impulse
for tech innovators

CHANCE ENCOUNTERS MAKE AMAZING IDEAS POSSIBLE

23 APRIL - 12 JULY 2024

www.maxwell.cam.ac.uk/programmes/impulse
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.
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.

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.

**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)
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
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*
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