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

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

Takeaways after 3 months:

- Deep relationships with a network of mentors, investors and experienced entrepreneurs
- 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

5th edition, deep tech focus

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

Most valuable connections/relationships

- 63% Peers
- 77% Business experts
- 80% Mentors
- 64% Developed 2-7 strong connections during the programme
- 70% Still in contact with their mentors

Impact

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

“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)

Impulse Programme 2021 | www.maxwell.cam.ac.uk/programmes/impulse
What are the benefits?

Impulse is an intensive and steep learning curve experience

For participants:

1. **Determine** the best business models, marketing and funding strategies for your business venture
2. **Develop** business skills within an objective but safe environment
3. **Identify** sources of help and guidance for the early stages of business development
4. **Test and validate** your venture with 120+ experienced entrepreneurs, business angels, VCs, funders, corporate innovators, and business experts
5. **Create** a winning pitch and get direct feedback from potential funders and business community
6. **Build** a strong network of contacts for your next phase

“I am incredibly impressed with the Impulse programme’s depth and breadth. The mentoring and networking opportunities are absolutely fantastic. The continuous support, inspiration and advice from a leading industry expert serving as a passionate and knowledgeable mentor is worth its weight in gold.”

– Prof Per Ola Kristensson, Pxticle

“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, Co-Founder of Alphamosaic and Argon Design, Impulse mentor

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

“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

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
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