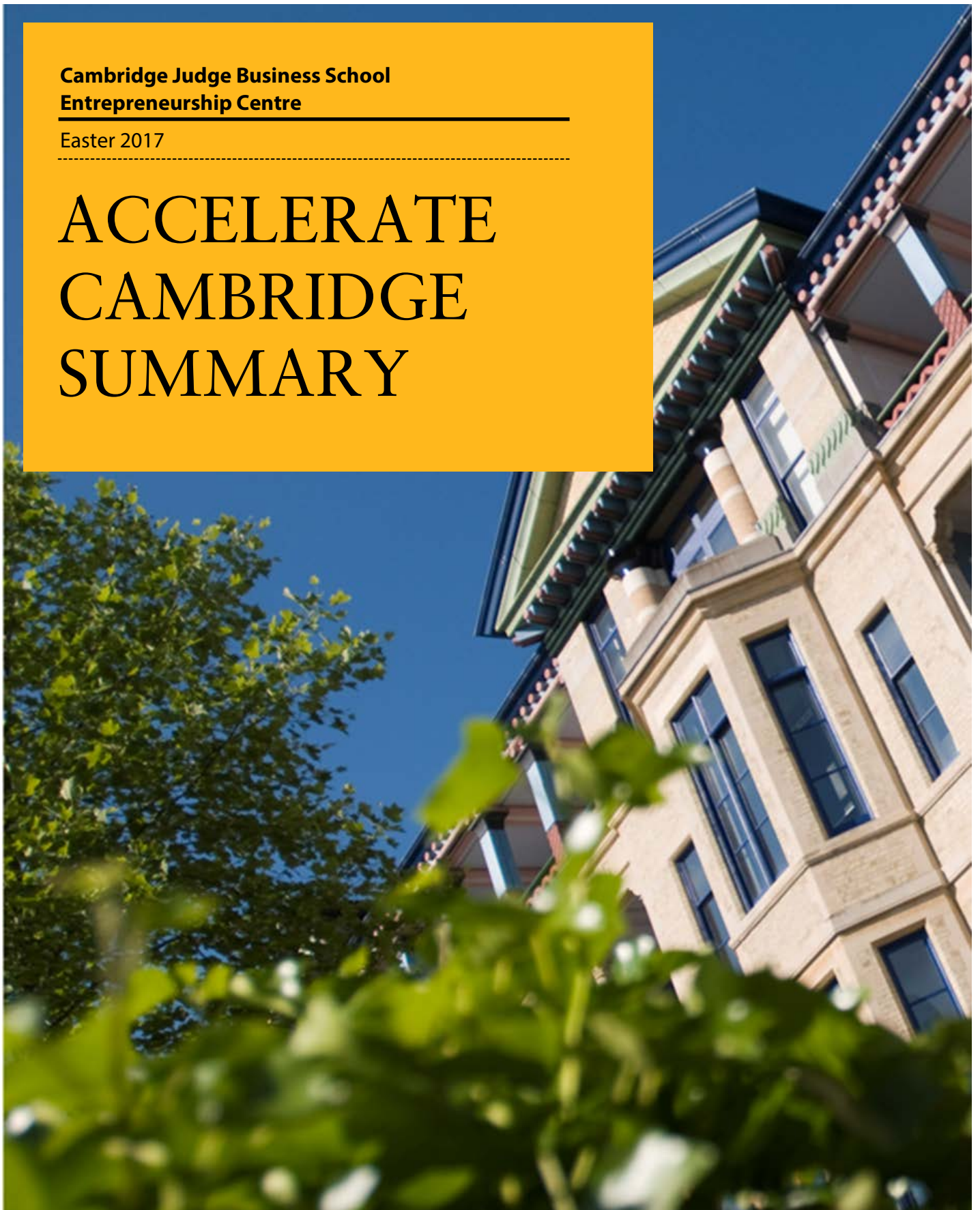


Cambridge Judge Business School
Entrepreneurship Centre

Easter 2017

ACCELERATE CAMBRIDGE SUMMARY



Accelerate
Cambridge



UNIVERSITY OF
CAMBRIDGE
Judge Business School

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What is Accelerate Cambridge?

Accelerate Cambridge is a start-up “accelerator” established by Cambridge Judge Business School in May 2012. The School is situated in the centre of Cambridge, at the heart of the University of Cambridge and the Cambridge Cluster, the city’s academic and business networks, both of which have a long tradition of entrepreneurship. Many of the businesses in the cluster were established by the University, its staff and alumni.




Our mission is to enable and nurture venture creation out of the University of Cambridge.

Mentors and coaches are essential to the development of ventures at an early stage as they provide both specialised and general advice. They support businesses and help them grow. It is your expertise and investment that will help to create the next generation of meaningful ventures out of Cambridge.








| Pre-Accelerate | Accelerate | Accelerate Plus | Accelerate Star |
|---|---|---|---|
| Idea and Customer Development | Product Development and Distribution | Go to Market, Bootstrapping and Fundraising | Growth |
| <ul style="list-style-type: none"> • 3 months Structured Programme • Entrepreneurship Education • Weekly Coaching • Regular Mentoring • Access to Shared Workspace | <ul style="list-style-type: none"> • 3 months Structured Programme • Entrepreneurship Training • Bi-weekly Coaching • Regular Mentoring • Access to Shared Workspace | <ul style="list-style-type: none"> • 3 months Structured Programme • Entrepreneurship Training • Bi-weekly Coaching • Regular Mentoring • Access to Shared Workspace | <ul style="list-style-type: none"> • Up to 18 months • Training • Monthly Coaching • Regular Mentoring • Access to Funding • Access to Shared Workspace |

These ventures have been with Accelerate Cambridge for over a year. They have already raised a seed round.

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| <p>AlgoDynamix detects financial market anomalies that result in significant price disruptions. Our software identifies these anomalies and provides price changing analytics hours (or days) in advance of the disruption. The underlying risk analytics engine uses multi-source financial data feeds for detection and quantification. Customers include fund managers, wealth managers and other financial institutions with strong capital preservation mandates. The team have 30+ years of software development experience at top tier investment banks and consultancies including Goldman Sachs, McKinsey & Company and Bank of America Merrill Lynch.</p> <p>www.algodynamix.com https://uk.linkedin.com/company/algodynamix http://youtube/J0JH-joMjfQ</p> |  |
| <p>Entomics Biosystems aims to convert food waste into energy. Our method uses insects - specifically the Black Soldier Fly - as an efficient biological catalyst for converting previous un-usable food waste into fat-rich larval biomass, which can then be refined into biodiesel. This process represents a sustainable alternative to existing biofuel production methods, which use 'fuel crops' that often replace arable food-producing land. In addition, our process yields a range of additional natural outputs ranging from compost to high-protein animal feed, which highlights the efficiency of the system and our company's focus on sustainability.</p> <p>http://www.entomics.com/</p> |  |
| <p>Healx is a social enterprise passionate about finding new therapeutic solutions to cure patients with rare diseases. We are using advanced data analytics, such as machine learning and computational chemo-biology. Healx is supported by an extensive network of advisors from the Cambridge Biomedical Cluster, one of the leading Biotech Clusters in the world.</p> <p>Our approach offers great promise both for patients suffering from rare diseases and for biopharmaceutical companies wishing to make the most of their therapeutic portfolio.</p> <p>www.healx3.com</p> |  |

These ventures have been with Accelerate Cambridge for over 6 months. They are looking at raising their seed round.

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| <p>Cambridge Energy Partners sells renewable energy to large scale industrial operators in underdeveloped areas. As an independent power provider, our energy solutions enable our customers to reduce both operating costs and carbon emissions – immediately – without burdening them with financing and development obstacles. Our team’s breadth of experience enables us to identify and develop unique solutions that improve our customers’ competitive position.</p> |  |
| <p>Elpis BioMed aims to become a leading, global supplier of in vitro cell types for academic research and commercial drug discovery & development purposes. The cells could provide an alternative to the limited supply of primary cells and replace animal studies in other cases. Elpis Biomed’s proprietary technology allows it rapidly to generate highly mature, differentiated cell types at unmatched purity. The process is scalable with the potential to expand product offering with additional cell-types in the neuro-mesoderm focus area. Initial products will be cortical neurons, oligodendrocytes and skeletal muscle cells.</p> | |
| <p>Immaterial have developed a porous material that can be put inside a gas tank to enable it to store 16x as much gas at the same pressure and in the same volume. Hundreds of billions of pounds are spent every year on storing and transporting industrial gases. This technology creates value by making this substantially more efficient, without impacting on current operational methods. We are able to unlock design flexibility and cost-savings in industries ranging from healthcare to industrial gas transport. www.immaterial.co</p> |  |
| <p>TREATING MULTIPLE SCLEROSIS Medicine Cell-free, Drug-free, Regenerative</p> <p>LIFNanoRx is a Nano-Bio-Med company focused on treatment of Multiple Sclerosis (MS), a disabling incurable auto-immune inflammatory disease of the central nervous system (CNS) commonly affecting young adults. LIF - short for Leukaemia Inhibitory Factor - is a critical stem cell factor that has unique biological properties: these not only promote tissue repair but also suppress disease-linked inflammation. These therapeutic properties are harnessed in LIFNanoRx’s targeted medicinal nanoparticle - "LIFNano" - providing a safe, cell-free, drug-free and potentially curative approach to MS. The technology is patented and LIFNanoRx holds worldwide exclusive licence in exploitation of LIF using their NanoMed platform technology.</p> |  |
| <p>SmartBell offers a simple way to implement a fully integrated and automated solution for livestock management, including livestock status and distress alerts, herd analysis and customized farm management reports. Using advanced analytics on data gathered from cattle wearables, information from individual farms is aggregated across regional farms to better understand land utilization and promote proven efficiencies. Long term weather trends and predictions, such as a forecasted droughts, are factored into this data to develop predictive analysis and planning of land and resources for optimizing yield.</p> |  |
| <p>Solidi provides the fastest, safest and most professional digital currency trading platform in the UK. Our sophisticated multi-currency trading engine, block chain settlement technology and banking integration increases liquidity and tightens spread, making trading digital currencies faster, cheaper and safer. Our next generation forex platform sources prices from multiple exchanges and markets providing real time analysis of multiple forex routes, enabling significant time and price savings when compared to more traditional approaches. The team has 25 years of software development experience at top tier investment banks and world leading software firms including Goldman Sachs, Morgan Stanley and Software AG.</p> |  |

Spirea is a healthcare technology company that has developed a smart polymer platform for the controlled delivery of drug combinations to maximize the clinical impact of medicines.

The technology is based on biodegradable polymeric formulations of a combination of drugs for targeted and sustained release that will ultimately improve the efficacy and safety of treatments and patient compliance and comfort. This means a simpler, safer and more effective treatment for various diseases and a pioneering strategy in the management of diseases by combination therapy.

Spirea aims to establish the polymer platform as a major player in the drug delivery space by partnering with pharmaceutical and biotech companies.

Accelerate

These ventures have been with Accelerate Cambridge for over three months. They are either looking to finalise their product or close their first sales.

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| <p>angioClast is a UK and Ireland-based biotech startup company led by a group of young professionals from the University of Cambridge. We are developing products targeting Glioblastoma Multiforme, the most aggressive and incurable brain cancer, from both diagnostic and therapeutic perspectives.</p> <p>angioClast's business model is to license out a patent from the National Institute of Health through the NIH start-up exclusive licensing agreement, and harness the value of newly identified biomarkers of cancer-associated blood vessels. Antibodies against these markers form the basis for antibody-drug conjugates (ADCs) that will deliver and release drugs against glioblastoma in a highly specific manner. Detection of glioblastoma will be made possible through further formulation of the antibodies into an ELISA-based diagnostic toolkit that is more accurate and less invasive than conventional clinical practices.</p> | |
| <p>Anvil is a tool that takes the pain out of software development, without sacrificing power. Companies are best placed to know their own businesses and develop their own business process tools, but developing web applications is hugely slow and complicated. Anvil's visual designer, simple Python code environment and "batteries-included" philosophy makes business application development faster, easier and more agile.</p> |  |
| <p>AppLapp is a spin-off from the Department of Theoretical and Applied Linguistics with the mission to democratize and streamline the tests for the cognitive development of children. These tests are currently inaccessible to parents, cost speech therapists hundreds of pounds, and take around 30 minutes to happen. We will make these tests accessible to parents and speech therapists and reduce the time to 5 minutes.</p> <p>www.applapp.org</p> |  |
| <p>Cam 346</p> | |
| <p>Since 2015 CamBioScience Limited has provided intensive training courses in breakthrough life science technologies for professionals in academia and industry. To date the company has trained an international customer base of professional scientists from over 50 leading academic and industrial institutions and more than 20 countries worldwide. As of 2017 CamBioScience began scaling-up its capacity to deliver breakthrough course content via the construction of a bespoke cloud-based e-learning platform aimed at disrupting high-tech knowledge acquisition and assessment in the wider life science sectors (biotechnology, bioengineering, biopharma and medtech). By making use of our in-house machine learning capabilities we are able to fully individualise the learning process for high-skilled professionals at the very top of their industries. The CamBioScience team is made up of three PhD trained co-founding directors who are aptly supported by a team of leading software developers and a videographer.</p> |  |
| <p>Capito Systems (est. 2012), also trading as capito.ai, specialises in the contextual understanding of natural language (NLU). We have built a high performance NLU cloud platform that delivers application-specific semantic understanding of free-form voice and text inputs at speed and scale. Applications include intelligent voice control, conversational interfaces like chat bots, and semantic search. Our technology is platform-independent and easy to integrate via our APIs. We are able to 'bootstrap' NLU models quickly using the latest machine learning techniques coupled with our streamlined development workflows in support of rapid prototyping & testing. Unlike other NLP/NLU solutions, including the "open developer platforms" offered by major players like Amazon, Microsoft and</p> |  |

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| <p>Facebook, ours is a premium NLU product customised for each use case by our in-house experts, as we seek to develop long-term relationships with our clients.</p> <p>Citrecycle has adapted new technology that unlocks the full potential of the lead-acid batteries (LAB) recycling industry in developing countries whilst simultaneously maintaining focus on development objectives. Citrecycle uses hydro metallurgy to recycle LAB in a safe, clean and sustainable way. We will utilize local independent co-operatives to collect the supply for recycling. Our ability to extract more value from each battery enables us to buy batteries at greater value than that that can be obtained from informal recycling. We can double the amount paid per battery, and still remain profitable, to ensure Citrecycle can absorb the informal recycling sector. Our process then recycles the batteries cleanly, using a Carbon neutral process. Hydro metallurgy inherently restricts poisonous emissions, slashes direct and indirect CO2 and operates profitably at smaller scales, 1000 tons per year rather than 50,000 - the size at which adequate pollution controls are considered to be cost effective. The scalable nature means that small, community directed plants will not replace the informal recyclers industry, but empower local communities by providing a cleaner and safer way to make money through localized employment. The replacement of informal LAB recycling practices with a safe provision that does not involve dangerous emissions, eradicates exposure of local communities and the environment to lead contamination, eliminating the risk of lead poisoning. The need for strong infrastructure for mass collection is overcome, sound legislation is unnecessary to regulate safety and exposure of local communities and the environment to lead contamination is prevented. Pollution, lead poisoning and fatality are replaced by job opportunities, prosperity, cleanliness and health.</p> <p>Environmentally, Economically and Socially Sustainable Lead-Acid Battery Recycling. info@citrecycle.co.uk</p> |  |
| <p>CrossBridge Scientific offers a simple, minimal effort fitness test delivered via a wearable device to measure human thermoregulation.</p> <p>Sweating is an essential physiological response to rises in core body temperature triggered by physical activity and other stressors. Few understand why they sweat or that the sweating response is improved through physical training. CrossBridge Scientific's analytics platform is powered by aggregated tests of a diverse community to provide insights to the end user, including the impact of a chosen training, or de-training, program and personal capability assessment on event day.</p> <p>CrossBridge Scientific aims to further the scientific theory and physical training impact of the thermoregulation process to advance human achievements in endurance sport.</p> |  |
| <p>Intact Digital Ltd provides services that sustain the use of software applications and systems beyond their market life-time and ensure that digital content, document, and data can be used in the future.</p> <p>Intact Digital services are delivered through virtualization of software and transformation of data and document formats. They enable enterprises to futureproof their software and content and to ensure digital continuity in their innovation strategy.</p> <p>INTACT Software Platform enables software vendors to host their current and past software in virtual machines and reassure their customers that the software will stay functional and usable beyond its market lifetime. INTACT Content Assurance augments standard storage services by providing software that is needed to access archived data and content. At the same time, INTACT Continuity Services reduce the risk of disruption and loss during migration and decommission of legacy systems. They provide comprehensive and long term strategy for retaining value of digital assets. www.intact.digital</p> |  |

JustMilk consists of a US non-profit and a UK for-profit organisation developing the Nipple Shield Delivery System (NSDS), a novel medical device with the potential to improve the safety, efficacy, and access to life-saving medications, vitamins, and nutrients to breastfeeding infants globally.



When worn by a mother during breastfeeding, the NSDS releases active pharmaceutical agents into milk which is then consumed by the infant. A wide range of medications and nutrients could be delivered to infants for treatment or prevention of conditions which may include diarrhoeal disease, HIV, malaria, or malnutrition.

With the NSDS, JustMilk aims to bridge a global drug delivery technology gap for breastfeeding infants, particularly in developing countries where it could overcome conventional administration challenges associated with limited availability of potable water, refrigeration, and medical care. JustMilk is currently seeking pharmaceutical partners.

Twitter @Justmilk, Facebook: JustMilk, www.justmilk.org

Nūfood - Our multidisciplinary team has been hard at work for the past two years perfecting nūfood: a kitchen robot which enables foodies and creative chefs to 3D print 'flavour bursts'; intense taste sensations to accompany any meal or cocktail on demand. Used in conjunction with pre-mixed sauces the product offers endless possibilities for shape, flavour and texture. Sweet and savoury 'flavour bursts' are designed with our easy to use mobile app and printed in a few short minutes. Currently the star of unique pop-up dining events across Europe, we look forward to introducing the possibilities of nūfood to a wider audience.



PHARMeNABLE The rise of antibiotic resistance is one example of the need for new medicines; however, the pharmaceutical industry is facing a downturn in drug discovery success with shrinking pipelines and blockbusters coming off patent despite enormous amounts of money being spent on drug discovery every year (\$1.5 bn).



One solution for discovering new medicines is by finding innovative ways to generate new leads and provide a much-needed boost to the early drug discovery process, which can feed into industry pipelines. Academic research groups around the world possess thousands of under-tested and under-utilised compounds and although these get published in journals the journey for the compounds often ends there, as they are often only tested against a handful of biological targets and rarely applied any further.

At PHARMeNABLE we will initially use the Spring research group's unique compound library in conjunction with the multi-target screening programme developed by the Bender group, to identify novel hit compounds and eventually leads against the most challenging biological targets. The discovery of these initial hits could lead to the development of next-generation therapeutics, for example, a novel antibacterial agent or a much needed cancer treatment.

Satavia is an analytics and visualisation company that develops bespoke environmental awareness solutions for all segments of the aviation market.

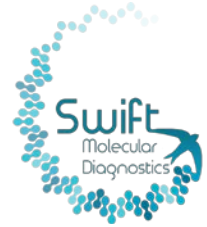


We aim to provide 'personalised environmental health management' for aircraft and unmanned aerial systems to reinforce the safety and reliability of flight operations, while minimising unanticipated maintenance costs.

Satavia delivers live aircraft-centric metrics for a range of environmental threats and combines expertise in aeronautical meteorology, big data and analytics, and 3-D visualisation technology.

Swift Molecular Diagnostics Ltd have created a novel technology that allows the development of self-contained diagnostic devices for the fast, accurate and low-cost genetic detection that do not require laboratory facilities or trained personnel.

We have filed the patent application of our technology and we aim in the first instance to implement our technology to detect antibiotic resistance from patients, allowing the effective treatment of bacterial infections and fast response in acute cases such as bacteraemia and septicaemia.



Vocalens Limited is a Cambridge University spin-out startup developing smart wearable assistive technology for people with visual impairment. The company is headquartered in Cambridge, UK and co-founded by two engineers and Cambridge MBAs.



Cohort 13 – Easter 2017



Babihub has developed wearable technology to encourage toddlers to learn through active play. The early years is a pivotal part of growth in a child’s development and it’s crucial that children develop positive behaviour habits around being physically active, exploring their environment and socially engaging with other children.

Despite this importance, young children are becoming more inactive with research showing that 9 in 10 children aged between 2 and 4 years not meeting requirements set by the chief medical officer for physical activity per day. Added to this, further research indicates that 1 in 5 children are already overweight by pre-school. Unfortunately, current uses of technology are contributing to this, resulting in children spending large parts of their day in a sedentary position.

Babihub believes that technology is encapsulating and can be used in a different more positive way to encourage young children to learn through active play. Babihub’s wearable and smart connected devices create playful digital interactions that encourage children to learn through being active and exploring.

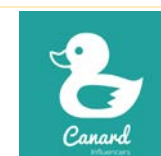
Babihub’s wearable and smart connected devices will initially be sold into nurseries as a tool that enables the nursery to efficiently monitor physical activity and location of play. Detailed insights into each child’s behaviour will enable the nurseries to quickly develop personalised learning plans for each child. Beyond monitoring, our products will also act as a digital tool for nurseries and parents to encourage the children to learn through exploring.

Cambridge Development Initiative's entrepreneurship project was established in 2014, and has gone from strength to strength since then. The project runs an annual 8 week course in Dar Es Salaam, Tanzania. The aim of this course is to help local students and recent graduates develop and utilise the skills required to start their own business. The course undertakes this by focussing on the concept of 'Human-Centred Design' (HCD). HCD is the methodology wherein one develops a business by first identifying a problem that needs to be solved. We then work to develop socially positive solutions to the problem at hand. The objective of the course is that by the end of the 8 week period the (approximately) 40 participants will be involved in an enterprise. The programme is designed to provide the participants with a clear understanding of what the next steps will be if they would like to carry their business forward. This involves developing business plans as well as finding incubators and other programmes to help the entrepreneurs move forward. The outcomes of this project have been that so far nearly 100 students have benefited from the support network we have developed, with this year being the biggest so far in terms of capacity and resources available. We have established relationships with local and international NGOs as well as local Universities and government bodies to action this goal.






www.darenterprisers.org







Canard Influencers is a self-service platform connecting creative micro-influencers to brands. Our objective is to turn every micro-influencers into superstars and allow brands to activate thousands of handpicked influencers, reaching millions around the world, at minimal cost.











We recognise the unique phenomenon of promotion through targeted social media creators and micro-influencers. Influencers directly engage followers and audiences through their creativity which builds a unique relationship based on trust and admiration. Seeing the gap on the influencer marketing scene for a platform connecting highly creative individuals to brands that privilege quality over quantity, Canard Influencers is born. Micro-influencers (audience <150k followers) have more targeted audience and enable brands to benefit from higher





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| <p>engagement and impact as those content creators tend to be closer to their audience than traditional influencers.</p> | |
| <p>cThings</p> | |
| <p>Heterogeneous</p> <p>Researchers want dynamic medical and genetic data and people want to participate more directly in research. We have built the heterogeneous platform to allow individuals with genetic data (e.g. from 23andMe) to create a profile and participate directly in ongoing research projects, controlling when and how their data is shared and used. At the same time, we are working directly with rare disease patients and researchers to generate, store, analyze, and share dynamic medical and genetic data used in research and healthcare. We believe that creating a secure, patient-centric marketplace for genetic data will make it easier to conduct genetics research and follow-up studies not only in healthcare, but for a wide variety of organisations. www.heterogeneous.co.uk</p> |  |
| <p>IT Wake is a start-up that focuses on e-learning and corporate online training solutions. We have developed innovative, interactive, powerful and user-friendly solutions to turn mobile devices into learning tools for creating a more effective teaching and learning environment.</p> <p>Our flagship product, iClass, consists of iOS and Android mobile apps and a cloud-based web platform for students to interact with teachers in an effective way. They can write text, draw picture, record voice and video on their mobile devices and share their works with the teacher in real-time through the cloud platform. We have also developed interactive e-textbooks for mathematics and computer studies for the educational market in Hong Kong. Another one of our solutions, the Mobile Device Management (MDM) System, has now become an essential solution for schools to deploy Bring-Your-Own-Device e-learning services. School administrators can use MDM to control and supervise their devices in an efficient and simple way. At present, there are over hundred schools in HK and a few in China using our interactive solutions and e-textbooks. They are paying an annual fee to subscribe the service and our business is quite healthy. The iClass solution has won the Hong Kong ICT Award in 2014 and ITWake won the Hong Kong Best ICT Start-up Bronze Award in 2015.</p> <p>In recent years, we have also developed interactive mobile training solution for a listed retail group for training over 40 thousand staff in China, United States and Hong Kong. Corporate online training solution is the next wave of the development for us.</p> <p>Our business model is proven to be quite successful in HK and China. We are now looking for a break through to accelerate our business. We target to expand our business to the international market, such as to the UK, US and Europe through the Accelerate Cambridge Program.</p> |  |
| <p>Light Blue Labs</p> | |
| <p>Fetch Med</p> | |
| <p>Robin</p> | |
| <p>Tribilingual is an online language learning platform that teaches only rare and endangered languages. We do this in order to save languages and culture from extinction.</p> <p>We connect people who want to learn endangered languages with those who want to teach them. Our 10-week courses incorporate a blended learning method: through a mixture of online audio and visual course content and personal Skype sessions with the language instructor, you are able to immerse yourself in the language and, just as importantly, the culture.</p> |  |

Highlighted Accelerate Alumni

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| <p>The Cambridge Coding Academy is a venture whose mission is to empower the next generation to turn their creative ideas into reality through coding. Our ethos is simple: learning to code should be fun, experiential and a flexible learning experience tailored to the needs of each learner. We are developing a blend of face to face classes taught by top local university students and a cutting edge online adaptive learning system to do just that.</p> <p>www.cambridgecodingacademy.com</p> |  |
| <p>Cytora uses web-based data to provide real time geopolitical risk assessments to organisations that operate in volatile, emerging or complex markets. Our customers are global companies who require up to date, highly localised risk information to make critical and data-driven decisions. Cytora’s platform is built around a proprietary extraction system based on natural language processing, which detects threat events from unstructured web data. Our technology analyses over 60,000 sources, across 6 different languages; a total of 2 million pieces of content a day.</p> <p>www.cytora.com</p> |  |
| <p>Diamentech is a research based healthcare company dedicated to early detection of dementia. Ideally, people at the risk of dementia should receive medication before the onset of any cognitive symptoms. Yet the tools that can reveal the first expression of the disease were absent. At Diamentech we have developed a computerised task that allows for monitoring the activity of millions of networked neurons in related areas of the brain, and so to detect the disease in its early stages. With the current work we envisage being able to detect the disease even before the onset of memory-loss symptoms.</p> <p>www.diamentech.co.uk</p> |  |
| <p>Flovoco - We believe that the digital revolution has untapped potential to make learning English faster, more effective and more fun.</p> <p>That’s why we’re building a portfolio of English language teaching EdTech products designed to solve some of the biggest problems faced by educational publishers and language schools as they make the painful transition from print to digital.</p> <p>We create innovative products that combine the user-centred approach of the best of EdTech with sound methodology and quality content. We get these to market quickly, validate them, and license them to publishers and language-teaching institutions looking to better serve their customers.</p> <p>flovo.co</p> |  |
| <p>GeneAdvisor is an online genetic testing marketplace that puts rare disease patients in touch with clinical labs that can perform the sequencing and diagnostics. The tests can be ordered online as part of private genetic testing.</p> <p>www.geneadviser.com</p> |  |
| <p>KisanHub is an intelligent agri-sector ecosystem bringing together public big data and private operational records. On the farm, its user-friendly dashboard aggregates and makes sense of all the data inputs farmers need for improved decision-making. Field-by-field, crop-by-crop and season-by-season, KisanHub is designed to reduce input costs, boost returns, and improve food security, helping farmers and producers understand what they need to do to grow more whilst using fewer resources.</p> <p>But KisanHub is more than just decision-support software for farmers. KisanHub is already working in partnership to create the cloud-based information architecture that will connect agri-food companies and retail supermarkets, research bodies and financial institutions, farmers and marketplaces, wherever they are in the world. KisanHub is making monitoring, aggregating and</p> |  |

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| <p>unlocking food-supply data possible. Micro to macro, farmers, producers, wholesalers and retailers can monitor and manage inputs and yields, risks and volatility, transparency and traceability.</p> <p>www.kisanhub.com</p> | |
| <p>VocalIQ was formed in March 2011 to exploit technology developed by the Spoken Dialogue Syys Group at University of Cambridge, UK. Still based in Cambridge, the company has a B2B focus helping other companies build spoken language interfaces. Example application areas include smartphones, robots, cars, call-centres, and games.</p> <p>www.vocaliq.com</p> |  |

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| <p>The Academy of Magic and Sciences is designing and delivering innovative school courses, corporate workshops, conference public engagements, media format and interactive exhibitions.</p> <p>We teach science by using magic as the springboard for scientific applications from chemistry and electronics to physiology and psychology. We are focused in engaging the audience in a tour to discover the scientific principles behind illusions, perceptions and biases.</p> <p>This switch between the WOW excitement that magic creates with the AHA realisation of the science principles, encourages participants to question what they see and empowers them to unlock their creative potential and analytical thinking.</p> <p>info@cambridgemagic.com</p> |  |
| <p>Article Number 25 want to start building commercial scale modern farms in underused spaces within the cities, like rooftops. We envision the potential to integrate farms in the design of more efficient cities by connecting them with the flow of energy and materials moving through the city to create a closed loop system, achieving a higher degree of self-sufficiency.</p> <p>Using controlled environment agriculture (CEA) in combination with hydroponics, we expect to boost yield of a higher quality produce, using less resources than conventional agriculture.</p> |  |
| <p>Cambridge ThinkLab™ offers an innovative alternative to traditional consultancy. Our activities centre on the ThinkLab method, developed at the University of Cambridge and designed to help companies think differently to improve business performance. Our unique method offers organisations an intense burst of resource to focus on a live, complex problem - from identifying new revenue streams to aligning company culture during organisational change.</p> <p>The Cambridge ThinkLab™ experience is concentrated, inspiring and rewarding. Our model builds on evidence that successful solutions arise when different skills and mindsets collide to focus on a single problem. By bringing together the brightest minds from your organisation together with a handpicked group of researchers from the University, Cambridge ThinkLab introduces a new way of problem solving. Combined with the latest insight about understanding the 'human' aspects of your business, the structured and facilitated process will change the way your business thinks and performs.</p> |  |
| <p>Edozo is an online community for commercial property professionals who wish to share high quality comparable evidence.</p> <p>www.edozo.com</p> |  |
| <p>e-Luminate have created the first ever light festival in Cambridge to entertain the community and highlight the city's unique architecture and history. Our USP is promote sustainable lighting and energy efficient products by showcasing light as the basis for both creative artistic work and innovative technology.</p> <p>www.e-luminatefestivals.co.uk</p> |  |
| <p>Endo Traps EndoTraps is a biotech venture that aims to develop novel therapeutic intervention in a host of different diseases associated with increased endothelin-1 levels. Numerous research has shown that increased endothelin-1 levels are a critical factor in the pathophysiology of these diseases. Our technology could potentially provide a unique treatment option in several areas of unmet medical need.</p> |  |
| <p>With a specific focus on the sport and leisure industry (worth €450bn globally in 2013) UKSI have developed two products to facilitate professional sports clubs to</p> |  |

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| <p>both build and leverage their brand equity to yield additional and sustainable cashflow.</p> <p>www.ukxi-group.com</p> | |
| <p>Flitter is a taxi booking app that lets users choose to share their journey for a lower fare. Flitter is made by Cambridge Transport Solutions Ltd., co-founded by Tim Lui, Robin Smid. We are a couple of enthusiastic engineering graduates from Cambridge University. We've received funding from Downing College to pursue the idea behind Flitter, working on using technology to improve the current methods of personal transport, especially in cities. Flitter is designed to make taxis better for passengers and drivers alike. By allowing passengers to easily book their taxis and arrange shared journeys we hope to make taxis more affordable and convenient, whilst raising revenues for drivers.</p> <p>http://flittercab.co.uk</p> |  |
| <p>Giftgaming is a patent pending in-game advertising service. It allows advertisers to buy in-game power-ups and items for players as gifts as a form of advertising. The player gets an item they might need to progress in the game and the advertiser gets not only brand exposure, but a positive relationship forged with the consumer, because they have helped them achieve their objectives. Gift Gaming can make gamers LOVE brands and get more in-app purchases for developers.</p> <p>www.giftgaming.com</p> |  |
| <p>Go Enrol is a platform making enrolment easy for students and institutions. We empower students to make an informed choice about where to study through providing them with data, reviews and tapping into their social network. For institutions, we provide a suite of tools which enable them to pro-actively approach students from around the world, receive applications and manage their student recruitment.</p> <p>www.goenrol.com</p> |  |
| <p>H2GO Power has developed a safe method of hydrogen production and storage for providing power on the move. Mass commercialization of Fuel Cells (FCs), efficient energy conversion devices, have been prevented due to difficulty in storing the fuel, hydrogen. Our unique solution allows for the deployment of FCs into new markets, such as portable consumer electronics. The potential outcomes include smartphones that last 5x longer than ones that have current battery technology and all-electric vehicles with the same range as combustion engine counterparts. We are looking commercialise our technology either through the manufacture and sale of standardised fuel cartridges or a technology licencing model.</p> <p>http://h2gopower.com</p> |  |
| <p>The first truly automated futures and options exchange for digital media, MediaGamma is transforming the way digital media is valued, traded, and measured. Established in 2014 at the intersection of London's tech, advertising, and finance hubs, MediaGamma's partners include University College London, Accelerate Cambridge, and some of the UK's leading brands, agencies, and publishers.</p> <p>MediaGamma provides its partners with greater transparency and control when they buy and sell digital media by offering an accurate, ROI-based view of the immediate and long-term value of inventory. Brands, agencies, and publishers can also engage in programmatic direct or upfront inventory purchases and sales on the MediaGamma platform, mitigating price volatility and ensuring brand safety</p> <p>www.mediagamma.com</p> |  |
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Montec Systems was founded by Ben Harker in 2010 develop and provide turnkey solutions for niche applications in the field of remote monitoring. Every aspect of these systems has been designed to save the customer time and money over competitive solutions through simple setup and installation procedures. The business model is to charge for the hardware plus a subscription for each sensor while it is active. Customers log into the Montec web server where data from their sensors can be easily viewed or downloaded.



Key points regarding cost saving and convenience for the customer are:

A system can be setup and installed by a non-technical person in a short period of time

A single base station can handle data from up to 8 sensors of different types

Montec's first sensor is for monitoring crack movement in buildings and structures and is fully developed and ready to go to market. A sensor for vibration event detection has also been developed and is undergoing final testing.

www.montecsystems.com

myShape is looking to revolutionise 3D body scanning by allowing smartphone users the ability to scan themselves using a downloadable app in under 5min. Once scanned, users will have their own unique 3D avatar and body size details on their phone.



3D body scanning has widespread applications, be it in online retail clothing, fitness or healthcare. However, application growth is limited as there is no 3D body scanning solution that is scalable, affordable and comfortable for consumers to use.

myShape is applying technology developed at Cambridge University to create the first mobile phone 3D body scanner that operates at the speed and accuracy required for clothing, fitness and health applications.

Niume is an interest-based social network that allows individuals to share their ideas in circles of like-minded people and find new things to love. We launched our open platform on July and so far have reached a monthly active user base of close to 100,000.



<https://niume.com>

Nowomics is a website to help biology researchers keep track of new data and papers relevant to their research. There's a new biomedical journal article published every 30 seconds, and hundreds of online sources of data. Scientists need to know about the latest information in their field but this is a huge challenge.



Nowomics aims to solve this problem by allowing scientists to 'follow' genes, diseases, pathways, etc to see a news feed of new papers and data. We also help users discover related information based on biological relationships and will learn what an individual finds useful to customise their news feed.









www.nowomics.com






Nsense

Acute Myeloid Leukemia (AML) is an aggressive blood cancer with over 60,000 new cases in developed countries each year. Up to 70% survive the first onset of the disease but these patients require long term monitoring to detect possible relapse of the disease. Current methods for monitoring the disease and detecting relapse are costly and time consuming.



nSense is proposing a new diagnostic tool that is cheaper, more accessible and much faster than the conventional test. Our test is a 'lab-on-a-chip' which can detect previously validated biomarkers in cancer cells. We envisage that the chip could be easily modified to detect different blood cancers apart from AML. The

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| <p>design of the nSense chip also allows for the enrichment of blood cell types for further analysis.</p> <p>This test could be used in hospital oncology departments, by GPs and in clinical trials to assess the efficacy of new therapeutics. We aim to partner with cancer charities and biopharmaceutical companies to deliver our test.</p> | |
| <p>Nuclera Nucleics offers a path forward through our next generation DNA synthesis platform, which changes the paradigm on the creation of long DNA. Our technology enables efficient synthesis of longer DNA in a shorter amount of time compared to conventional synthesis. Our platform will make long DNA synthesis a readily available tool to meet the needs of any area of innovation, present or future.</p> <p>www.nuclera.com</p> |  |
| <p>Nuklius is a startup whose mission is to create micro-silicon valley's everywhere; bringing entrepreneurship to the masses. The main pain entrepreneurs experience when they come up with an idea is the simple fact that they alone, don't have all the skills needed to realise it. They need a team to successfully take their idea off the shelf and into the real world. We are building a platform which matches ideas to the people & skill sets who can build it.</p> <p>http://nuklius.io</p> |  |
| <p>PalleTech connects cargo, warehouse and fleet information through smart pallets and an Industrial Internet of Things platform.</p> <p>anthony@pallettech.co, www.pallettech.co</p> |  |
| <p>Rize, one thought at a time.</p> <p>A gamified app that integrates therapeutic concepts into simple exercises to help users to track and improve their mental well-being.</p> <p>www.rizenow.com</p> |  |
| <p>Shallow Waters is a social enterprise working on a long-term, community-led coral reef management programme in Cambodia's Koh Sdach archipelago. We host international volunteers at our research outpost on the island of Koh Sdach, whether they are students looking to undertake their own research in a unique marine environment, or those seeking to gain scuba qualifications whilst practically contributing to marine conservation in a developing country.</p> |  |
| <p>SeeSpeak is a simple videophone for the elderly. Social isolation amongst the elderly is an increasing problem. Over 10 million people in the UK are over 65 and this is expected to increase by 50% over the next 25 years; one third live alone. Some elderly people enjoy using video applications, such as Skype, to keep in touch with friends and family. However, such technology is often too difficult to use for a large proportion of this demographic.</p> <p>damianhelme@gmail.com</p> |  |
| <p>SensorHut was founded in late 2013 by Tanya Hutter and Marc Stettler after they met through Cambridge iTeams. We're based in Cambridge, UK and have strong links to the University. Our innovative chemical sensing technology is more sensitive and selective to volatile organic compounds than our competitors.</p> <p>SensorHut aims to provide an innovative solution in a number of areas where more accurate measurement of volatile organic compounds is required. These applications range from monitoring of industrial processes to medical diagnostics. We are focussed on research and development and will exploit our innovations through partnerships and licensing.</p> <p>www.sensorhut.com</p> |  |
| <p>SimPrints is a social enterprise committed to improving the lives of the poor. Accurately linking people to their digital records is a critical bottleneck in the delivery of mobile services in healthcare, microfinance, and aid distribution. We're</p> |  |

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| <p>building a mobile biometric scanner and open-source software to empower the mobile tools used by researchers, NGOs and governments around the world.</p> <p>www.simprints.com</p> | |
| <p>Shinbone Networks builds a cost-effective and scalable information network of your infrastructure and assets, which enables you to quantify their performance, make better decisions about their management, and implement those decisions responsively in real-time. Using our native hardware and its bundled cloud-hosted software, our vision is to apply machine intelligence in distributed real-world networks to the management of built and natural environments for improved social, economic, and ecological outcomes. Our mission is the mass deployment of radically affordable networking technology to play a transformative role in infrastructure, environment, and energy management. We have developed the Shinbone technology and business concept from our team's industry experience and research background.</p> <p>www.shinbone.eu</p> |  |
| <p>SmartGov builds data-driven solutions for both public and private sector clients. Our first product, GeoStat, aggregates data feeds to allow users to better understand the socio-economics of locations of interest. This results in better decision-making. Our second product, Budget, aims at making local government budget information easier to understand for citizens as well as more cost-effective to produce.</p> <p>www.smartgov.co</p> |  |
| <p>Spark is a software system which will enables the electric taxi/courier market to grow from niche to mainstream with drivers saving between £5-8,000 a year from lower running costs and improved environmental benefits. Our software monitors battery life and sends this information wirelessly to a dispatch system, which then allocates a driver based on proximity to customer, remaining battery life, and length and nature of the requested journey using combined datasets. Once the concept and software has been proven, Spark intends to license the software to dispatch system providers and taxi companies, as well as individual drivers, so integrating with ridesharing firms like Uber and Lyft. We believe that the regulatory and media pressure to reduce transport-related emissions in towns and cities creates a substantial commercial opportunity to prove the software locally through Spark Taxi and then license the software globally.</p> |  |
| <p>Speechmatics provides cloud-based speech recognition services that convert speech-to-text. Thousands of hours of audio are created every minute (TV/radio/phone/meetings), information that is difficult to manage, as it is not easily searchable. This challenge is critical for companies that need to know what is happening in the world in real-time. To address this challenge, Speechmatics has built the most efficient and accurate speech recognition system that converts speech-to-text thus making audio searchable and interpretable. This enables companies to find information contained within audio files quickly. The technology can also be used in archiving, transcription, dictation and many other applications.</p> <p>www.speechmatics.com</p> |  |
| <p>Think Shaadi is a visual search engine and online scrapbook for wedding inspiration, vendor listings and planning tools for South Asian weddings.</p> <p>We will inspire users with images and videos that are easy to search, share, and save on a cloud scrapbook.</p> <p>Our mission is to connect high quality vendors, both small and large to the South Asian market, and provide couples with inspiring content, useful reviews and tools to simplify the planning process.</p> <p>www.thinkshaadi.com</p> |  |

Previous Participants

AlphaBrick is a novel software platform for the easy design, exchange and creation of DNA circuitry. Our platform aims to solve key problems faced by the synthetic biology community: increased complexity of gene circuit design due to difficulty in team collaboration; difficulty in the exchange of gene circuit parts; the need for advanced programming experience in order to work with automated cloud labs to save time. These problems are solved by: enabling a quicker and trackable design process; facilitating the buying and selling of gene circuit parts to make collaboration easier; integrating with cloud laboratories in order to allow our users to save time.



Antibody Supply Service distributes protein research tools to life scientists, providing over 70,000 reagents, all supplied with detailed, honest data at affordable prices.

We carefully select each reagent manufacturer we partner with, to ensure that we only offer high quality tools that generate reliable and reproducible results.

We promise:

- Full transparency about the original source of every product
- Exceptional customer service
- Affordable pricing
- Honest, accurate supporting data
- Guaranteed product quality

<https://www.ab-y-ss.com/>



AptaCam is a Cambridge University spin-off company dedicated to be a leading supplier of high quality oligonucleotides. The core of our business is the world's largest and most comprehensive oligonucleotides database, data-sharing and e-Commerce platform.

Oligonucleotides are short, single-stranded DNA, RNA or XNA molecules that can be developed with high affinity and specificity to any desirable targets. They have been widely used in facilitating discoveries in basic research, ensuring food safety, monitoring the environment, and they also play promising roles as clinical diagnostics and therapeutic agents.

Team members at AptaCam are active scientists with passion for entrepreneurship in the biotechnology industry. Comprised of leading academics, our advisory board convenes distinguished professionals united by their passion for utilizing oligonucleotides as diagnostics and therapeutics.

AptaCam sets out to be a world leader in oligonucleotides production, design, and applications.



At **Assembly Networking** we build high-quality, customized mobile solutions for universities and their alumni networks. Our native apps combine geolocation technology with information, networking and communication services to produce powerful mobile tools for interaction and strengthening relationships.

info@assembly-networking.com

www.facebook.com/Assembly-Networking-1688866051346119/

Twitter: @assemblynet

www.linkedin.com/company/assembly-networking

www.assembly-networking.com



Bright Stream's focus is a multi-platform e-reader application that supports struggling readers (initially Primary School children). Our app bridges the gap between sounding out words, phoneme by phoneme, and reading fluently for meaning and pleasure. It does this by using technology to intuitively give readers the kind of support and confidence that reading with a parent or teacher would give them.

The child has control over the process and experience of independent reading which enables them to continue to make progress while allowing teachers or parents to keep an accurate record of their development.

Bright Stream's mission is to end the shame of lifelong illiteracy.

www.bright-stream.org, team@bright-stream.org, @BrightStreamOrg



Cambridge Predictive Analytics - Type 2 diabetes is an acquired disease, and has become one of the leading causes of death. Diabetes is about to become the biggest health care problem around the world and in the United Kingdom in particular. Cambridge Predictive Analytics is developing the technology for monitoring healthy people that are in the risk of developing type 2 diabetes and to provide them a personally tailored nutrition plan to reduce that risk. Furthermore, our goal is to also help people that are diagnosed with type 2 diabetes, to maintain safe glucose levels for a normal life, while reducing the dependency on pharmaceutical and clinical intervention and its side effects.

Cambridge
Predictive
Analytics

Cambridge Biolabs are a biotech-meets-tech company developing personalised skincare solutions consisting of digital skin diagnosis followed by bespoke cosmetic formulation to meet the unique needs of unique people.

The idea stems from the observation that millions of people all around the world use ineffective or unsuitable cosmetics every day because the off-the-shelf products currently available on the market do not correspond to the complex set of individual needs. This leads to inadvertent negligence and wrong choices due to lack of optimal solution.

To overcome this we propose Personal Cosmetic System capable of creating more possible personalised formulations than people on Earth. After individual skin diagnosis aided by advanced software and hardware the optimal formula is worked out and created uniquely for the person in question.

Our formulations are designed to deliver. Each personalised formula boasts 20 to 40 targeted active ingredients thus providing unprecedented level of skin health benefits as compared to the 2 to 3 random active ingredients present in most cosmetics currently available on the market.

Thanks to its uniqueness Personal Cosmetic System makes sure that nobody neglects some of his or her skin needs because of lack of choice and knowledge. It also ensures that, based on individual tolerance, unwanted substances be avoided and optimal results achieved.








Cambridge Clinical Innovation Lab (CLab) vision is to help solve the many pressures facing the NHS, including an ageing population, increasing morbidity from long-term conditions, rising costs and constrained budgets by:




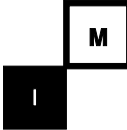
Capitalising on wealth of local knowledge and expertise from internationally renowned healthcare research organisations based on Cambridge Biomedical Campus

Turning unmet needs/problems into innovative cost-effective solutions and new ways of delivering care which are essential to improving patient outcomes, the health and wealth of the nation

Connecting early stage ideas in the NHS and academia with commercial expertise and funding and developing them into viable products and services

There are a number of organisations that function locally in the health innovation arena, but a potential niche requirement may exist and CLab will

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| <p>explore this potential, investigate the "market" to see if this is a true assumption, develop a business case, and a project implementation plan.</p> | |
| <p>Cambridge Scholars are producing a software and tuition package to teach A-Level maths. This will give students access to an interactive programme of videos, exercises and tuition, prepared and delivered by Cambridge lecturers and PhD students. It will be adaptive and cater to students wanting a revision course, a full course, or an advanced programme preparing them for entry to top universities.</p> | |
| <p>Easy M is a system that harnesses smartphone data to measure, monitor, and improve health behaviours. Our apps allow patients to report and track their symptoms while collecting sensor data from their device about their daily behaviours: our data is supporting research, informing carers, and training machine learning algorithms to provide automated and personalised behavioural interventions.</p> |  |
| <p>CamNeuro - We aim to develop an electronic device for babies under a year old, which will increase their brain capacities for learning multiple languages. www.camneuro.com</p> |  |
| <p>Here at Crybb and we are changing the way twenty-somethings in London find flatmates. With a powerful matching algorithm and a beautiful, simple, intuitive app, we are turning the mammoth task of finding the right flatmate into fun and easy experience and putting the power back into the users' hands. www.crybb.com</p> |  |
| <p>EmpathiX emotional intelligence technologies that apply machine learning to capture emotions in speech, and help businesses to predict customers' behaviours.</p> <p>EMpathiX technologies analyse nonverbal expressions in speech, such as volume, pitch, intensity, tone, speed, and other trends; conduct sentiment analytics to validate the emotions and understand the context; and provide real-time feedback about customer emotions and report customer KPIs.</p> <p>EmpathiX technologies enhance customer experience and transform call centres to profit centres by enabling the following unique value proposition:</p> <p>Real-time Insight: predict customer satisfaction KPI (CSAT), Net Promoter Score (NPS) and enable call centres to respond to customer in real-time</p> <p>Enhanced profitability: enhance customer satisfaction, loyalty and retention, and identify opportunities to up/cross sell existing customers throughout the call</p> <p>Optimised operations: provide simpler feedback mechanism, learn more about the root cause of customers' issue, improve quality reviews, and provide efficient training</p> <p>Gamified customer service: make customer service more interesting and fun, provide empathic routing that address call agents and customers social styles.</p> |  |
| <p>Futuresay is an internet hub where you can find the best way to learn English with a real person - and not just a machine, be it an online game or a tape recorder.</p> <p>Futuresay was launched (originally under the name Learn2) by two Englishmen in Moscow and London. Having learned Russian at British universities, we knew what a difference a language teacher can make. The concept was conceived during a conversation on a hill in China, where we came to understand that learning a language as an adult has particular challenges.</p> |  |

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| <p>Learners want to concentrate on learning; teachers want to concentrate on teaching.</p> <p>They shouldn't have to search around for tutors, haggle down prices, negotiate payment terms or worry about scheduling. That's the role of our platform. We have a searchable database of the best tutors, three pricing categories and a simple cancellation policy that we can enforce.</p> <p>Alex Teddy is a dedicated linguist, who has lived in Russia for several years, speaks French, and has even been known to converse in Bislama, a pidgin dialect found only in the South Pacific.</p> <p>Will Bland once tried to learn French using a dictionary. His first Russian lesson included the translation for "watertight bulkhead" and he's making slow progress in Chinese.</p> <p>Twitter: @futuresay_net www.facebook.com/futuresay www.linkedin.com/company/futuresay</p> | |
| <p>Geek Gaps hare the risk, share the revenue, and 'mind the gaps'. Investors are itching to purchase shares of your next product's revenue! With your proven product development history, Geek Gaps makes it simple to get your next product funded, without incurring delays, debt, or dilution.</p> <p>www.geekgaps.com</p> |  |
| <p>GiveBit is an online giving tool seamlessly integrated with existing social media platforms. GiveBit enables donors to give £1 to causes through social media, helping fundraisers reach more people, with higher engagement, at low cost. The action of a retweet on Twitter or like on Instagram will trigger a £1 donation. The simplicity and low value point enables fundraisers to convert social media attention into donations. We aim to turn spontaneous acts of kindness into repeat giving. www.givebit.co.uk, hello@givebit.co.uk</p> |  |
| <p>Healark is developing a personalised healthcare companion that enhances cancer treatment through science-based lifestyle guidance. Our goal is not only to help increase successful cancer therapy outcomes but also augment patients' quality of life during and following therapy, which will enhance cancer therapy as a whole. Our product will be delivered via a highly intelligent digital system that will recommend behavioural interventions in areas such as exercise, diet and nutrition, sleep and mental health. Combining scientifically proven interventions with cutting-edge wearable and app technology to seamlessly monitor behaviour and deliver the most appropriate lifestyle recommendations enables the optimisation of our service for each user's individual circumstances - a truly personalised companion to help cancer patients</p> |  |
| <p>HubCiti is a social enterprise that builds trustable crowd-funded businesses in developing countries, which create sustainable and impactful employment opportunities for the locals. Crowd-funders become part of an online community of stakeholders who can collaborate towards the success of their businesses, by discussing ideas and voting on business decisions. We champion transparency by publishing all business details online, in a way that is easy for supporters to understand and track exactly how their money is being put to good use, and seeing the measurable impact they are having on a regular basis.</p> | |
| <p>Iconic Matter is a new platform that encourages students to access textbooks on a mobile device anytime, anywhere. Instead of paying up to a horrifying £300 for a hardcopy, students can access the required E- textbooks on our platform for a monthly subscription fee. Personalization, highlighting and note-sharing is also available. In brief we are trying to build the "netflix for student textbooks".</p> |  <p>iconic matter</p> |

www.iconicmatter.com, gauthier@iconicmatter.com
www.facebook.com/iconicmatter

iMobility

My Personal Fleet is a new way to own a premium car; the independence of owning your own car with the desire for more flexibility and a customized ownership experience. Why own one car over three years, when you can own three different cars over one year? We provide flexible car ownership with no deposit and an inclusive and predictable monthly payment that allows you to swap between a range of premium sports cars and all-wheel-drive vehicles three times per year. We make ownership seamless and hassle free, taking care of tax, maintenance and delivery, while providing a first class customer experience with dedicated ownership support that allows you to plan your next vehicle or upgrade any time via web, app or call. It's our aim to transform the way customers own premium cars for the better - more choice, more flexibility, more tailored to you.

info@mypersonalfleet.com



Jake's Boost is a socially aware health and fitness food company that looks to promote healthy living and healthy lifestyles while also helping underprivileged children in the UK.

We create gluten-free, low sugar, nutrient-rich spreads and snacks made from the nothing but the best that nature has to offer: nuts, seeds, dried fruit and a little bit of honey, packaged in traditional jars as well as convenient sachets and snack pouches. Our products aim to be 100% natural as well as organic and come in fully recyclable packaging. With every jar or multipack we sell, we'll provide a breakfast to a child in need in the UK and as we grow, worldwide.

Do good, feel good- changing children's lives for the better, one breakfast at a time.

www.jakesboost.com
www.facebook.com/jakesboost
<https://instagram.com/jakesboost/>
<https://twitter.com/JakesBoost>
www.pinterest.com/JakesBoost/



Jam 'n Thing







Enabling immersive interactive experiences in the events and entertainment sectors.





Our ambition is for a platform that enables a novel range of interactions between people, 'things', and the environment, to enhance events, festivals, concerts, museums, and galleries. To audiences, this means unique, customisable, personalised, collaborative and interactive experiences. To event organisers/sponsors, it offers: (1) improved operations and logistics, and (2) powerful new revenue/engagement channels.

The technical infrastructure underpinning this platform will provide novel mechanisms for dynamically controlling and coordinating interactions between people, 'things' and the environment. For this, we will build on pioneering distributed systems research from the Computer Laboratory towards an efficient, flexible, and scalable solution, designed with privacy/security in mind.

The core technology, an IoT control system, will be broadly applicable. Events and entertainment are strategically chosen as initial markets that we can quickly penetrate, giving us the opportunity to generalise, harden and demonstrate the technology, for future exploitation in other sectors (e.g. health/well-being).

jnt@jamnthing.com

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| <p>Kandlelit is an online search engine that enables scientists to make knowledge-based literature searches based on their biological interests.</p> <p>It identifies bio-entities in literature and connects them with their biological connections in an interactive visual display. Its interactive character facilitates exploration of areas otherwise not possible due to the complexity of biological data and separation between databases and literature. The goal of Kandlelit is to facilitate new discoveries by providing scientists more valuable information than other search engines in an easy and digestible fashion. It's also designed to connect researchers with literature of interest in a time efficient manner.</p> |  |
| <p>Last Mile</p> <p>LastMile Technologies is a SaaS startup based in Cambridge. LastMile builds solutions which bridge the gaps between web apps used in the workplace such as Google Mail, Dropbox, Evernote, Salesforce, and many more (i.e. "enterprise web"). Our first product, Treev, allows knowledge workers to access and share information in web apps faster. We are currently in private beta.</p> <p>Follow @treevApp on Twitter, Find Treev on Facebook</p> |  |
| <p>Localvest helps small businesses obtain lower-cost financing than traditional banks by issuing gifts as interest to their loyal customers. Leveraging our proprietary algorithm, online platform and social media, we empower small businesses to source investments from their customers and in return, offer them with high value-for-money interests in gifts and services. At the end of the lending term, the full amount of the principal will be returned to the investors. We make money by charging a fee from the successful deal amounts.</p> |  |
| <p>MeDNA- More than 1 in 3 people are predicted to develop cancer at some point during their lifetime. Current cancer detection approaches have limitations and usually capture very late stages. 46 % of cancer-diagnosed patients, however, would have benefited from early detection and stratification. The society's costs due to loss of productivity from cancer account for 18 billion a year in the UK, and the NHS could save more than 200 million a year from early diagnostics.</p> <p>We are developing a method, which can detect global changes in DNA, known to occur very early in cancer pathogenesis and are also a useful biomarker for cancer stratification. The test is cheap, fast and based on a widely used clinical methodology, which can easily be adopted by clinical labs. As such, our test can also be useful in less developed countries, which cannot afford high-tech and expensive novel technologies such as genomic sequencing.</p> |  |
| <p>MiniTLS provides software for embedded devices to secure connections with the Internet. This prevents them from being hacked. We offer an open source version to embedded device manufacturers with a commercial version that incurs a license fee.</p> |  |
| <p>Musiqroom have created a targeted advertising platform to reach niche and hyperlocal music communities. By applying scalable leading technologies we are enabling musicians to spend more time doing what they love. Our platform is designed to be applicable and accessible at all levels, from professional to amateur hobbyist. It enables our users to spend more time doing what they love, making music, by helping them worry less about organising, meeting and staying connected with their peers.</p> <p>Our targeted advertising platform applies scalable, leading edge technologies to match advertisers with musicians in a highly personalised and immersive way. Unlike most digital searches, our algorithms filter and match very</p> |  |

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| <p>precisely, based on individuals' skills, interests, needs and "pin in map" or "hyperlocal" location.</p> <p>steve.talbot@musicroom.com</p> | |
| <p>NG:Safe is a Cambridge based medtech start-up developing a connected health solution for real-time monitoring of nasogastric feeding tube (NGT) position. Incorrect NGT misplacement is a life-threatening complication and NHS never event, yet still occurs in critical care units across the developed world. NG:Safe's breakthrough technology exploits fundamental differences between the microenvironments of the lung and stomach to provide a cost effective solution to a growing yet tractable problem in critical care. Together with our clinical collaborators, NG:Safe will eliminate uncertainty in nasogastric feeding tube placement.</p> <p>info@ngsafe.co.uk http://www.ngsafe.co.uk/ @NG_safe</p> |  |
| <p>Patrimonde is a partnership of experts in cultural and natural heritage, we aim to apply the insights developed through in-depth research and critical analysis to heritage management projects in order to develop holistic approaches that acknowledge and engage with different stakeholders such that complexities on the ground become an asset to developing improved practices.</p> <p>Our services would include unique research methods and attuned management approaches, such as cultural ecosystem mapping. Our products would include tangible outreach and</p> | |
| <p>Polysolar produces window glass that generates electricity. Polysolar's transparent, building-integrated photovoltaic glazing enables clean energy generation in the built environment, by making the entire surface area of buildings available for energy capture. Critically, our multifunctional products also reduce thermal gain and ultimately make an attractive return on financial investment through energy savings. Polysolar panels are more appropriate for use in the built environment than crystalline silicon PV for three key technical reasons: our BIPV works more efficiently at low light level, so it can be used on vertical walls and non south facing surfaces; our panels work more efficiently at elevated temperatures, meaning they can be thermally insulated; also, the electrical arrangement of our panels leads to better resistance to partial shading. Critically, our panels allow architectural flexibility and better aesthetics, which is fundamental to wider adoption of PV in urban environments.</p> |  |
| <p>ProcessMate is a cloud solution that helps businesses keep track of recurring workflows, handle documents and communication, and inform of current progress at any time.</p> <p>Your team tracks process execution and collaborates without delays and lost information. Managers get valuable insights on efficiency of processes as charts and reports, so it's easy to run and improve your business flows.</p> |  |
| <p>RNAissance Therapeutics is a nanotherapeutics company based in Cambridge, UK. RNAissance is currently developing a novel treatment for Glioblastoma multiforme (GBM). Over 26,000 patients are diagnosed with GBM per annum in the USA and Europe. It is one of the most lethal types of cancer, with a five-year survival rate of less than 10%. The treatment of GBM remains palliative, with a median survival of 15 months. The present front-line GBM chemotherapeutic, temozolomide, is ineffective in 50% of patients. To address these unmet clinical needs, RNAissance is developing a targeted cancer therapy based on highly specific RNA-DNA hybrid nanorings. These nanorings set themselves apart from other therapies by being able to simultaneously silence up to six selected cancer-related genes via a biological process called RNA interference (RNAi). By multi-</p> |  |

targeting genes, we can achieve synergistic effects leading to increased cancer cell death and, ultimately, more effective treatment.

RNAissance's platform technology has improved cell targeting abilities and higher gene silencing efficacy than conventional RNAi-based strategies. Importantly, our RNA-DNA hybrid nanoring, with its flexible modular design, has a significant therapeutic potential against multiple diseases, including different cancer types and viral infections, as shown by our preclinical studies.

SisterStories is a web platform that celebrates the tenacity of the female spirit by providing young women with a positive environment where they can share stories of facing, and rising to the challenges of everyday life. We aim to ensure that any woman can tell, with pride, her story of tenacity and strength. We welcome stories by girls and young women, which fall under the broad subject of Still I Rise--how girls make choices to overcome the obstacles in their daily lives. These stories can be up to 1,000 words in length, or in the form of a multimedia project, such as a collage, drawing, photo essay, video, song, etc. Through positive storytelling, we hope to shine light on women's every day victories.

Many people find investing to be overwhelming. There are thousands of possible investments to choose from, so it is tedious to find suitable candidates, and the presentation is very impersonal, based mostly on dry numbers. **SocialInvest** aims to make investing more accessible and fun. We find investment opportunities that are meaningful to each user, based on their interests and networks. For example, the system shows opportunities from towns the user lived in, and businesses run by alumni from your school. To make the process easy, we employ existing information from the user's social networks, including Facebook, LinkedIn, and Twitter to automatically build a profile of user interests and personal networks. SocialInvest is the modern way to invest.

SocialInvest

Founded in 2014 by three Cambridge alumni, **Spacesuit** offers a revolutionary solution that helps your company to transport products with complex shapes inside containers with maximum efficiency.

spacesuit






How does it work? Some products are too large to be transported in one piece and break bulk transport might be too expensive. This is where Spacesuit can help. Our client only needs to upload the 3D model of the product they would like to transport onto the Spacesuit cloud servers. We run our optimisation algorithm, which arranges the product parts inside the containers to maximise the loading efficiency. To do this we use advanced mathematics and 3D modelling interfaces.

What type of product does Spacesuit work with? Many industries face complex container loading problems. Some potential clients for Spacesuit include producers of heavy-duty machinery, defence equipment, automotive parts, aerospace items, oil & gas equipment and renewable technologies.

What do you get? Once the optimisation process has finished, we provide you with three things: The minimum number of containers required to transport your product, a list of items in each container in the loading order and a drawing of the optimal arrangement the items in each container.

What is the benefit for your company? This solution allows your company to reduce the transport cost by decreasing the number of containers required thereby cutting costs associated to transport such as insurance, duties and packing materials. We also help reduce unnecessary internal design time of the containerisation process.

Spacesuit is an easy way to reduce your transport cost, help the environment and increase your company efficiency.

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| <p>Synced is a smart community noticeboard for the exchange of local goods, services and knowledge. Our algorithms will instantly send your query or offer to the most relevant person in your area.</p> <p>www.synced.to</p> |  |
| <p>Tinker (Happy Feet) is an innovative product development company that combines design aesthetic sensibilities, science, technology and emotion. They focus on enabling the body to gather information, not just from sight and sound, but also through Haptic intelligence. Tinker Design plans to integrate this type of technology to further product creation to contain a sense of purpose and addresses well-being.</p> |  |
| <p>Wellness Centre offers personalised, evidence based and integrated wellbeing programs at your workplace. Our team of doctors, complementary healthcare practitioners, nutritionists and movement coaches help you maximise your time and energy to achieve your health and wellbeing goals. To ensure you're on track, we'll work with you to capture and review your progress using medical tests, wearable devices and questionnaires. Are you ready to reclaim your health and wellbeing?</p> |  |
| <p>Xcan Net provides software and a cloud-based solution that enables doctors to analyse X-ray images more quickly and accurately. We use neural networks (a machine learning technique) to rank images by their severity and highlight potentially dangerous features to radiologists. Our system offers an effective solution to tackle the increasing demand on X-ray image reporting and the large shortage of radiologists across the world. The Xcan Net team has medical, programming as well as consulting expertise.</p> |  |
| <p>Yagro is on a mission to help farmers become more financially sustainable by connecting the agricultural supply chain and making farm input purchasing faster, easier and fairer. We're developing a trusted, independent platform for farmers to manage their trading relationships; a platform that will connect Agriculture. The opportunity is massive. Come capture it with us.</p> |  |

Cambridge Judge Business School
Entrepreneurship Centre

ACCELERATE CAMBRIDGE COACHES

Accelerate
Cambridge



UNIVERSITY OF
CAMBRIDGE
Judge Business School

The Coaches



Hanadi Jabado is passionate about entrepreneurship and innovation. A serial entrepreneur herself, she has a strong understanding of the needs of early stage ventures and entrepreneurs. Since 2010 she has been an advisor to start-ups all over the globe in every conceivable sector.

Hanadi was the inspiration behind Accelerate Cambridge, a support programme at Cambridge Judge Business School she founded in 2012 to support and nurture venture creation in Cambridge. Over three years as Director of Accelerate Cambridge, Hanadi has built and led a team of experienced practitioners who collectively, have guided 90 startups from inception to market.

Early in 2016 Hanadi was appointed the Executive Director of the Entrepreneurship Centre at Cambridge Judge. The Centre's remit is to develop practical and academic entrepreneurship programmes supporting budding entrepreneurs and fledgling companies from pre-idea and pre-intent, through venture creation, all the way to growth.

Hanadi sits on the advisory board of several startups at various stages of development and growth and is a director of Pitch@Palace CIC.

In 2016 Hanadi's work to support entrepreneurs earned her recognition as one of the Maserati100.

Born in Lebanon and raised in France, she is fluent in English, French and Arabic and speaks another four languages. She lives in Cambridge with her four children.



Chris Bunney joined the Accelerate Cambridge founding coaching team in May 2014. He has spent over 30 years working within the aerospace, marine and defence sectors.

Chris has recently been promoted to Director of Accelerate Cambridge. He brings with him specific expertise in strategic, commercial, contract, purchasing, supplier and project management as well as dispute resolution within the UK and internationally.

He is also a Member of the Academy of Experts, and an accredited Qualified Dispute Resolver.



Shiri Gold is an advisor, mentor and investor in the startup space.

Shiri has over 15 years' experience in the technology sector, in various roles including marketing, strategy and business development, project and product management. Currently Shiri is a business development manager at Broadcom – a fortune 500 technology company. Shiri has an engineering degree as well as an MBA (from Cambridge University).

Shiri founded 2 companies: a (failed) payment app business and a (moderately successful) tea business.

Shiri has been advising startups since 2011, helping companies achieve over \$2m in seed funding. Shiri's main interests are technology, mobile, biotech and fintech. Shiri's strengths are operations, marketing and strategy. Shiri currently has 3 live investments and is a non-executive director of one of these.

Specialities: Strategy, Operations, Funding, Marketing, Business Development



Enabling the strategic growth of businesses in the East of England, focusing on achieving personal and business aspirations for clients.

As an experienced consultant/adviser **Charles Payne** has worked with innovation in start-up ventures and mature companies, guiding them through the whole business life cycle. His experience includes working at board level, nationally, with international companies and assignments in the overseas market.

His specialties include business planning; business strategy, growth, improvement and development; succession planning; quality and interim management.



Tony Harris is a seasoned entrepreneur and inventor with a 35-year background in business and technology. His expertise spans international corporate governance and business development, product management, technical sales and international exporting, as well as systems software development and intellectual property management and licensing.

In 2007 Tony successfully exited an international software company which he co-founded in 1989. The company won four Queen's Awards, appeared in The Times' 100 FastTrack and ProfitTrack and had offices in three continents. Twice a finalist for Ernst & Young's 'Entrepreneur of the Year', he appeared on USA and UK television, was profiled by The Sunday Times and received a Prince of Wales award for technological achievement.

Since 'retiring' Tony has won a BA (Oxon) in English Language & Literature, an MA in Medieval Studies, qualified as a national rowing umpire and is currently working on a PhD at Cambridge. When he's not getting a significant buzz out of mentoring and developing entrepreneurs, he likes to cycle, umpire at rowing events and fly helicopters and light aircraft, although not all at the same time!

Specialties: Technology, Intellectual-Property, Governance, Structures, Exit



Gaynor Fryers is now an independent consultant, she was previously Vice-President of Business Development at Astra Zeneca. Her UK and US teams were responsible for identifying, evaluating and negotiating opportunities in the areas of Oncology, Infection, Personalised Healthcare and Science & Technology Licensing.

Gaynor joined AZ in 2007 from Cambridge Antibody Technology where she was the VP Business Development. Before joining CAT she worked at Bespak and at Bio Products Laboratory .

Gaynor has a wide range of experience in healthcare organisations, including licensing, merger, disposal and company acquisition. she have worked for large and small organisations, public and private sector and has established start up and JV businesses.

Gaynor has a degree in Biological Sciences from the University of Oxford and an MBA from Manchester Business School



Reinhard Eschbach has more than 30 years' significant practical experience, specifically focusing on change management, digitalisation, business development and restructuring areas, such as IT, e-commerce within several industries like travel, financial services, retail and consumer goods.

He has worked in several senior executive roles up to board level, implementing cultural and organisational change with a strong focus on business improvement combined with key strengths include setting strategic directions, problem solving combined with sound technical understanding and the ability to translate business requirements into technical solutions. A subject matter expert with the skills, knowledge and confidence, to lead and implement highly complex and sophisticated projects from start to finish being able to make effective judgement and prioritisation

calls and influence at all levels. Several developments and implementations from new business ideas into a proper operation.



Richard Bridgwood, 51, was educated at Stowe School and Edinburgh University and after graduating in 1988 worked for US commercial bank Manufacturer's Hanover Trust Company (now part of JP Morgan) in New York and London, before moving into the TV business in 1991.

He was until July 2010 the managing director of EOne Entertainment UK Ltd, formerly the Contender Entertainment Group (CEG), which was acquired by then AIM listed EOne in July 2007 for £50m, making a return of 11,000% for its founder shareholders.

Richard founded CEG in 1995 to distribute filmed entertainment in the UK and developed and marketed children's TV programmes such as Tractor Tom®, and current preschool phenomenon Peppa Pig®.

Richard Bridgwood oversaw the profitable growth of the company he founded from inception to its present size, turning over more than £100m in its last financial year under his stewardship and employing more than 100 people at its London offices.

Since 2010 Richard has become director and majority shareholder in children's spy themed action adventure centre Si5 Spy Missions®, a Cambridge based leisure business, which has expanded to include centres in Milton Keynes, Northampton, Nottingham and Croydon, and is planning a nationwide roll out. He has a significant shareholding in and chairs the board of Ginmeister Ltd (producer of Pinkster® gin), which recently won the East of England Business Champion of 2015 award. He is a current member of the Cambridge Capital Group of angel investors.

Richard is married with three children and lives near Cambridge.



Chris Thomas has over 40 years of experience in pharma, biotech and healthcare, and is an experienced Company Director with a sustained record of achievement in global pharmaceuticals, healthcare technology and marketing consultancy. He was UK Sales and Marketing Director at AstraZeneca before joining Dendrite as Vice President, where his focus was on optimizing commercialization.

Since 2002, he has provided commercialization and brand consultancy to global pharma as Marketing Partner (and currently Company Director) at Oxford PharmaGenesis Ltd, an internationally renowned HealthScience communication consultancy. His expertise includes global launch excellence and strategic brand planning for more than 15 brands across a wide range of therapy areas, driving commercial excellence through analysis and sharing of global and local performance and new selling models, and providing management and communication coaching on a one-to-one basis with senior executives.

Chris has hands-on experience in growing and shaping businesses of all sizes and at all stages – new or early ventures, SMEs or top 20 pharma – and supporting them in realising commercial opportunities and developing business models for scalable growth to achieve maximum commercial success and shareholder value.

Chris has an MBA from INSEAD and specialises in coaching in pharma, biotech, healthcare, wearables and healthcare technology.

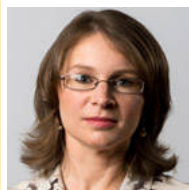
In 2015, Oxford PharmaGenesis Ltd was awarded the Queen's Award for Enterprise (Outstanding Achievement in International Trade), the UK's most prestigious business accolade.

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ACCELERATE
CAMBRIDGE
MENTORS

Accelerate
Cambridge

The Mentoring Team



Amelia Armour has been with Amadeus since 2009 and is an analyst focussing on the Early Stage Funds.

Having initially joined the finance department she moved into the Investment Team to provide support to the partners in the management of their portfolio companies. Being based in Cambridge she has a particular interest in supporting and nurturing spin-outs from the University and is an active observer on the board of VocallQ, a leading dialogue management company.

After qualifying as a chartered accountant with Deloitte in the corporate tax department, Amelia moved to Australia to work in structured finance at the Commonwealth Bank of Australia. On returning to the UK she moved to Barclays Investment Bank as a manager in the structured capital markets team with responsibility for running a portfolio of multi jurisdiction transactions.

Specialities: Fundraising, Venture capital, Financial modelling, Business planning



After leaving Heriot-Watt University in November 1972 with a Science Degree, **Jonathan Barker** obtained a post graduate diploma from Birmingham University in commerce. He started his career at Lloyds Bank and qualified as a Member of the Institute of Bankers in 1974. He left Lloyds Bank in 1976 and joined the Marshall Group in the Company Secretarial Department. He became a member of the Institute of Chartered Secretaries and Administrators in October 1978. He was appointed Company Secretary of Marshall (Cambridge) Limited (now Marshall Motor Group Ltd) on 24th April 1984. From 1993 to 2012 he was Company Secretary of the Marshall Group of Companies.

On 18th June 1996 he was appointed Managing Director of Marshall of Cambridge (Airport Properties) Limited and MGP Limited. On 27th March 2012 he was also appointed a Director of Marshall of Cambridge (Holdings) Limited. Jonathan is Treasurer of the Cambridge Blue Plaque Association and an Angel Investor.



Ashley Blackmore




Complex 21st century challenges require agile, dynamic solutions. Leveraging over 25 years of business development experience, Ashley Blackmore helps companies develop and implement strategies that facilitate growth today - and positions them to capitalise on opportunity tomorrow.

Throughout his career, Ashley earned a reputation as a forward-thinking leader. He joined the Sales Plus Profit team of Associate Sales Directors in 2015. His deep knowledge of cleantech, circular economy and the triple bottom line made him a natural choice to build a division for sustainability-focused businesses. He believes that enabling 9 billion people to live on the planet fully-resourced will be the fourth economic revolution – and his clients will be ready to lead.

Ashley works hands-on with companies to:

- Develop growth strategies
- Improve sales processes
- Challenge product propositions
- Uncover new market entry opportunities
- Leverage networks

Passionate about connections, Ashley trained organisations from the Greater London Authority to Microsoft in building strategic networks and converting them into viable business. He has his deep contacts, including the London Sustainability Development

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| | <p>Commission and the Greater London Authority. When clients need to grow and utilise their networks for maximum results, he has the solutions.</p> <p>Ashley has Director-level experience in organisations that grew to over £22 million turnover. He successfully built and sold his own company, and latterly helped establish the UK arm of a global £75 million organisation.</p> <p>But he didn't stop there. He dipped into his network to recruit its CEO and spearheaded business with high-profile brands such as Esprit and Nike. Additionally, Ashley co-founded and secured financing for Crowdlytics, an innovative water monitoring business.</p> <p>Ashley's groundbreaking strategies have aided organisations from Apple, Deloitte, and PWC to M&S, the NHS, Transport for London and the Department of Energy and Climate Change in achieving targeted goals. His flexible, hands-on approach helps Sales Plus Profit's clients accelerate sales, increase profitability and take charge of their future.</p> <p>Fun Fact: Ashley and his wife, Ros, own and live at the beautiful Fenning Farm Equestrian Centre. An accomplished trainer, Ros helps visitors to the centre remove doubt, increase confidence and achieve their riding dreams. Both Ashley and Ros are Neuro Linguistic Programming Practitioners, which cou</p> |
|  | <p>Managing Director at Basck, Christian Bunke is an expert in the commercialisation of Intellectual Property (IP) and disruptive innovation. Following his MBA at Cambridge Judge Business School he was part of various management teams and co-founded a number of start-ups in areas such as biotechnology, clean tech, ICT and IP services. Christian is passionate about innovation and technology so founded Basck to allow start-ups to have access to the best advice in intellectual property rights for early stage ventures.</p> |
|  | <p>Suranga Chandratillake joined Balderton as a General Partner in 2014. He was previously an entrepreneur and engineer. Suranga founded blinkx, the intelligent search engine for video and audio content in Cambridge in 2004. He then lead the company for eight years as CEO through its journey of moving to San Francisco, building a profitable business and going public in London where it achieved a peak market capitalisation in excess of \$1Bn. Before founding blinkx, Suranga was an early employee at Autonomy Corporation - joining as an engineer in the Cambridge R&D team and ultimately serving as the company's US CTO in San Francisco.</p> <p>Suranga has a MA in Computer Science from the University of Cambridge. He holds patents in the area of video discovery and online video advertising, was elected a Fellow of the Royal Academy of Engineering in 2012 and was chosen as one of the World Economic Forum's Young Global Leaders in 2009.</p> <p>Specialities: Computer Science, Venture Capital, Entrepreneur, Initial public offering (IPO), Cambridge</p> |
|  | <p>Susanne Chishti is the CEO & Founder of FINTECH Circle, Europe's 1st Angel Network focused on FINTECH opportunities.</p> <p>Senior Capital Markets Manager, Entrepreneur and Investor with strong financial services expertise aware of new trends across the FinTech sector, B2C and B2B growth opportunities and regulatory requirements. More than 14 years' experience across Deutsche Bank, Lloyds Banking Group, Morgan Stanley and Accenture in London and Hong Kong. Experienced leader and Non-Executive Director for FinTech Start-ups with positive "can do" attitude and enthusiasm to solve complex capital markets challenges. Focus on corporate strategy, finance and the successful launch of innovative products and services while providing access to senior leaders in the</p> |

City/Canary Wharf for investment (angel investors) and business advise (Non-Executive Directors)."

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www.fintechcircle.com



Dr Victor Christou is a Venture Advisor, Europe at Wellington Partners Venture Capital since he joined in March 2011. He joined the Venture Advisor team in March 2011. He was a Venture Partner at Carbon Trust Investments. Victor joined the firm in October 2009 as a Consultant. He was a Senior Investment Manager at Oxford Capital Partners, where he was responsible for cleantech, medtech, materials, engineering, photonics, and chemistry related sectors. Victor is an expert in spun-out businesses and works closely with universities and other institutions to support emerging businesses.

During the four years he was at Oxford Capital he led 16 investments in rounds totalling over £45 million. In 1997 Victor founded the University of Oxford spin-out Ophys and became its Technical Director. Over the following five years, he was a key part of the management team that built the company from scratch to one of the world's leading OLED technology developers. In 2002 Victor sold Ophys to Cambridge Display Technologies. He is a named inventor on several patents and was the Royal Society of Chemistry Entrepreneur of the Year in 2002. Victor serves or has served on the Boards of Helveta, Concurrent Thinking, Veryan Medical and Microbial Solutions.

He served as Director of Green Biologics. He has a PhD in inorganic chemistry from Imperial College of Science and Technology, London and has held a research fellowship at the University of California, Berkeley and a Royal Society University Research Fellowship at the Department of Chemistry in the University of Oxford. Victor gained a MSc in Management Science as a Sloan Fellow at Stanford University Graduate School of Business.



Peter Cowley has a Cambridge University degree in Engineering and Computing Science, lived in Bavaria for five years and owns technology and construction businesses. He returned to Cambridge ten years ago. In total he has founded twelve businesses, since the first in Bavaria, in 1981.




Peter has personally been investing in high growth start-ups for many years and is a board member of the Cambridge Angels. He is the Investment Director at Martlet - the Corporate Angel division of Marshall of Cambridge (a £1.3bn sales, 4000+ person engineering company). He has run the Computing Laboratory Ring mentoring scheme for 10 years and is chair of the ideaSpace supporter group.

Peter has over 30 angel investments in the biotech, medtech, ICT, web, fire safety, electronics, mobile data, aerospace, printing and instrumentation sectors. He is a non-exec director or board observer of eight of these. Peter is a Fellow in Entrepreneurship of the Judge Business School in Cambridge and on the Investment Committee of the Angel Co-investment fund.

Over the last 14 years, he is and has been treasurer and chair of several charities in the advice, healthcare and education sectors. He has also undertaken several property development and construction projects.

Peter was considered one of the 10 Business Angels all entrepreneurs should know, by AngelNews as well as one of the 21 Business Angels you need to know about, by iBusinessAngel. He is one of the top 100 Global Corporate Venturers.

Further information and full portfolio plus investment criteria at www.petercowley.org,

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| | <p>Specialities: Angel investment, charity governance, mentoring, entrepreneurship, software and electronics technology, property/construction.</p> |
|  | <p>Gordon Coutts, Chief Executive, qualified Doctor, Harvard business education, and healthcare sector specialist.</p> <p>I have senior leadership experience across three continents, in large businesses in the private, private equity and public sectors. I have held P&L responsibility for £350m+ organisations and leadership experience of headcounts exceeding 4,000. I have worked as an advisory board member and non-executive for a variety of organisations as well as co-chaired international business associations for the past 15 years.</p> <p>Experience: Board experience - operated as a Chief Executive, Managing Director and Non-Executive Director within the NHS and multibillion dollar pharmaceutical companies.</p> <p>Organisational leadership - proven track record leading large complex organisations within heavily regulated environments.</p> <p>Governance - operated within a unitary board environment.</p> <p>Strategic capability - operated at a strategic level on three continents having led significant business units and functions in the US, Europe and Asia.</p> <p>Organisational change - driven change agendas that have created new industry business models and transformed corporate culture.</p> <p>Financial leadership - successfully conducted financial turnaround of underperforming business units.</p> <p>Commercial development/partnerships – lead joint ventures in Japan, USA and Europe and hands-on experience of mergers and acquisitions in the private and private equity sectors in the UK.</p> <p>Specialities: Strategy, Leading Change, Strategic Market Access, Market Placement and Optimisation.</p> |
|  | <p>Antonio Filippi (PhD) is a Finance Director/CFO specialized in supporting the growth potential of entrepreneurial SMEs and early stages companies through strategic planning, operational experience, commercial insight, M&A and access to funding. He now works with the FD Centre, the world’s leader in providing FDs to ambitious companies on a part-time basis and he is also CFO at Icon Technologies, an engineering software multinational SME. Antonio started his career in blue-chip consumer-goods companies and then gained a wealth of growth experience as Finance Director for high-tech, software, internet and cloud computing SMEs, from start-ups to exits. He is currently President for Central London at the Chartered Institute of Management Accountants and holds a PhD in Theoretical Physics from Imperial College.</p> <p>LinkedIn: www.linkedin.com/in/antoniofilippi</p> |
|  | <p>Vincent Gilles</p> <p>Global coordinator Utilities and Infrastructure, Managing Director, Credit Suisse June 2013 – Present (2 years 3 months) London, UK</p> <p>Head of European utility equity research, Managing Director, Credit Suisse August 2010 – Present (5 years 1 month)</p> <p>CIO of MENA FUND, Managing Director, UBS July 2008 – August 2010 (2 years 2 months) Abu Dhabi, UAE</p> |

Head of EMEA - Managing Director, UBS Infrastructure Asset Management
January 2007 – August 2008 (1 year 8 months) London, UK

Head of European Utility and Infrastructure research, co-global coordinator, UBS
Investment Bank
1998 – 2007 (9 years)

Senior Equity Analyst, Societe Generale
1993 – 1998 (5 years)



Richard Green is passionate about innovation and helping teams to turn disruptive ideas into market leading products and sustainable businesses. A founder and CEO of award winning Ubisense the world leader in Real Time Location Systems, listed on the LSE in 2011 under Richard's leadership. Richard was a founder of Smallworld, an enterprise geospatial software company which listed on Nasdaq in 1996 and was acquired in a trade sale by GE in 2000. Richard is a Chartered Engineer, Fellow of the Institution of Mechanical Engineers and was Ernst & Young Entrepreneur of the Year 2010 Science and Technology winner. Under Richard's leadership Ubisense was awarded multiple DTI grants, featured multiple times in the Deloitte Fast50, and was awarded both the Queen's award for Export and Innovation. In 2011 Ubisense was technology IPO of the year, and won Business Weekly International trade award in 2013.

Richard is engaged with early stage companies as mentor, consultant and non-executive principally in the Location, IoT, and Mobility space.



Andrew Hatcher is the Managing Director of The MAPP Limited a company that develops visual planning tools for developing and sharing plans of all kinds.

Andrew has a long history of identifying, developing and managing innovation within corporate environments and notably created an implemented a comprehensive and international innovation management system while working for Reuters, the European media group. His career at Reuters culminated in a role as CEO of an Asian-based Internet trading corporate spin-out in Singapore which he took through initial VC funding and on to a trade sale.

As author of 'Inventuring - Why big companies must think small' (McGraw Hill, Mar 2003) which tackles the subject of corporate venturing from a practitioners perspective, Andrew brings with him the experience of over 200 companies that were researched for the book as well as his own extensive experience in the areas of business start-up and in the specialist area of innovation management and corporate venturing.

With a personal corporate history that includes journalism, software development, project management, marketing and strategic sales. Andrew draws on a wealth of experience in all aspects of business management gained through working internationally, predominantly in the US and UK.

Andrew received both a Bachelors in Engineering and an MBA in International Business from the University of London and is a Fellow of Cambridge Marketing Colleges.

Specialties: Strategy development, communication and implementation, Innovation management, Strategic Marketing.



Lennart Hergel is responsible for our UK operations and our office in London. For more than 20 years, Lennart has been well-established in the financial sector, working in New York, London and Hong Kong. He began his career at JP Morgan in investment banking, before moving on to derivative trading and structuring. After that he founded his own company, driven by his passion for turnaround situations and complex project-financing, and his desire to develop innovative solutions for seed and startup funding. His strong interest in early stage companies also took him to a role as an investment manager at the Foundation for Social Entrepreneurs – UnLtd. Lennart has a degree in Finance from Loughborough University and is a graduate of the JP Morgan Finance Program.



Maarten de Jong has advised entrepreneurs building technology companies for the past 15 years through all stages of growth including strategic advisory, VC fundraising, corporate development, M&A and IPO's and has completed over 60 transactions in Europe and the US. He spent the early part of his career in San Francisco with Robertson, Stephens and Hambrecht & Quist before moving to London with JPMorgan where he led the emerging Communication Technologies effort in Europe. Following JPMorgan Maarten was Managing Director and Head of TMT for Bryan, Garnier in London and most recently headed the Technology practice as Managing Director for Kepler Equities Landsbanki in London.



Andrey Kessel is an investor and entrepreneur with 20 years of experience of high-tech venture investing and operational work with high profile technology start-ups.

His experience includes 15 Board roles, involvement with about 100 companies (close work with 30+), 50+ financing transactions, 3 IPOs/listings, multiple completed M&A deals/exits (both private and public), involvement with 10 venture funds of various sizes and focus and a blue chip venture capital firm.

He co-founded several startups and has substantial international operational experience covering most aspects of establishing and running a business, business development, managing offices, teams or projects. Companies Andrey worked for include Amadeus Capital Partners, Scala Business Solutions (sold to Epicor), PanTel (KPN), Nextra (Telenor), Baltic Communications (Cable & Wireless). Some of the companies Andrey has been involved with as an investor include Solexa, Openbravo, Squirro, TeraView, twingz, Veebeam/Staccato, Solarflare, Valista.

He holds an MBA from INSEAD and an MSc in Computer Science gained in Russia.

Specialities: Startups, Business Development, Sales, Financing/Fundraising, Investor
uk.linkedin.com/in/andreykessel/



Mainda Kiwelu draws inspiration for taking new products and services to market from the vibrant, fast-evolving technology and media scene in East Africa where she grew up, coupled with her background working for national and global organisations in the UK for over 12 years. She has industry experience in publishing, information technology, television, travel, education and legal services. She has predominantly worked as a marketer with global portfolio responsibility and has successfully supported key business development initiatives in the US, South America, Europe and Asia.

Having a keen interest in intellectual property issues and the creative industries, Mainda has been involved in various initiatives and projects supporting individual practitioners to commercialise their work. She also ran a professional network, hosting speaking programmes and advising on policy.

With a strong belief that we all benefit as individuals and as a society when we are empowered to: Make. Be. Do. Mainda is looking to be involved with enterprising individuals whose inspiring ideas, when developed, impact our lives - our physical

well-being, the way we learn, how we are entertained, engage with others or experience the world around us.

In addition to the start-up scene, Mainda enjoys travel, fitness, art, drumming, coffee and cafes.



Jack Lang is a serial entrepreneur and business angel with high-tech and internet companies based in Cambridge, where he is Entrepreneur in Residence, and Fellow at the Judge Business School, University of Cambridge, an affiliated Lecturer at the Computer Lab and a bye-fellow of and Director of Studies in Management at Emmanuel College. Recent ventures include the Raspberry Pi an ultra-low cost computer for education and Moviestorm which makes 3d Animation systems.

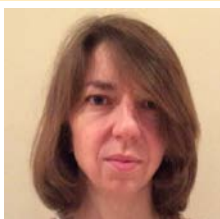


Robert Marshall was appointed chief executive officer of the Marshall Group of Companies in January 2012. Marshall is a fourth generation family company with annual sales of £1.3bn. The Company's primary businesses are Aerospace & Defence Systems and Motor Retail. It also owns and operates Cambridge International Airport and has extensive property holdings in Cambridge. The Company is based in Cambridge and employs 4,400 people. It is a founder member of the Cambridge Network of high-tech companies, promoting new business using the skills uniquely available in the Cambridge region.

After attaining a 1st Class Degree in Engineering at Cambridge University, Robert spent some time in the USA as a Scientific Research Associate with Lockheed Martin, later founding a business designing and manufacturing specialist equipment for use in microbiology laboratories.

Robert joined Marshall of Cambridge in 1994, initially working for Marshall Aerospace with responsibility for all engineering projects. In 2000 he was appointed Chief Executive of Marshall Specialist Vehicles and in 2006 took on the role of Development Director for the Marshall Group. In January 2010 Robert was appointed Chief Operating Officer for the Marshall Group of Companies.



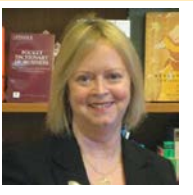
Robert is enthusiastic about engineering and the education and training of engineers in the UK. He retains a strong interest in the Cambridge University Engineering Department and sits on the Board of the EEF. Marshall is a major employer of engineers and has one of the longest running apprenticeship schemes in the UK.



Jo Parfrey is an experienced and successful investment professional with more than ten years in the private equity industry. A qualified accountant, ACA, by training, she has worked in the corporate finance departments of FTSE 100 and FTSE 250 companies.

Having been a member of the Investment Committee of a leading private equity house, Jo is experienced in investment appraisal. Skilled in the evaluation of businesses, her strengths include identifying value creation opportunities at both a revenue and profit level. Having supported businesses in growth through investment and cost management, Jo has a wealth of knowledge to assist in positioning businesses to maximise their potential. She brings experience of developing business plans and working with businesses to secure appropriate financing.

Passionate about growing businesses, Jo has worked closely with entrepreneurs/management teams. She has a wealth of experience of arranging, working with and managing complicated shareholder structures, including a broad range of stakeholder groups. She has a proven track record of working with businesses to drive strategic initiatives and deliver outstanding financial results.

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| | <p>She has had significant board exposure, having held a number of non-executive posts. Jo has a chemistry degree from Oxford University.</p> |
|  | <p>Alan Platt graduated from Cambridge University in 1997 with a degree in Engineering. His experience covers a wide variety of industries Broadcast and Film through to Pharmaceuticals and Software. He has held executive and board roles in Engineering, Sales, Marketing and General Management.</p> <p>Passionate about Technology, Alan combines a strong technical background in software, electronics and mechanical engineering with experience of solving real world problems for non-technical customers. He has developed and launched numerous new products and has strong international experience, having managed teams in the US and Europe and taken products to market across the globe. Alan has led change management and strategy development programmes on numerous occasions, leading to several successful business turn-arounds and rapid growth.</p> <p>As a consultant, Angel Investor and active member of Cambridge Capital Group, Alan currently advises several early stage tech companies. He will also join Bradford and Sons Ltd, a leading group of companies in the building industry, as non-executive director in 2017.</p> |
|  | <p>Saira Ramasastry, Managing Partner of Life Sciences Advisory, is a seasoned industry insider with extensive transaction and advisory experience. Prior to LSA, Saira helped found and establish the leading life sciences franchise on Wall Street at Merrill Lynch and was responsible for emerging biotech coverage for over a decade. Prior to Merrill Lynch, Saira worked in M&A and Restructuring at Wasserstein Perella.</p> <p>Saira is a recognized thought leader on public-private alliances and is frequently called upon as a speaker. She serves on the Industry Advisory Board of the Michael J Fox Foundation for Parkinson's Research, the Board of the American Liver Foundation, and was recently appointed as an Advisor to the World Dementia Council and G8 Dementia Initiatives. She also serves on the Boards of Sangamo Biosciences (NASDAQ: SGMO), Pain Therapeutics (NASDAQ: PTIE) and Repros Therapeutics (NASDAQ: RPRX).</p> <p>Saira has a B.A. in Economics with Honors and Distinction from Stanford University where she graduated Phi Beta Kappa, and advanced degrees in Management Science & Engineering and Management Studies from Stanford University and the University of Cambridge. She is a guest lecturer for the Bioscience Enterprise Program and serves on the Advisory Council of the Cambridge Judge Business School. Saira was named to the 2011 Silicon Valley/San Jose Business Journal's 40 under 40 list.</p> <p>saira@lifesciencesadvisory.com Twitter: @sairama Blog: lifesciencesadvisory.com/blog www.linkedin.com/in/sairama</p> |
|  | <p>Kathy Rooney has over 30 years' experience in publishing including digital development and innovation. She played an important role in the development and commercial success of Bloomsbury Publishing Plc where she worked for 28 years initially as Editorial Director of Reference Publishing and latterly as Managing Director of one of the company's four global divisions. Kathy has worked extensively in Germany and the Middle East, as Managing Director of Berlin Verlag from 2005 to 2008 and as the Head of Bloomsbury Qatar Foundation Publishing and www.qscience.com (in partnership with the Qatar Foundation) from 2008 to 2014.</p> <p>Specialities: commercially focussed business development and growth; publishing; digital; management; strategy.</p> |



Dr Thomas Sawyer is enthusiastic about creating new ventures and helping to develop exciting projects. With a background in academic research and 12 years of experience in starting businesses, consulting and private equity investment in IT, logistics and natural resources in the UK, US and Africa, Having been involved in all stages of the business cycle from bedroom start-ups to corporate structuring, IPOs and mergers he brings a breadth of experience gained from the lessons learned at every stage, as well as a pragmatic and supportive approach. Thomas graduated from the University of Cambridge EMBA program in 2012.



Pierre Socha has a current investment focus on healthcare IT, medical technologies, internet of things, big data, cloud computing and cybersecurity. He is a non-executive director or observer on the boards of TrialReach, Qinec, Congenica, PhoreMost and oversees investments in Organox, Axol bioscience, Repositive and AlgoDynamix.

Pierre brings operational experience to the portfolios, having grown and turned around several life science businesses in Asia and Europe. Over a decade with biotech Avesthagen, he guided the group's strategy and European activities, contributing to acquisitions, joint-ventures and exits. Pierre started his career as an auditor with KPMG in France and subsequently worked as a financial engineer at Natixis and as a research fellow in health and urban microeconomics.

Early stage investor, Amadeus Capital Partners



Alex Van Someren is an early-stage technology investor at Cambridge- and London-based venture capital firm Amadeus Capital Partners Ltd.

Previously, I have been a serial entrepreneur specialising in IT software and hardware product development businesses. Two of my businesses have had exits through IPOs - AIM:ANTP and LSE:NCH.

Specialties: Mentoring, bootstrapping start-ups, early-stage evangelism, executive leadership, entrepreneurship, commercial negotiation, private equity raising, M&A, UK public company corporate governance.

Skype: [alex_van_someren](#)

Twitter: [@alexvans](#)



After seven years working in hospital medicine **Dr Robert Tansley** joined the pharma industry, gaining broad experience in development, regulatory and commercialisation at Sanofi, MHRA and Roche before joining Cambridge-based company Arakis as Medical Director until its £106m sale to Sosei Inc. Since that acquisition, Robert has been involved in a number of start-up companies, including founding the malaria-focused company Treague, being founding CEO of the University of Copenhagen spin-out Avilex Pharma and being part of the founding management team of KalVista, which is developing the first plasma kallikrein inhibitor for diabetic macular edema in collaboration with its scientific co-founders from Harvard Medical School.

Robert qualified in medicine from University College London. He is a member of the Royal College of Obstetricians & Gynaecologists and the Faculty of Pharmaceutical Medicine, and has an MBA from London Business School and an MPhil in Biostatistics from the University of Cambridge.

Since January 2014, Robert has been Investment Director for Life Sciences at Cambridge Innovation Capital. Cambridge Innovation Capital combines a strong relationship with the University of Cambridge with deep financial and industry links, and aims to invest its initial capital of £50 million in Cambridge companies. The company strives to build leading businesses using a long term return strategy - removing the pressure to deliver the early exits associated with the traditional venture capital model.



Chris Thorne After completing his PhD in Cell Biology at the University of Liverpool in 2010, Chris jumped straight from academia into industry joining a young 25 person startup called Horizon Discovery in Cambridge. The rapid growth of the company allowed Chris to try on many hats - R&D, operational, customer facing - but he ultimately settled in marketing where he found he was able to combine a love of science, communication and analytics. Subsequently he drove implementation of marketing automation and good content marketing practice, and helped build a digital platform from which Horizon now launches and sells many of its products and services.

Chris recently left Horizon (then 250 people) to join another startup - Cambridge Epigenetix - as senior product manager. He now oversees the company's existing and developing product portfolio - working with customers, R&D and sales to ensure products are fit for purpose both scientifically and commercially.

Specialties: Biotech, Marketing (Digital, Content, Brand, Automation)



Simon Thorpe's business activities include, angel investing, coaching, mentoring, and acting as non-executive director to and growth consulting with, technology companies. He runs his own business, Delta2020, is a senior advisor to Eleven Canterbury, a member of Cambridge Capital Group and a participating mentor at Accelerate Cambridge, and Angel Academe. 'The digital revolution is the new industrial revolution'.

Twitter: [@thorpesi](https://twitter.com/thorpesi)

Specialties: angel investing, coaching, mentoring, growth consulting, non-executive directorships, research focused on the technology and finance sectors, chartered accountancy, volunteering.



Julie Wallis is Founding Director of Meomics, based in London, working with senior biopharmaceutical executives to accelerate business growth and value creation.

Julie's experience spans over 20 years in healthcare and the biopharma industry. Julie has held business development and commercial leadership roles in biotechnology, life sciences and global pharmaceutical companies, building and leading teams to commercialise science and technology, ultimately pursuing better options for patients. Julie began her career as a research and clinical scientist in reproductive medicine and fertility.

Julie received her BSc (Hons) Pharmacology from the University of Edinburgh, PhD in Reproductive Medicine from the University of Leeds, and Executive MBA from the University of Cambridge.

Specialties: value creation; business development; commercialisation; executive coaching.



Miranda Weston-Smith helps early stage biomedical businesses to attract investment and develop their business strategy. Miranda founded and runs BioBeat, a programme to inspire the next wave of bioentrepreneurs and business leaders.

Miranda has worked with many entrepreneurs to grow their early stage biotech and healthcare ventures. She is experienced in fundraising, business planning and technology transfer. She brings experience as a Technology Transfer Manager at Cambridge Enterprise, University of Cambridge, where she assessed and marked life science technologies, negotiated licences and spun-out companies. She was responsible for technology transfer at the University of Cambridge for the Cambridge-MIT Institute. In her five years at the seed capital firm, Cambridge Research and

Innovation, she identified and invested in early stage technologies. Miranda co-founded Cambridge Network with Hermann Hauser.

Miranda holds an MA (Cantab) in Natural Sciences, University of Cambridge, is a Fellow of the Linnean Society and holds the Chartered Institute of Management Accountants' Diploma in Management Accounting.

@BioBeatUK

www.mws-consulting.co.uk

Specialties: Fundraising, Biotech, Business strategy, Technology Transfer, Marketing



John Yeomans (FIET) is Chairman of Cambridge Angels and specialises in digital media and communications. He is chairman of Merchanta, an ad tech venture specialising in performance marketing; of Wazoku, a software as a service business specialising in ideas management, and of Zanran, a numerical search business. He is a Director of FirstCapital, an international investment bank specialising in M&A and raising capital for growth technology businesses; of SharedBand, which manages access to telecom networks over multiple IP connections; of Lungfish, which makes scuba diving rebreathers; of Fresh4Cast, which sells data to facilitate global fruit trading; and of Worksnug, a global social network to improve the experience of mobile workers. He mentors entrepreneurs and chairs conferences.

He spent 5 years in early stage technology businesses, including a successful venture-backed MBO, and then worked in sales, marketing and product management roles at Mitel, a fast growth New York listed telecom company. He was then a strategy and business planning consultant at KPMG, with clients such as BT, C&W, Hughes, Oftel, Verizon and Vodafone, and Regis McKenna, where 'Crossing the Chasm' originated. He then became Global Head of Telecom, Media and Technology Corporate Finance at HSBC, leading international M&A deals and IPOs. Clients included Hutchison, Telenor, NTT DoCoMo, MTNL, OTE, Orange, Esprit Telecom and MSI and he ran deals worth over \$40bn. He has a starred first degree from Trinity College, Cambridge in Electrical Sciences.

Specialities: Digital media, specifically advertising; software as a service; telecoms. Scaling growth technology companies.

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| | <p>Caroline Austin is a Transaction Director within the Business Development Operations function at AstraZeneca and is based in Cambridge. She has been working in Business Development for 14 years and has worked on search and evaluation of opportunities, negotiation of a variety of deal types including academic partnerships, licensing of discovery and development stage assets as well as on market products, divestment and acquisition, and has also led alliance management and business integration activities. Caroline has broad experience of working in transactions in many different therapeutic areas including respiratory, inflammatory, cardiovascular and infectious diseases. Prior to working in Business Development, Caroline worked in R&D in the Respiratory and Inflammation Therapy area at AstraZeneca. Caroline's academic qualifications and experience include: PhD in Pharmacology, University College London and post-doctoral research at the Institute of Otorhinolaryngology, University of London and in the Division of Allergy and Clinical Immunology at Johns Hopkins University School of Medicine.</p> |
|  | <p>Emma Barton PhD, – Alliance Management & Integration, has over 15 years professional experience in the pharmaceutical industry. Before joining AstraZeneca's Alliance Management and Integration team, heading up cross functional teams responsible for smooth transition of products between company pipelines, she spent two years working in Corporate Development responsible for search, evaluation and business case preparation and delivery for transformative deals including mergers and acquisitions across established and emerging markets and pharmaceutical landscape reviews across a number of territories. Previously, Emma was part of the AZ Oncology business development team, evaluating opportunities and transacting across a variety of deal types and phase of development with academia, biotech and peer pharma companies. Emma started her career with AstraZeneca in a scientific capacity working in the Cardio Vascular and Respiratory & Inflammation therapy areas; prior to AstraZeneca Emma worked for MSD and Rohne Poulenc Rorer and received her PhD in Organic Chemistry from Southampton University In 2000.</p> |
|  | <p>Jonathon Bell's experience includes five years as a management consultant conducting strategy work and technology evaluations in the early biotech space, followed by eight years in AstraZeneca's UK Marketing Company, where he became head of Licensing and New Product Development for the UK. From 2010 to 2015 he worked in Eisai and GSK in Business Development and R&D Aligned Commercial Roles. He re-joined AstraZeneca in July 2015 and works in Global Business Development Operations as a Due Diligence Director.</p> |
|  | <p>Geoffrey Collet has over 20 years of experience in the pharmaceutical, biotechnology and life sciences venture capital industries, he joined AstraZeneca in 2003 and has worked in Canada, Brussels and the UK in Commercial and Business Development roles.</p> |
|  | <p>Sally Curran is Senior Patent Director for the Respiratory, Inflammation & Autoimmune (RIA) therapy area, as well as being the IP lead for AstraZeneca's open innovation portal and Discovery Sciences group.</p> <p>Sally joined AstraZeneca in 2010 after more than a decade in private practice IP firms handling drafting, prosecution and defence of IP in the pharmaceutical industry. In private practice Sally's global client base ranged from large pharma to universities, spin-outs and start-ups. In her current role Sally is accountable for defining and</p> |

implementing the IP strategy for all of AstraZeneca's pipeline and on-market products in the RIA area, including the major brands Symbicort and Pulmicort and the IP arising from AstraZeneca's recent deal with Almirall and the 2013 acquisition of Pearl Therapeutics. Sally leads a team of attorneys with experience of all stages of the patenting process, from drafting and prosecution of key chemical entity filings, through life cycle management strategies and patent term extensions, to loss of exclusivity projections and contentious proceedings. A key part of the AstraZeneca IP department's role is to advise on the strengths and weaknesses of third party patent portfolios in advance of deal negotiation, as well as being closely involved in the forecasting models for our internal assets, competitor products and potential licensing or acquisition targets.

Sally holds an MA in Natural Sciences from Christ's College, Cambridge, as well as being a qualified European and UK Patent Attorney.



Nick Dunscombe is the Global Head of the Integration Management Group at AstraZeneca where he has over 26 years' experience. Over the last three years Integration and Divestment has become a major focus within AZ, resulting in Nick leading many large integrations and divestments across the AZ portfolio and regions.




Prior to this role, Nick has worked across many business areas within AstraZeneca including Business Development, Global R&D (Leader for Breast Cancer portfolio), Global Marketing (Leader for Seroquel, Zomig, Anaesthesia, Infection and the Early Pain portfolio) and Regional Business Management where he was the Commercial Director for Asia Pacific North and established the JV in China and the Zeneca legal entities in Korea and Taiwan.

John Easton holds a BSc and a PhD in Physiology, both from the University of London. After a post-doctorate position at the London Hospital Medical School, John joined the CNS team at May & Baker (then a division of Rhone Poulenc) in 1985. In 1988 he co-founded a start-up CRO (Campbell Charles Associates), moving on in 1992 to be Clinical Research Director at Bios and then again in 1996 to join IBAH (later Omnicare Clinical Research, now Theorem) where he held a number of positions including Vice President, International Business Development and Regional General Manager for Northern Europe.

John joined PAREXEL in 2001 to head a customer business unit and moved to HQ in Boston early in 2002 to run the global sales organisation for the Clinical Research Services division. He joined AstraZeneca in 2004 to head Global Clinical Outsourcing and then joined the newly formed Strategic Partnering & Business Development team at AstraZeneca in January 2007. He has held a number of roles as the Business Development team has evolved and is currently the Head of Business Operations for BD, a role which encompasses most of the back-office functions for BD in addition to leading the Due Diligence team.



Lorna Ewart is currently Head of Strategy and Enabling Services in AstraZeneca's Drug Safety and Metabolism function and is based in Cambridge. Her current role is to ensure successful externalisation of all safety and metabolism studies through key strategic partners as well as smaller contract research organisations and/or academics. She also oversees the data and information integration for the function as well as capacity and resource management. Lorna has set a strategy for the function and is managing its implementation via scientific collaborations and key stakeholder inputs. More recently she has been leading a team across innovative medicines exploring the future of drug discovery and development with a particular focus on translational models such as microphysiological systems. Lorna has over 17 years' experience in the pharmaceutical industry primarily in the respiratory and inflammation therapy area. She has a unique blend of experience driving the

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| | <p>efficacy (pharmacology) and safety (toxicology and metabolism) aspects of drug discovery and development. She received her honours degree in Pharmacology from the University of Aberdeen and her PhD at the William Harvey Research Institute, London.</p> |
|  | <p>Jenny Horsfield is a Transaction Director within the Business Development Operations function at AstraZeneca and is based in Cambridge. She has been working in Business Development for seven years and has worked on search and evaluation of opportunities and the negotiation of a variety of deal types including early stage collaborations, on market products, divestment and acquisitions across many different therapy areas. Jenny also has significant experience of working on commercial partnering deals and has Asia expertise having lived and worked in Japan and China. Jenny has a commercial and finance background and is a qualified management accountant.</p> |
|  | <p>Mark Johnston Mark is a finance professional with experience across the pharmaceutical value chain. He currently works as the finance lead for AstraZeneca's Discovery Sciences and Drug Safety Management business units, the areas of the AstraZeneca R&D organisation responsible for identifying and developing safe and efficacious drugs prior to their use in human clinical trials. Prior to this, Mark has worked in Business Development, Portfolio Strategy, Commercial and Corporate Reporting roles. Mark uses his finance training (ACMA/CGMA) and broad understanding of life science businesses to help AstraZeneca's R&D science leaders manage the financial performance of their organisation and prioritise their investments in new technologies, capabilities and drugs.</p> |
|  | <p>I am a delivery focused and collaborative scientific leader with proven adaptive leadership experience with a record of leading change and developing an innovative, enterprise culture within organisations. I am excited by new ideas and thinking. I have greater than 20 years working experience in all phases of the drug development process from lead optimisation through to life cycle management of established brands. Currently I am working in Early Clinical Development as a chief of operations in Quantitative Clinical Pharmacology which builds mathematical models based on biology to guide drug development decisions. Responsible for outsourcing decisions and experienced in supporting recent start up contract research organisations in UK, Sweden, Switzerland and Russia.</p> <p>Previously, global head of Clinical Pharmacology Science leading a team of >40 PhD level scientists across 3 regions. Experienced in building large scale business plans for change within the business. Previously worked in discovery in drug metabolism and worked in close collaboration with toxicology and biopharmaceutics. I have principally worked in respiratory and oncology therapeutic areas. Experienced in evaluation and due diligence activities both out-licensing and in-licensing (eg. Lynparza team member).</p> <p>I have worked previously in a small virtual drug development company. I have a degree in Pharmacology from Aberdeen University and a PhD in Pharmacology from Liverpool University.</p> |



Shane Maloney is a Transaction Director based at the Gothenburg site. He has worked in AZ business development since 2001, starting in the UK before moving to Sweden; and starting with technology platforms and early-discovery deals, before gradually moving to clinical-stage and on-market deals. Prior to joining AZ, Shane worked in university technology transfer, out-licensing inventions as well as managing spin-out companies. He is a PhD microbiologist with an MBA.

Terry Reed

Alliance Manager, Scientific Partnering and Alliances



Dr Hitesh Sanganeer is currently a Director in the Emerging Innovations group. His main role is to participate and execute the open innovation strategy within the innovative medicines function in AZ. This involves collaborating with academic institutions such as MRC (UK) NIH (US) to identify novel uses for our medicines and hence build a portfolio of projects. He has also been involved in internal ideation events (open innovation within a large company setting) in AZ.

Previously his role was in the science function within AstraZeneca. His main role was as a chemistry cluster lead inputting into external and internal drug repositioning projects and potential in-licensing projects. Other roles also have included CDL (candidate drug leader) working on regenerative medicine, and a Team Leader in the respiratory & inflammation therapeutic area. He originally received his degree and DPhil from Oxford University in chemistry and subsequently held a postdoctoral research position at Florida State University. He joined AstraZeneca as a Medicinal Chemist in 1999 conducting research within respiratory & inflammation related disease areas and has led teams to successful milestone transitions in all phases of drug discovery. He has over 40 patents and publications.



Dr Kay Tait has worked in the UK pharmaceutical industry for approximately 15 years and currently works as a Transaction Director in AstraZeneca's Business Development and Operations team. Kay is involved in all aspects of transaction negotiation and execution across multiple therapy areas. Prior to that, Kay worked as a Business Development Director covering both search and evaluation, as well as transaction, for AstraZeneca's Oncology business. Kay has a wealth of business development experience ranging from in and out-licencing, acquisition and partnering activities from early stage discovery through to on-market commercial opportunities. Before her business development career, Kay worked in R&D at AstraZeneca. She also holds a PhD in molecular biology and a first class honours degree both from the University of Manchester.



Steve Twait has responsibility to continue to shape AstraZeneca's alliance and integration strategy and capabilities in line with more diverse and varied externalisation deals.

Steve recently joined AZ from Lilly's Alliance Management and M&A Integration group with responsibility for acquisition integration as well as alliance management for development, commercial and manufacturing alliances. Steve was a founding member of Lilly's Office of Alliance Management and over 14 years played an integral role in worldwide partnerships with BMS, BI and Daiichi Sankyo. Steve's experience also includes the post-acquisition integration of ImClone Systems, Alnara Pharmaceuticals, and Avid Radiopharmaceuticals.

Steve holds an MBA, Marketing from Indiana University - Kelley School of Business and a BSEE, Electrical Engineering from Valparaiso University.



Dr Ro Wickramasinghe joined AstraZeneca in 2015 as an Evaluation Director in the Oncology Business Development team. He is responsible for leading the evaluation of new in-licensing and out-licensing (divestment) opportunities in late stage oncology (assets with Proof of Concept data in Phase 1, or from Phase 2 onwards). Most recently, he led the divestment of AstraZeneca's rare disease thyroid cancer therapy Caprelsa to Sanofi/Genzyme for up to \$300m from the Oncology Search and Evaluation side.

Prior to joining AstraZeneca, Ro was Associate Director of Business Development at Creabilis SA, a European clinical stage biotechnology company developing drugs in dermatology, inflammation and pain. Whilst at Creabilis, Ro led interactions with multiple Business Development contacts in Pharma and negotiated several term sheets. He also led two successful grant applications totalling €4m in non-dilutive funding for clinical-stage assets and drug discovery projects, and has co-authored several publications.

Ro received his PhD in Oncology from Trinity College, Cambridge on a Gates Cambridge Scholarship, and has an MBA from Cambridge Judge Business School.



Duncan Young is Academic Alliances Manager in the Scientific Partnering and Alliances team at AstraZeneca - responsible for oncology and open innovation interactions but also acting as a point for contact for the University.

Duncan has a wealth of experience in technology transfer and translational research. Duncan joined MRCT as a Business Manager involved in the identification, protection and commercialisation of MRC intellectual property. As MRCT business model changed, Duncan moved into a newly created role of Business Development Manager to promote MRCT's collaborative drug discovery capabilities, find new collaborative projects within academia and industry, and then source a commercial partner to help develop those projects to the clinic. These roles gave him experience in establishing and managing a wide variety of contractual relationships with academic, research charity and industrial partners, including shared-risk research, consortia models and licences. In recent years, Duncan has been responsible for sourcing over £3m in non-dilutive funding for translational project, commercial licences of over £25m in value, and led with Alzheimer's Research UK on the formation of the Dementia Consortium, a novel business model to bring together the charity and Pharma sectors to drive new therapies to the clinic.

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Tom Phillips trained in the corporate tax department of KPMG Cambridge, working on a broad range of clients from VC-backed technology companies up to multinationals. He moved over to KPMG Enterprise in 2015 to focus exclusively on startups and fast-growing technology companies, helping them with a range of tax work (including EIS and R&D tax relief) and helping them with other business concerns. He works closely with KPMG's High Growth Technology Group, a team based in Shoreditch working exclusively with tech startups, to help bridge the gap between Cambridge and London.



Claire Johnsen is an innovation specialist helping teams with ideation, being alert to trends, futures thinking, developing a value proposition which not only meets the existing, but also the future needs of their clients.

Claire works as a member of the consultancy team at St John's Innovation Centre, Cowley Road, Cambridge CB4 0WS



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Dr Alex Smeets runs his own innovation and R&D grant funding consultancy business, providing services to entrepreneurs, small businesses and universities under the brand names of Cambridge Innovation Solutions and Cambridge Funding Solutions. His perspective on grant funding is informed by his role as an evaluator of grant applications for Innovate UK (formerly the UK Technology Strategy Board), the European Commission and the EUREKA Eurostars Secretariat.

Alex is an Associate of Cambridge Enterprise, the commercialisation company of the University of Cambridge, for whom he helps to deliver its International Outreach Programme; consultancy, training, mentoring and visit programmes for universities and public sector organisations from all over the world that want to learn lessons from the Cambridge Phenomenon. He is also an Associate of St John's Innovation Centre, a world-renowned centre that provides flexible accommodation and a supportive environment to early-stage, knowledge based businesses, and is a registered and approved Growth Coach for the UK-wide GrowthAccelerator service.

In previous lives, Alex was a Regional Director of Oxford Innovation and an Executive Director of St John's Innovation Centre in Cambridge. He has a PhD in Materials Science from the University of Cambridge and worked in materials research and development for five years before branching out into the support of innovation, entrepreneurship and the commercialisation of new knowledge.

Enabling venture creation out of Cambridge

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