

# IMPULSE

## Background



### “Chance encounter makes amazing ideas possible”

**Impulse** at Maxwell Centre provides the dynamic entrepreneurial environment in which the researchers and aspiring entrepreneurs can meet extraordinary people from various backgrounds; successful entrepreneurs, potential funders, partners and business professionals, make a connection with them, get the relevant advice and gain access to the resources required in realising their entrepreneurial dreams.

To achieve our vision of stimulating individuals and ventures with immense potential, we work closely with senior ‘role model’ entrepreneurs and innovators, the West Cambridge science and enterprise community, the wider entrepreneurial and investor community and industry.

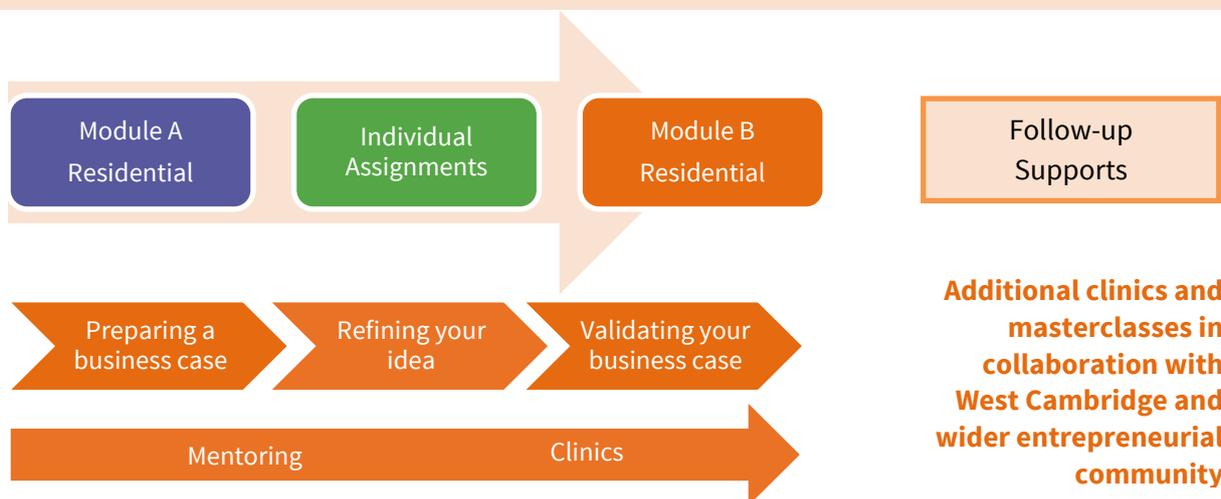
## About

**Impulse** provides a structured learning experience and tailored mentoring for researchers and aspiring entrepreneurs. It serves as a catalyst for entrepreneurship in individuals and organisations. It is about strong action learning and result driven where participants bring their innovative ideas to the table. It acts as a learning vehicle, prioritising and developing, with a sharp focus on “high-potential“ business cases.

It is comprised of two three-day intensive residential modules with individual assignments in between over a period of 2-3 months. Both mentoring and regular clinics - discussions with business professionals will happen over the three month period. The programme is delivered through a combined learning approach including

practical workshops, industry mentoring, one-to-one advice with business professionals, investor pitch, individual market research homework, on-line based learning and informal networkings.

Through **Impulse** the participants will get the opportunity to develop commercialisation strategies for their novel ideas, receive expert advice and mentoring from successful entrepreneurs, innovators and investors, and benefit from networking with over 80 contributors from Cambridge entrepreneurial community and Maxwell Centre’s industry partners. In addition, our alumni will benefit from additional follow-up clinics and masterclasses, delivered in collaboration with the West Cambridge enterprise community.



## For Participants

The programme is aimed at

- PhDs, Post-Docs, researchers from the fields of Physical Sciences and Technology, Biotechnology, Chemistry, Computer Science, Engineering, Material Science and Mathematics
- Early stage entrepreneurs
- Researchers/ engineers/ managers from large corporates

Are you an ambitious and energetic individual with a desire to learn and create a high growth business?

Are you ready to take the next steps to making your big idea a reality?

Do you want to learn what it takes to bring a new idea to market and test your innovative idea?

Do you want to check out the reality of your business model and scalability, having just started?

Do you have other team members with whom you want time out to develop a clear business plan?

## Benefits for Participants

- Ability to determine the best business model and marketing strategies for your ideas
- Identify sources of help and advice for the early stages of business development
- Develop the commercial skills and apply these skills within an objective but safe entrepreneurial environment
- Prepare a business proposal and validate it with experienced entrepreneurs and innovators
- Learn directly from experienced entrepreneurs, innovators, venture capitalists, business angels and other business professionals
- Improve social networking and pitching skills

**It is an intense but time-limited, high learning-curve experience**

## For Partners

We welcome the opportunity for collaboration with the organisations that are actively promoting and supporting science and technology entrepreneurs and early stage ventures in different regions. The opportunities include:

- Funding your winning entrepreneurs to attend our programme as a part of your offerings/ awards to your entrepreneurs
- Awarding bursaries to entrepreneurial scientists

**Are you striving to support your entrepreneurial researchers, winning entrepreneurs or employees in realising their innovative ventures and accelerating commercialisation process?**

## Benefits for Partners

- An international and immersive experience for your participants
  - Encourage your participants or employees to think global and be ambitious about their ideas
  - Provide them with high value contacts and networks, and top quality feedback for their ideas
  - Prepare the young and talented people to take on new challenges for the future
  - An efficient way of connecting to Cambridge and international entrepreneurial networks
  - Cost saving (instead of organising yourself)
  - Flexible enough to be a part of your offering to entrepreneurs
  - High visibility of your contribution towards the entrepreneurial society
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## Where and When?

The programme will be run at the West Cambridge site, University of Cambridge.

**Module A** will be run from **27-30 June 2017** and **Module B** from **25-27 September 2017**.

For all the session details, please visit at [www.maxwell.cam.ac.uk/programmes/impulse](http://www.maxwell.cam.ac.uk/programmes/impulse).

## How to Apply

All candidates need to complete an application form on line at [www.maxwell.cam.ac.uk/impulse-application-form](http://www.maxwell.cam.ac.uk/impulse-application-form). The application deadline for the next programme is **15 May 2017**.

Once we receive the application, we will contact each candidate for interviews which will be carried out by skype or telephone or face to face as appropriate before applicants are accepted to the course. We would like to know our participants in advance in order to address their needs and to ensure that they get the maximum benefits from the programme. Please contact the Impulse team or look at the selection criteria at our website.

## Fees

**Participants fees** - £4,000

**University of Cambridge participants** - £1,000

**Individual entrepreneurs** who are financing themselves - £1,500  
(Limited to 8 outstanding early stage entrepreneurs)

The fees include all programme sessions and course materials throughout the whole programme and lunches, some dinner and networking drinks during the residential modules. The accommodation is not included.

Early bird discounts*
30% – Book by 15 February 2017
20% – Book by 15 March 2017
10% – Book by 14 April 2017

\*the discounted fee is guaranteed for the applicants who are accepted to the course. All applicants are required to go through admission. Only after you are interviewed and your place is confirmed will the invoice be issued.

## Contact



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