge University members



35% Life science/healthcare



65% Tech

24+ HOURS



Mentoring per participant

70.5+ HOURS



Feedback from pitch panel members

190+ HOURS



Private discussions with business experts

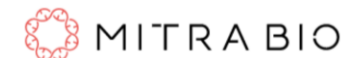
An insight into **our** alumni

Since 2017, *impulse* alumni have raised over **£134m** in funding and investments – of which, over **£110.8m** was raised through investment with business angels/venture capitalists, and nearly **£23.5m** in grant funding, primarily through Innovate UK

- 80% reported they found the input from the programme's Mentors either useful or extremely useful

- 81% reported they found the lessons with Business Experts either useful or extremely useful*

*Source: Alumni Survey December 2022



Panakeia



**radiant
matter.**



**river
lane**



verinnogen



How to **apply**

The next *impulse* programme runs from **23 April to 12 July 2024** at the Maxwell Centre, University of Cambridge, and is available online and in-person.

Application deadline: 10 March 2024

All candidates need to complete an application form to apply for the *impulse* programme – this is on the *impulse* website [here](#).

Applicants will then be interviewed.

PROGRAMME FEES

The *impulse* programme has numerous Fellowships available for specific technology and research areas and we seek to match your application with a relevant Fellowship.

For self-funded places:

- Cambridge University students and staff: £1,500
- External participants: £5,000

The above fees cover the programme and catering. Accommodation, travel costs and daily allowance are not included.

Email: impulse@maxwell.cam.ac.uk