Getting the world to recognise your opportunity

Dr. Shamus Husheer
CEO @ Cambridge Temperature Concepts
Who the heck am I?

- PhD @ Cam (Chemistry, 2002-2007)
- 3x CUE winner (2005, 2006, 2007)
- 2x Downing Enterprise winner (2006, 2008)
- 3 Angel-backed Start-ups (mo.jo, Sonnet, CTC)
- Funding to Revenue in 18 months (MedTech)
- 1 exit (SSL)
What you need to start...

- Spot an OPPORTUNITY
- Get a TEAM
- Devise a PLAN
- Do simple TESTS
- Get feedback and ITERATE
- Raise FUNDING

...and let the real work begin
The Opportunity

- Science Insight: Ovulation Detection is an instrumental problem, not a biological one.

- Technical Insight: RFID + uA Processing makes continuous physiological monitoring practical.

- Market Insight: There is nothing available between a £100 device and a £1000 clinic.
Get a team

Dr. Shamus Husheer – **CEO, PhD (instrumentation design)**

Full time for CTC

Dr. Oriane Chausiaux – **CSO, PhD (infertility)**

Full time for CTC

Scott Mackie – **M.Phil. Technology Policy (ex Medical Device Engineer)**

**US Office** (Health Practice Lead at Ideo Boston)

Dr. Lydia Ferguson – **PhD. (infertility)**

Post-doc (infertility), Florida International University

Dr. David Naumann – **MA MB BChir MRCS**

Surgeon, Birmingham

Sasha Ayoub – **M.Phil. Technology Policy (ex Medical Parametic)**

Web Marketeer, Lebanon
Devise a plan
Do simple tests

Theoretical Change

Commercial BBT Thermometer

Our Prototype

Hospital Aural Thermometer
Iterate your product

- The implantable, inductively coupled, \textit{hormone} datalogger for contraception

- The \textit{implantable, inductively coupled}, temperature datalogger for contraception

- The stick-on, disposable temperature datalogger for contraception

- The \textit{stick-on, disposable temperature} datalogger for conception
Iterate your offering

- The world’s best body temperature sensor
- A device to help you get pregnant
- A baby
  “Pregnant in 12 months, or your money back!”
- A service to help you get pregnant

Margins of a consultancy, scale like a product
Your Job: Creating Shareholder Value

- What is the single biggest risk in my business?
  **Analysis**

- How little can I spend to reduce it? (t & £)
  **Action**

- What will that mean for shareholders?
  **Communication**

- How do I maintain competitive tension?
  **Selling**
The Take-Home Message

• Commitment
• Customers
• Cash
• Communication