Enterprise Tuesday 2012/2013
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Are You An Entrepreneur? - Find out about the postgraduate diploma in entrepreneurship. Learn more

Centre for Entrepreneurial Learning (CELE)

Discussions Members Promotions Jobs Search Manage More...

Manager's Choice (Undo) Close Discussion

Dr Darrin Disley - Horizon Discovery Ltd

A great presentation by Dr Darrin Disley tonight, one of the most inspirational I've seen for a very long time. Incredible modesty and humility for such a successful person too.

There's a lot of research to support his views about the importance of aligned interests, both within the team and with investors. It really like to learn from your experience of aligning interests in new venture teams... We all know when it 'clicks', but how does this happen?

5 days ago

Unlike Comment Follow Flag More

You, Zhyad Abunada, Stephen Michael Co like this

2 comments

Tom Collings - I agree, a really inspirational presentation. It was interesting that a lot of Darrin's advice involved considering one's own mindset and making sure that one's motivations are clearly defined - it is ultimately more important to build a strong company than it is to attract big money early on.

4 days ago Like
An extra event tonite!

Simon Stockley

MBAs

MOTI

Up stairs Board Room – First 30…
Food/Drink
Upcoming CUE events:

14th Nov  Co-founder Speed Dating and 100 Words Winner Announcement (cuespeeddating2012.eventbrite.com) £1k competition launch


Spaces are limited, so register now!
CUTEC connects you to the Cambridge enterprise network, providing access to the ideas and expertise of entrepreneurs.
Our mission is to **inspire and support students** to make the **world a better place** through their **career** or through entrepreneurship.

Paula (president)  
(pm481@cam.ac.uk)

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<thead>
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<tbody>
<tr>
<td><a href="http://www.beyondprofit.org.uk">www.beyondprofit.org.uk</a></td>
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<td>Paula (president) (<a href="mailto:pm481@cam.ac.uk">pm481@cam.ac.uk</a>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think Tank</td>
</tr>
<tr>
<td>Enterprise stream</td>
</tr>
<tr>
<td>Careers stream</td>
</tr>
<tr>
<td>Business course</td>
</tr>
</tbody>
</table>
The State of Global Health Innovation

Sir Thomas Hughes-Hallett, Executive Chair, Institute of Global Health Innovation, Imperial College London

Laurence Tisi, Co-founder & CEO, Lumora

Vinay Nair, Business Development Manager, Acumen Fund

Date: Monday, 26th November 2012
Location:
LT1, Department of Engineering, Trumpington Street, University of Cambridge
Time: 6:00-8:00pm – Seminar
8:00-9:30pm – Drinks & Networking Reception

REGISTER NOW:
You must be an OBR member to attend, join free now at http://oxbridgebiotech.com
e-Luminate™ Festival 2013

Shining light on innovation
An exciting series of visual displays that showcase the collaborations between Clean Technology innovators and visual artists using light to demonstrate extraordinary breakthroughs in the Cambridge cluster.

e-Luminate™ Festivals is a social enterprise currently recruiting:
- FINANCE DIRECTOR
- SPONSORSHIP DEPUTY

Contact: Alessandra Caggiano info@e-luminatefestivals.co.uk
CAMTECH MEETUP

DEMO NIGHT
6.30pm for 7pm start
Thursday 29 November
Judge Business School

5 demos in one hour from exciting Cambridge tech startups

Only 100 places: RSVP now at meetup.com/CamTechMeetup
Next week’s guest speakers

Serendipity or Hard Work
27th Nov 2012

Rahul Vohra
CEO & Co-Founder
Rapportive

Dr Shamus Husheer
CEO
Cambridge Temperature Concepts
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 6</td>
<td>Recognising Opportunities</td>
<td>Prof Sir Richard Friend FRS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr Simon Bransfield-Garth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr Seena Rejal</td>
</tr>
<tr>
<td>Nov 13</td>
<td>Mindsets and Motivations</td>
<td>Darrin Disley</td>
</tr>
<tr>
<td>Nov 20</td>
<td>Spotting Market Needs</td>
<td>Dr Tony Raven</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shirley Jamieson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr Andrea Cantone</td>
</tr>
<tr>
<td>Nov 27</td>
<td>Serendipity or Hard Work</td>
<td>Rahul Vohra</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr Shamus Husheer</td>
</tr>
</tbody>
</table>
Characteristics of the Entrepreneur

Optimism, desire, motivation
Because of intention – (Bandura et al)

**Entrepreneurial alertness** (Kirzner)

In Cambridge – $f=(\text{networks }+ \text{ people with research based ideas } + \text{ culture that says it is OK}) + (\text{sources of advice } + \text{ funding } + \text{ expertise})$

But where are the paying customers?
10 Lies (Guy Kawasaki)

If I have 1% of the $5bn market… (one of the lies!)

But which 1%
Where are they?
Are they organisations or consumers?
What will it cost to reach them?
At what price point will they buy?
Will you be able to service them?
Are they part of a growing or shrinking trend?
Who is competing in the same space?
What makes your offer different?
Opportunity Recognition – Intuition and rational thought combination

Phineas Gage (1848)

Damasio et al. 1994

Tamping Iron....
Methodical Translation journey

Novel Patentable Policeable technology

Technical attributes

Technical advantage

Applications

Applications - commercial advantages

Viable applications

Significant wins

Filter

Comparison With rival technologies

Faster

10x

Brainstorm

Create and Understand Potential applications

Segmentation

Market dynamics

Routes to market

Commercialisation

Market size

Potential buyers

Reasonable returns

Smaller

2X

Brainstorm

Create and Understand Potential applications

Segmentation

Market dynamics

Routes to market

Commercialisation

Market size

Potential buyers

Reasonable returns

Cheaper

1X

Brainstorm

Create and Understand Potential applications

Segmentation

Market dynamics

Routes to market

Commercialisation

Market size

Potential buyers

Reasonable returns

New effects
Innovation and the University’s mission

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.
The Cambridge model

• Recruit the best academics in the world
• Give them the freedom to do what they choose.
• IP belongs to the University unless requested by the academics
Isaac Newton
“If I have seen further it is by standing on the shoulders of giants.”

Isaac Newton, in a letter to Robert Hooke, 5 February 1676
Cambridge ideas change the world
A long history of innovation

Cambridge University Press:
Established 1534

Harvard University:
Established 1636
A long history of innovation

• More than 180 spin-outs from the Computer Laboratory alone; building on the legacy of Babbage and Turing
Cambridge ideas change the world

EDSAC

Crick & Watson

Solexa (acquired by Illumina in 2006)

DNA sequencing

ARM

Screening for aneuploidy

Raspberry Pi

BlueGnome (acquired by Illumina in 2012)
Leading to Europe’s most successful technology cluster

1,500 cluster companies
54,000 employees

2 x $10bn companies
10 x $1bn companies

A vibrant Cambridge Cluster Economy

World leading underpinning science

89 Nobel Prize Winners

Whittle  Turing  Darwin  Watson & Crick
Babbage  Rutherford  Sanger…….
“Cambridge Enterprise exists to help University of Cambridge inventors, innovators and entrepreneurs make their ideas and concepts more commercially successful for the benefit of society, the UK economy, the inventors and the University”
Cambridge Enterprise Group

1. Technology Transfer Services
   - Licensing Transactions
   - With New Companies
   - With Existing Companies

2. Consultancy Services
   - Consultancy Contract Transactions

3. Seed Fund Venture Services
   - Finance & Operations
   - Business Support
   - Marketing
   - Equity Transactions
   - With New Companies
CAMBRIDGE ENTERPRISE
PORTFOLIO COMPANIES
HAVE RAISED OVER
£1 BILLION
IN FURTHER FUNDING

…….. to date
Meeting customer Needs - PULL & PUSH

[Image of a Pfizer pill]

[Image of an old-fashioned telephone]
Remember

Universities tend to create technologies

Consumers buy products and services
MARKET PULL - identified problem

How do you test lung function on a child who is unconscious?
The steps towards a solution:

One of the company Founders knew Philip Guildford in Engineering which led to Joan Lasenby and her work for the gaming industry

the algorithm

Hardware was needed to house the algorithm which led to a local consultancy firm Plextek

the design

It needed to be tested – Dr Richard Iles a consultant in Respiratory Paediatrics at Addenbrookes was keen to help

the clinical testing
A company is created

PneumaCare was founded in 2009 based on the clinical need for better lung function assessment in children

HOWEVER
Where are the markets? And why?
The Market Pull

There is a huge market need for a portable device - WHY?

If you need to have your lungs tested you have to be:

**Mobile** to get to the hospital testing area

**Conscious** to undertake instructions

**Well enough** to sit upright for a length of time while the tests are undertaken

And then there is the **cost**…….

The PneumaCare solution lowers healthcare costs by allowing **detection of diseases earlier and easier** in wider patient population.
Seven awards since founded

Launched two products

Used in hospitals in the UK & abroad

Funded by Cambridge Enterprise Seed Funds
Sometimes the best ideas are the most obvious ideas
Wittgenstein's Tractatus Logico-Philosophicus

• 6.54 "My propositions serve as elucidations in the following sense: anyone who understands me eventually recognizes them as nonsensical, when he has used them - as steps - to climb up beyond them. (He must, so to speak, throw away the ladder after he has climbed up it.)

He must transcend these propositions, and then he will see the world aright."
Polymer Opals

- Polymer Opals are a new material that produce a range of pure, vibrant colours solely through their structure.
- Polymer Opals can be made to produce any colour on the visible spectrum, and even beyond…
- By layering differing Polymer Opals, or including dyes, the colour capabilities of Polymer Opals can be expanded even further.

http://www.youtube.com/watch?v=v3jlooCt0yU&feature=youtube
Where are the markets? And why?

What products or services might this technology lead us to?

Why would customers buy Polymer Opals?

If you were the scientist what would you do next?
Novel nano-porous membrane

**Technology**

It is a novel method of producing nano-porous material

**Advantages:**
- Simple coating technology
- Cheap process
- Improved support performance by an order of magnitude
What markets would you focus on and why?
What have we done?

• Brainstormed millions of applications....
• Talked to people for each market/market segment
• Listened to their problems
• Think! Are the features of your technology benefits in those markets?
• What are the feasible applications?
• Talked with the market again, what would they want to see from a technology?
• Developed a Proof of Concept that will reduce their perception of risk
• Keep them involved in the whole process
• Keep our fingers crossed!

• Important: Talk with people and do not stand still!
You (think you) have an idea

Cambridge Enterprise is happy to work with you to determine the best route for commercialisation.
Innovation and the University’s mission

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.
Thanks

www.enterprise.cam.ac.uk