Impulse Programme
for tech innovators

Chance encounters make amazing ideas possible
What is the Impulse Programme for Tech Innovators?

“The Impulse Programme at the Maxwell Centre provides researchers and scientists with the ideal environment for those all-important chance encounters, sparking and inspiring fresh generations of science and technology entrepreneurs as has clearly been evidenced.

It is here that the cross-pollination of ideas, technologies and industry knowledge of like-minded individuals, from both entrepreneur and business worlds, enables the participant to reach their full potential and, importantly, transform their research into a viable business.”

– Prof Sir Mark Welland, Director of the Maxwell Centre

Key Features:

- **12-weeks**
  - 20 April-2 July

- **Three online modules**
  - with flexible learning schedules

- **Networking**
  - with 120+ mentors, investors, and top tier experienced entrepreneurs

- **Inclusive follow-up support**
  - with master classes and alumni mentoring

- **5th edition, deep tech focus**

**Takeaways after 3 months:**

- Deep relationships with a network of mentors, investors and experienced entrepreneurs
  - the key players of the world-renowned Cambridge Cluster

- Creation of a “high-potential” business case after intensive review and refinement

- Transforming a technology mindset towards a broader business perspective

- New skills and frameworks to accelerate the success of your business idea/ venture

- Experience in pitching with valuable feedback from experienced investors to get ready for your next phase

Impulse Programme 2021 | [www.maxwell.cam.ac.uk/programmes/impulse](http://www.maxwell.cam.ac.uk/programmes/impulse)
Impulse Alumni in numbers

Most valuable connections/relationships

- **63%** Peers
- **77%** Business experts
- **80%** Mentors

Developed 2-7 strong connections during the programme
Still in contact with their mentors

Impact

- **251** new jobs created
- **49%** of our alumni
- **£68.1* million** funding raised

Source: Alumni Survey 2021, 123 alumni, response rate 55.6%.
*Including funding announcements communicated after the survey deadline.

Our Entrepreneurial Advisory Board

Our advisory board is made up of entrepreneurs, innovators and tech investors. They are co-founders & board directors of major businesses of Cambridge Cluster.

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

Impulse Programme 2021  |  www.maxwell.cam.ac.uk/programmes/impulse
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.

“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

“I am inspired by the quality of participants in the Impulse Programme and consider it a great privilege to be a contributor and mentor. The programme is a great opportunity to see emerging innovation, and gives me a real sense of excitement for the flourishing future of Cambridge.”

– Dr Mike Anstey, Cambridge Innovation Capital
Who is it for?

- PhDs, Postdocs and researchers across different fields of Physical Sciences, Technology and 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-2021-application](http://www.maxwell.cam.ac.uk/impulse-2021-application) by 19 March 2021.

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.

“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 start-up 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

“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 program 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, Tenyks
When is it?

The next Impulse Programme starts on 20 April 2021 and will be held entirely online.

What happens during the programme?

The programme is comprised of three modules.
Programme details are subject to change due to the unpredictable COVID-19 situation.

**Module A**  
(20-23, 27-29 April)
- Opening and welcome reception
- Value propositions
- Marketing strategy & planning
- Market research
- Business models
- Funding sources
- Clarifying financial needs
- **Mentoring:** preparing projects
- Networking

**Module B**  
(April-June)
- IP basics
- Legal issues in starting a business
- Presentation skills
- Future of innovation for Entrepreneurs
- **Mentoring:** refining projects
- Networking
- 1-to-1 discussions with business experts
- Individual works: market research, customer validation, talking to investors and team building

**Module C**  
(22-24 June, 29 June-2 July)
- Building business partnerships
- Entrepreneurial vision
- Pitch practice and training
- Selling skills
- Building a team
- Fundraising
- **Mentoring:** validating projects
- 1-to-1 discussions
- Pitch to investors and innovators

**Follow up support**  
(Sept-Feb)
- **Business meets Ideas event** (Sept)
  Impulse delegates and alumni showcase their innovative ideas and ventures to business leaders and corporate innovators
- **Master classes** (Sept-Nov)
- **Alumni mentoring** (Jan-Feb)

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What are the benefits?

Impulse is an intensive and steep learning curve experience

For large corporates:

- **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

For researchers/engineers and managers:

- **Get ‘external’ views** for new business opportunities within an objective but safe environment
- **Mentoring sessions** with business experts who are used to evaluating new business opportunities (e.g. venture capitalists, business angels, experienced entrepreneurs)
- **Build** a customer-focused approach in launching new products/services
- **Develop** commercial proposals to the company board in order to secure resources and internal support for your business opportunity
- **Explore** an internal venture or a spin-out from your company

“ I have been delighted to sponsor NPL’s participation in the Impulse Programme again this year. 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 lockdown did not diminish Impulse’s warm welcome and invaluable benefits!”

– **Lucy Caffery**, Head of Product Management, NPL

**Get in touch**

Dr Alexandra Hüner, Programme Coordinator
Maxwell Centre, University of Cambridge
JJ Thomson Avenue, Cambridge, CB3 0HE, UK
+44 (0)1223 747368 | impulse@maxwell.cam.ac.uk
@Impulse_Maxwell | Impulse, Maxwell Centre
www.maxwell.cam.ac.uk/programmes/impulse

Impulse Programme 2021 | www.maxwell.cam.ac.uk/programmes/impulse
Impulse 2020 in numbers

- **40** Participants
- **11** Mentors
- **11** Facilitators
- **11** Partners
- **79** Clinicians
- **44** Pitch panel members

**Areas of research**

- Artificial Intelligence
- Biotechnology
- Clean Energy/Material Sciences
- Education
- Fintech
- Graphene
- Graphics
- Machine Learning
- Med Tech/Healthcare
- Quantum Technologies
- Sensors
- Software
- IoT
- Water Tech

"Impulse is an inclusive entrepreneurship programme. We foster collaborations for innovators and entrepreneurs from a variety of disciplines, industries, countries and ethnics. We are passionate in helping a new generation of science and tech entrepreneurs succeed."

– Yupar Myint, Head of Impulse

**24 hours** Mentoring per delegate

**66 hours** Feedback from pitch panel members

**168 hours** Private discussions with business experts

Impulse Programme 2021
www.maxwell.cam.ac.uk/programmes/impulse
"The Impulse Programme 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

Learn more at:

www.maxwell.cam.ac.uk/programmes/impulse-programme/partnerships-2017-2020