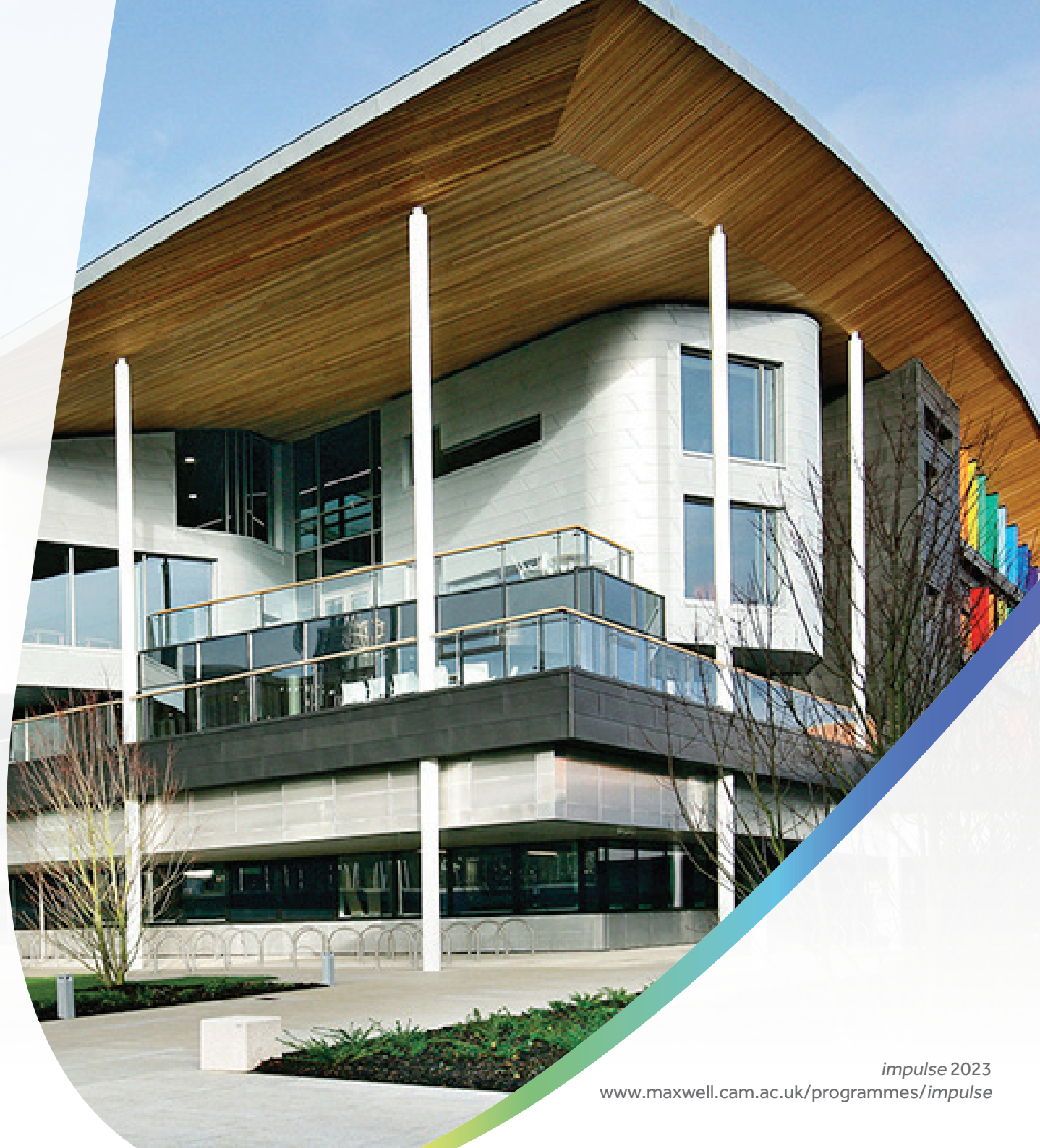


impulse for tech innovators

WHERE CHANCE
ENCOUNTERS HAPPEN

25 April - 14 July 2023



About *impulse*

impulse serves as a catalyst for entrepreneurship and intrapreneurship. The programme enables the development of high-potential technology innovation into a commercial proposition, for individuals and companies. It is an established action-learning programme of global significance with a sharp focus on prioritising and developing “high-potential” business cases. The core of *impulse*’s approach is a network of passionate mentors and experienced entrepreneurs who act as role models and provide valuable guidance from this highly respected, unique Cambridge innovation cluster.

***impulse* is challenging, inspirational, global, educational and, at the same time, fun. The length of programme is designed to give invaluable time for reflection whilst maintaining the pace and bring ideas onto the right path for success.**

“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, Serial Entrepreneur, Venture Capitalist

impulse Advisory Board



Matthew Bullock



Dr David Cleevely



Prof Anne Ferguson-Smith



Prof Sir Richard Friend



Dr Deborah Harland



Dr Hermann Hauser



Dr Elaine Loukes



Prof Chris Lowe



Prof Florin Udrea



Prof Sir Mark Welland

About the **University of Cambridge** and the **Maxwell Centre**

The University of Cambridge was established in 1209 and comprises of 100 departments, faculties and schools, and 31 Colleges. The annual student intake is 24,270 (2020-21) (Undergraduates 12,9400, Postgraduates 11,300) with 40% from overseas representing 146 countries. To date, there have been 121 Nobel laureates (2020), making it the 2nd largest recipient worldwide with 80% from Physics, Chemistry, Medicine/ Physiology.

The University of Cambridge is consistently listed in the Top 10 Universities in the World in Times Higher Education (currently fifth - 2022) and is third in The QS World University Rankings 2022.

The *impulse* programme is based at the Maxwell Centre, the hub for industry and research on the West Cambridge Science and Technology Campus.

Operating since 2016, The Maxwell Centre forms part of the world-renowned Cavendish Laboratory and provides a centrepiece for industrial partnership with the physical sciences and engineering.

The Centre was funded from UK Government (£21m UKRPIF scheme), the University of Cambridge (£4.6m) and with match funding of £42m from industry partners Winton Programme, Hitachi Ltd., Toshiba Ltd., the Wellcome Trust, the Raymond and Beverly Sackler Foundation, Tata Steel and many other industrial supporters.

To date the Maxwell Centre has invested £63m into academia-industry collaborations.

impulse is perfectly aligned to the Maxwell Centre's strategic vision of a Zero Carbon future and supporting Sci-Tech-Med initiatives.

"impulse provides a totally different learning environment for researchers, scientists and intrapreneurs, 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 Cambridge community, sets this programme apart."

– Prof Sir Richard Friend, Founding Director of the Maxwell Centre



Cambridge innovation in numbers

The University of Cambridge sits at the heart of one of the world's most successful innovation and technology clusters



23

billion-dollar businesses based in Cambridge



3,000+

IT and telecoms companies

308.7

patent applications per 100,000 residents – highest in the UK and more than twice the rate of any other UK city



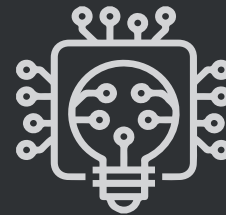
£18bn

in total annual turnover generated by knowledge-intensive firms



800+

high-tech manufacturing companies



6.4%

year-on-year increase in knowledge-intensive jobs in Cambridge city region over the last six years



67,800+

people work for knowledge-intensive firms



800

knowledge-intensive services companies

5,300+

knowledge-intensive firms



600+

life sciences companies












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 are subject to change.










Module A

25-28 April, 2-4 May

-  Opening and welcome reception
-  Value propositions
-  Marketing strategy & planning
-  Market research
-  Business models
-  Funding sources
-  Clarifying financial needs
-  Intrapreneuring & stakeholder analysis
-  **Mentoring:** preparing projects








Module B

May-July

-  IP basics
-  Legal issues in starting a business
-  Presentation skills
-  Networking
-  One-on-one discussions with business experts
-  Individual work: market research, customer validation, talking to investors, team building
-  Building business partnerships
-  Selling & negotiation skills
-  **Mentoring:** refining projects

Module C

11-14 July

-  Future of innovation for entrepreneurs
-  Building a great team
-  Leading a diverse team
-  Fundraising
-  Pitch practice and training
-  Pitch to investors and innovators
-  **Mentoring:** validating projects

Follow-up support

Oct-Feb

Business meets ideas
(Jan)


impulse alumni showcase their innovative ideas and ventures to business leaders and corporate innovators


Master classes
(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 tech 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.

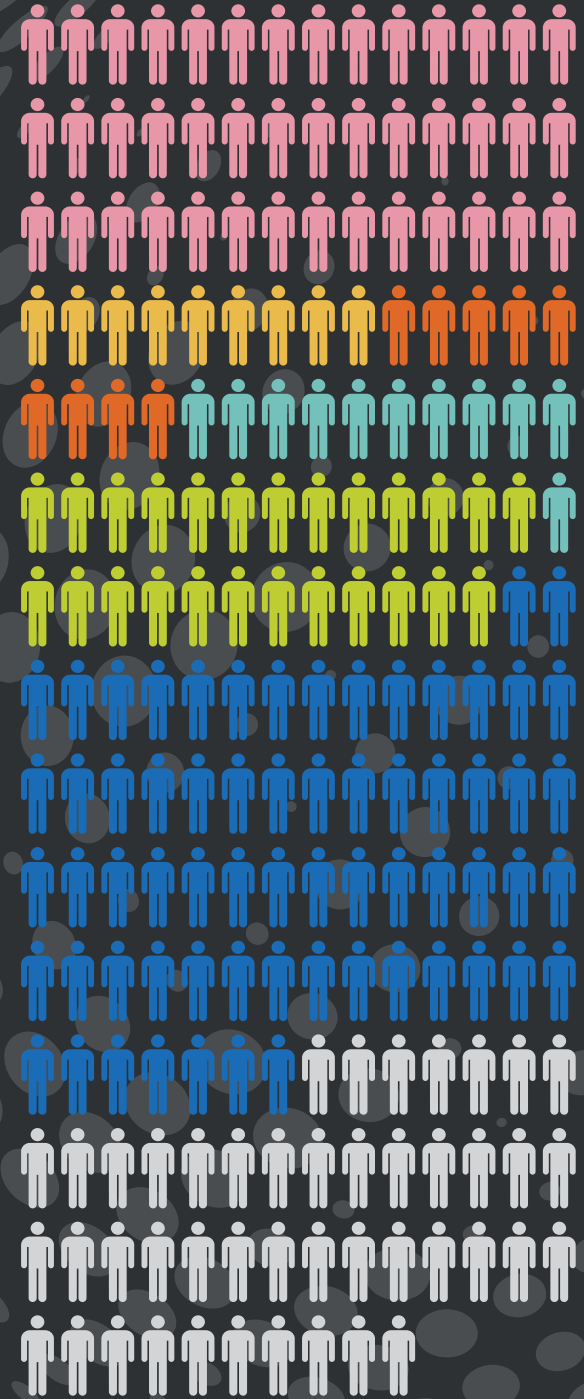
impulse in numbers

"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."

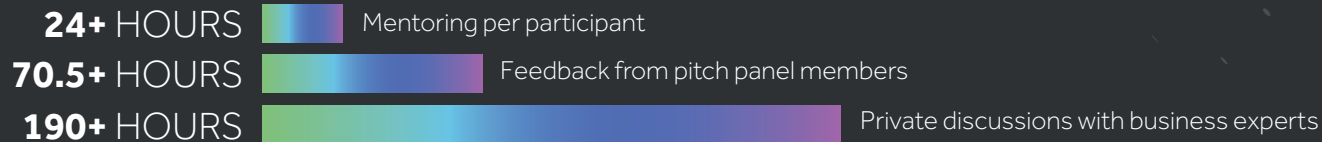
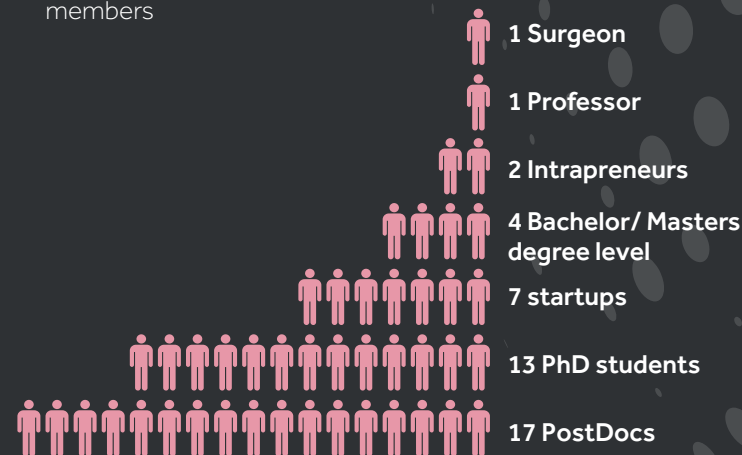
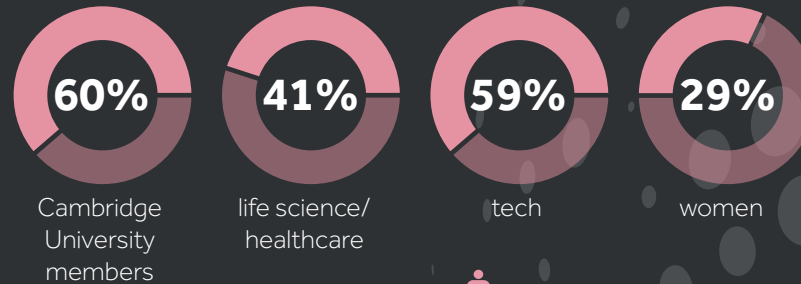
– Yupar Myint,
Head of *impulse*



- 42 Participants
- 09 Mentors
- 09 Facilitators
- 11 Partners
- 25 Workshop providers
- 65 Clinicians
- 45 Pitch panel members



Among 42 participants



An insight into **our alumni**

Since 2017, 49% of our alumni have raised £101 million of funding and have created 392 jobs*. Hear about some of their experiences.

"As a female entrepreneur, I have found the whole ecosystem created by the *impulse* programme highly inclusive and motivating, both for one's own growth and for the growth of an idea and its transformation into a startup business. It has also been an invaluable opportunity to get to know like-minded people and to receive mentorship and guidance from high-stake entrepreneurs."

– Mariam Makramalla, **RENEWED MIND**

"Not only does *impulse* provide direct access to market and world-leading experts covering the full breadth of entrepreneurial needs, it does so with inspirational individuals who passionately provide open, clear and transparent advice to the entrepreneurs. The knowledge, network and information provided by the lecturers and mentors are matched by the community ethos and spirit the course instills. It has helped to super-charge multiple aspects of our business and I look forward to future interactions."

– Dr Rob Simpson

celsiushealth

"*impulse* has been instrumental to the creation of Tenyks! It is the blend of invaluable knowledge, exchanging ideas with peers and growing a network of astonishing mentors, advisors and experts that makes the *impulse* experience unforgettable. The programme helps you look at your business idea from different perspectives and discover the blindspots that you would have never seen alone."

– Botty Dimanov, Dmitry Kazhdan



"*impulse* was a fantastic opportunity to open doors into the world of business and grow as an entrepreneur. The mentors, business experts and facilitators were extremely approachable, honest, and inspirational people who gave their support and expert advice for my business case. Combined with the workshops and course material, I now feel I have the tools required to take the next big leap with my business idea. I could not recommend this programme highly enough."

– Elena Watts, Department of Materials

Imperial College
London

Some of our alumni






Panakeia

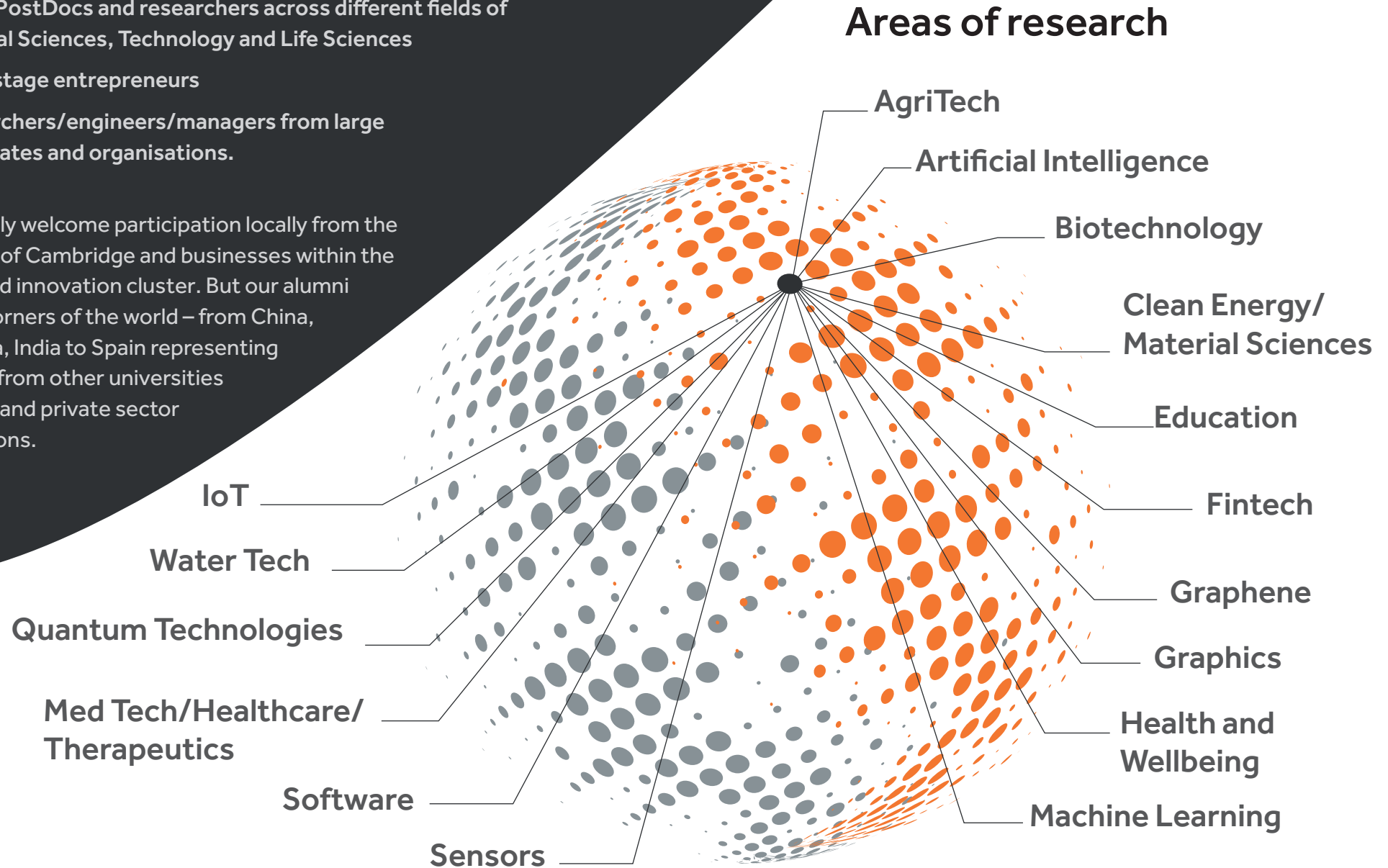


Who should **attend**?

impulse participants come from a range of areas including:

-  PhDs, PostDocs and researchers across different fields of Physical Sciences, Technology and Life Sciences
-  Early-stage entrepreneurs
-  Researchers/engineers/managers from large corporates and organisations.

We naturally welcome participation locally from the University of Cambridge and businesses within the science and innovation cluster. But our alumni reach all corners of the world – from China, to America, India to Spain representing PostDocs from other universities and public and private sector organisations.



Benefits of participating

impulse is an intense but time-limited, high-learning curve experience. It is specifically designed to simultaneously host both entrepreneurs and intrapreneurs with the newest ideas, or ideas that will challenge or evolve out of a corporate environment.

ENTREPRENEURSHIP

For researchers and entrepreneurs:

- Determine the best business models and marketing strategies for your idea
- Develop business skills within an objective but safe environment
- Identify sources of help and advice for the early stages of business development
- Test and validate ideas with experienced entrepreneurs and innovators
- Get advice and feedback directly from 100+ successful entrepreneurs, innovators and investors
- Improve pitching skills and build your network of contacts with the business community and other like-minded entrepreneurs.

For research organisations:

- Effective support in developing research-based businesses
- Encourage researchers to generate impact on society with their research-based projects
- 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
- High visibility of your contribution towards the entrepreneurial community.

INTRAPRENEURSHIP

For corporates encouraging intrapreneurship:

- Empower your employees to generate future business opportunities
- Cultivate innovative mindsets and entrepreneurial thinking among your employees, supported by mentors
- Provide an opportunity for personal development with an affordable “mini-MBA” experience which can be applied to your employees’ daily work
- Encourage motivation and skills among your employees to allow your organisation to exploit new ideas more effectively
- Improve communication and teamwork among multidisciplinary innovation teams (technical and business)
- Enable your employees to work efficiently within a specially designed programme
- Increase enthusiasm in innovation within the team by acquiring high-value entrepreneurial and investor contacts.

For inhouse researchers, engineers, managers and employees:

- Develop key commercial skills and tools in opportunity evaluation
- Apply developed skills and get ‘external’ views on your business opportunities within an objective but safe environment
- Gain direct experience in working on real challenges of commercialising an innovative idea in a team (your fellow colleagues from other disciplines, business units, countries)
- Participate in mentoring sessions with business experts who are used to evaluating new business opportunities
- Learn directly from experts, experienced entrepreneurs, innovators, venture capitalists, business angels and other professionals.

impulse Partners

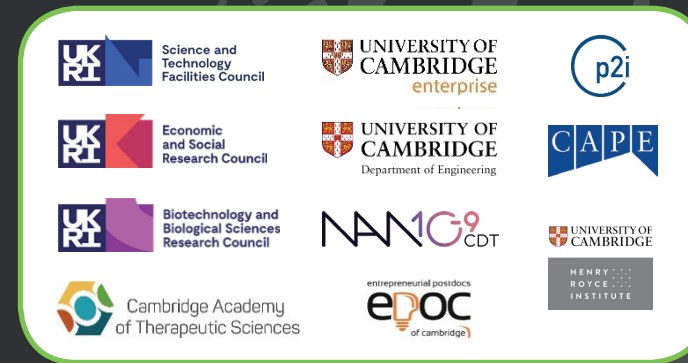
Our partners take many forms. In addition to our inhouse partners who introduce PhD students, Postdocs and research professors, we have a varied range of external corporate partners who send their own employees or provide sponsored support in specific technology areas.

"I have been delighted to sponsor NPL's participation in *impulse*. It has provided huge benefits to our entrepreneurial team - with engaging people, great content and access to expert guidance and networks. This world-class support has provided a real boost to our commitment to accelerate impact from our science and to support our scientists. Even the challenges of operating during the lockdown years did not diminish *impulse's* warm welcome and invaluable benefits!"

- Lucy Caffery, Head of Product Management,



Internal partners



Cambridge University researchers (PhD students, Postdocs, Professors)



Organisations send their own employees



Organisations support researchers/ startups in a specific area



Organisations send their selected fellows/ participants

External partners

How to **apply**

The next *impulse* programme runs from 25 April to 14 July 2023 at the Maxwell Centre, University of Cambridge, and is available online and in-person.

All candidates need to complete an application form to apply for the *impulse* programme at: <https://www.maxwell.cam.ac.uk/impulse-2023-application>. Applicants will be interviewed before being accepted on to the programme.

Programme fees

Cambridge University members £1,250

External partners £3,000

Corporate participants £5,000

We also have partner-sponsored places available for certain technology and research areas.

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.

Get in touch

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