

MAKE IT BRILLIANT AND THEY WILL COME

Chair: **John Snyder**, Entrepreneur in Residence, Centre for Entrepreneurial Learning and CEO Grapeshot

Speaker: **William Tunstall-Pedoe**, Founder of Evi (formerly True Knowledge – part of the Amazon group of companies).

William founded Evi (formerly True Knowledge), a Cambridge-based Artificial Intelligence technology business that makes the Evi product. The vision for the business was a world where people could find out any information they needed just by asking naturally for it – the computer would understand them and give them back exactly what they wanted. Founded in 2006 with the core technology and a patent application, the vision has stayed exactly the same, though the business went through multiple pivots to find success. How brilliant does a product need to be to succeed in a crowded market? How do you remain focussed on your vision through multiple pivots? Clearly Evi hit a milestone when Amazon acquired the company.

Want to learn more?

For handouts and speaker slides visit:

www.cfel.jbs.cam.ac.uk/programmes/enterprisetuesday/programme/weeklyhandouts.html

For Enterprise Tuesday videos and podcasts visit:

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Enterprise Tuesday certificate of attendance

Open to University of Cambridge students **ONLY** who attend a minimum of six sessions.

Ensure your attendance is recorded.

Enterprise Tuesday 2014/2015 is supported by

The Chartered Institute of Marketing (CIM) and media partner, Cambridge Business Weekly

Enterprise Tuesday is run in conjunction with the following organisations

Cambridge University Entrepreneurs (CUE); Cambridge Technology and Enterprise Club (CUTEC); Beyond Profit, Cambridge University Innovation Forum (CUIF) and Cambridge Enterprise Ltd.

LEADING GLOBALLY: THE IMPORTANCE OF DIVERSITY AND CREATIVITY

Sir Paul Judge is a truly distinguished entrepreneur who gained deep industry experience after his time at Cambridge. He has mentored, chaired, invested in dozens of ventures, social enterprises and given his time to many good causes, not least the funding of the Business School at Cambridge. His talk will draw on this wealth of experience to address how to attract the right calibre of people to your venture idea and how to position yourself to raise money and other resources and assets. You will be able to ask what is it about you and your networks and business proposition that persuade people to join you. Through the fast pace of business and venture growth there is always the risk that you forget the real reason for your business. Sir Paul Judge has a particular view to answering this question for entrepreneurs.

Speaker: **Sir Paul Judge** Chairman, Enterprise Education Trust
Patron of Cambridge Judge Business School

Sir Paul Judge has wide international experience in the commercial, public, political and not-for-profit sectors. He is Sheriff of the City of London, the President of the Association of MBAs, the Chairman of the British-North American Committee, of the British-Serbian Chamber of Commerce, of the Enterprise Education Trust, of the Museum of Brands and of St Dunstan's College, a Director of the United Kingdom Accreditation Service and a Member of the Council of the Crown Agents. Internationally he is a Director of Tempur Sealy International of Kentucky and of Abraaj Capital of Dubai. Following his education at the University of Cambridge and Wharton Business School, Sir Paul worked for Cadbury Schweppes and then led the buyout of their food interests to form Premier Brands which was successfully sold in 1989. He was subsequently in the 1990's Chairman of Food from Britain, Director General of the Conservative Party, a Ministerial Adviser at the Cabinet Office and a director of WPP Group, Boddington Group and Grosvenor Development Capital. He has more recently been President of the Chartered Management Institute (2004-2005) and the Chartered Institute of Marketing (2008-2014), Chairman of the Royal Society of Arts (2003-2006), Master of the Worshipful Company of Marketors (2005-2006), Chairman of Teachers TV (2005-2008), a Member of the Higher Education Funding Council for England (2008-2010), Trustee and then Deputy Chairman of the American Management Association based in New York (2000-2012), a Director of Standard Bank Group of Johannesburg (2003-2012).



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LinkedIn: Join our LinkedIn group for discussions on entrepreneurship

Photography and filming

Please be aware that a photographer and filming team commissioned by the University of Cambridge will be taking photographs and filming at Enterprise Tuesday. The photographs and films may be published or broadcast in official University publications and in University publicity materials, including the University website and may be circulated to the press and other news media