

**Entrepreneurship
Centre**

**Cambridge Judge Business School
Entrepreneurship Centre**

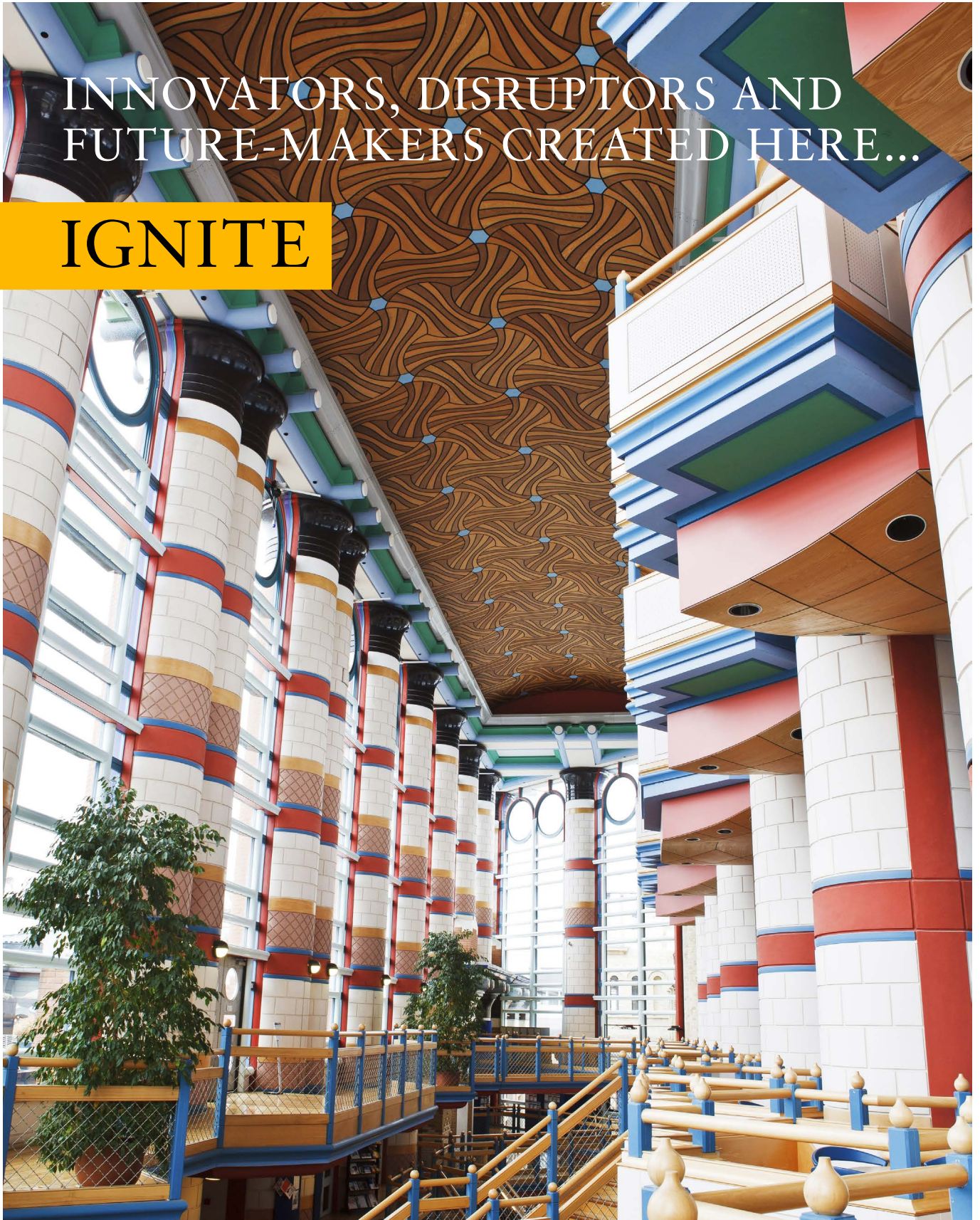
IGNITE



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

INNOVATORS, DISRUPTORS AND
FUTURE-MAKERS CREATED HERE...

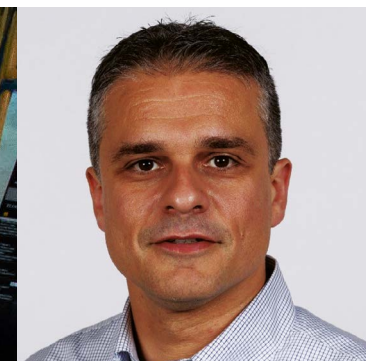
IGNITE





“IGNITE is a one-week programme that will shape your career for years to come. I left feeling empowered, and with the realisation that you don’t have to be limited by what you have trained to become. IGNITE turned me from a researcher into an executive. Deepcell is now a team of 60 and, in March 2022, raised a Series B round of \$73 million.”

Mahyar Salek | Co-founder, CTO and President,
Deepcell, US
IGNITE 2012
<https://deepcell.com/>



IGNITING THE ENTREPRENEURIAL SPARK

The Cambridge Judge Business School and its Entrepreneurship Centre is a major hub for entrepreneurship and innovation in a region renowned for its start-up activity. The programme draws on the richness of this ecosystem to deliver over five days of immersive and cutting-edge entrepreneurial education and training designed around first-class research and best practice.

Teaching by our academics is augmented by experienced practitioners, mentors and entrepreneurs to ensure that you are supported throughout the programme to not only develop your idea but to begin the process of transitioning to the role of a company founder or corporate innovator.

The programme’s unique blend of business and interpersonal skills will help develop you as an individual and enhance your commercial confidence to make decisions, hire or expand your team and fully understand the role of founder or co-founder as you develop your idea.

On behalf of the IGNITE team I extend a warm welcome to you as a future participant on IGNITE.

Stelios Kavadias | Margaret Thatcher Professor of
Enterprise Studies in Innovation
and Growth
Vice-Dean for Faculty
Co-Director of the Entrepreneurship
Centre



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THE CAMBRIDGE JUDGE ENTREPRENEURSHIP CENTRE

Set within the world's most prestigious research university and located at the heart of Europe's most successful and dynamic technology cluster, Cambridge Judge Business School (CJBS), with its Entrepreneurship Centre, ranks amongst the world's leading business schools.

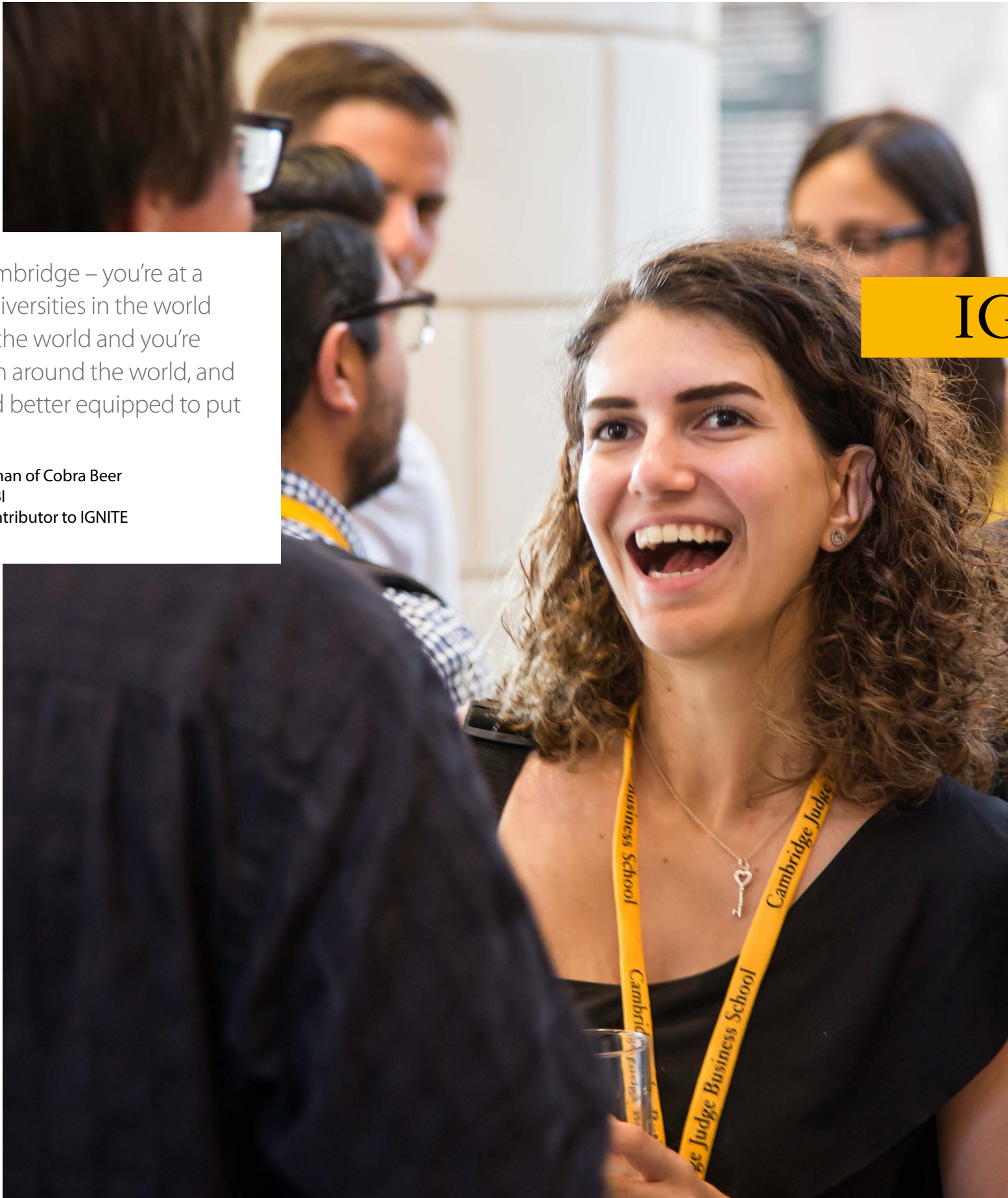
The Cambridge Judge Entrepreneurship Centre is where entrepreneurship gets real. It is where ground-breaking research and excellence in teaching is combined with a **'practitioner-focused' approach to entrepreneurship** to create global impact and **enable entrepreneurs to turn ideas or innovations into real commercial applications** and sustainable businesses.

The Entrepreneurship Centre is the home within the Cambridge Cluster to all disruptive entrepreneurs and innovators.

We offer **multiple entry points to resources, programmes and networks** allowing individuals to structure and customise a personal journey directly relevant to them and their ventures.

To better navigate this journey, the Entrepreneurship Centre provides a gateway to a wealth of experts, practitioners and entrepreneurs who have real world experience, as well as to academics conducting world-class research and teaching.





“IGNITE is entrepreneurship at the heart of Cambridge – you’re at a leading business school at one of the best universities in the world in one of the best entrepreneurial clusters in the world and you’re immersed in it for one week with people from around the world, and you come out of it with more knowledge and better equipped to put your idea into action around the world.”

Lord Karan Bilimoria of Chelsea CBE DL | Founder and Chairman of Cobra Beer
Vice-President of CBI
and a long-term contributor to IGNITE

Be part of the Cambridge Phenomenon

Cambridge is the UK’s undisputed centre of Science, Technology and Innovation. This small city receives four times the amount of technology investment per head than London – and, as the UK’s most inventive city, has more patents published per resident than any other in the UK.

The Cambridge Phenomenon is a term used to describe the very rapid and successful growth of science-based industry in and around the city, and the plethora of technological innovation and invention.

Many of the disruptive startups and businesses in the region have either spun out of or have connections to the University of Cambridge – and the collaboration between academia and the private sector continues to influence the growth and prosperity of the enduring Cambridge Cluster.

IGNITE operates at the heart of this vibrant and diverse entrepreneurial ecosystem, providing a wealth of invaluable networking opportunities and connections as well as a completely immersive experience for all its delegates

WHY
IGNITE?

The Entrepreneurship Centre’s flagship IGNITE programme is an international intensive, one-week entrepreneurship training programme for early-stage entrepreneurs, researchers and corporate innovators to trial and prepare business ideas for the commercial environment.

IGNITE is a tried-and-tested, high-impact catalyst for technology-focused entrepreneurship, enabling participants to make many valuable connections within the Cambridge Eco-System and internationally, meet serial entrepreneurs and investors and learn how to take their innovation to the next level.

It bridges the gap for technologists hoping to reach new markets with their product and identify the best business model for their venture.

The programme also helps participants to assess and validate the commercial feasibility of their business plan and better define and shape its potential for success. At the end of the programme participants have a set of tools and a knowledge base that they can apply to their own venture and an extensive network of new contacts whose experience they can continue to leverage.

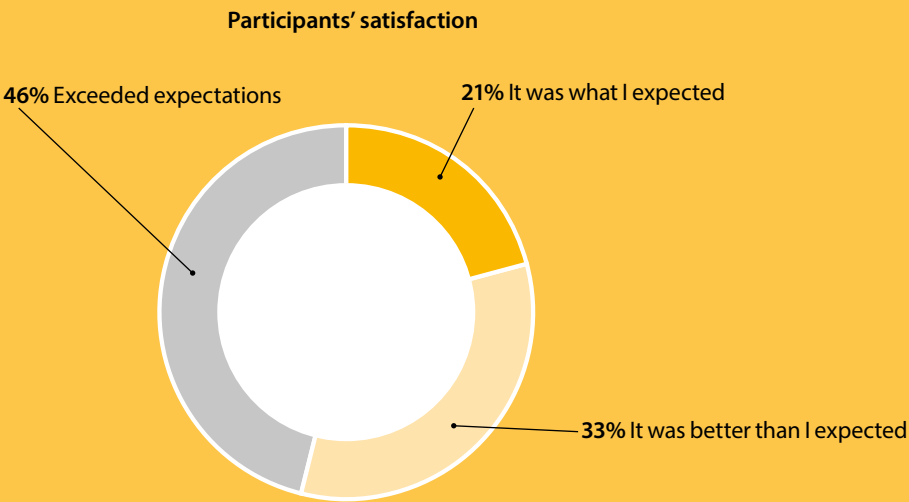
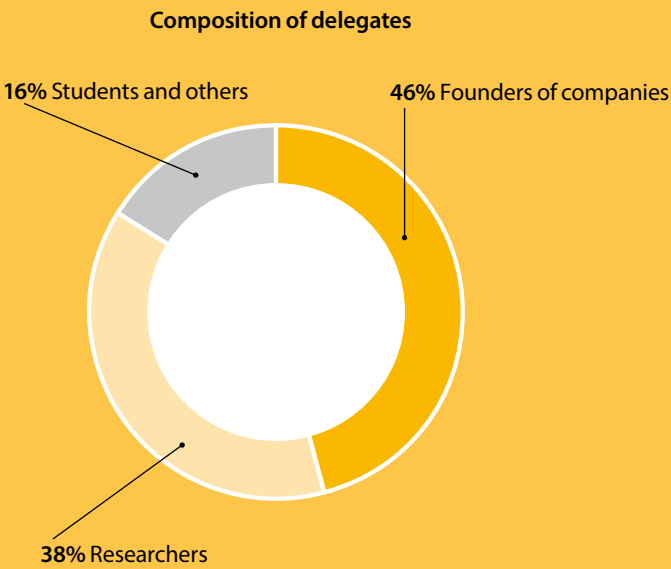
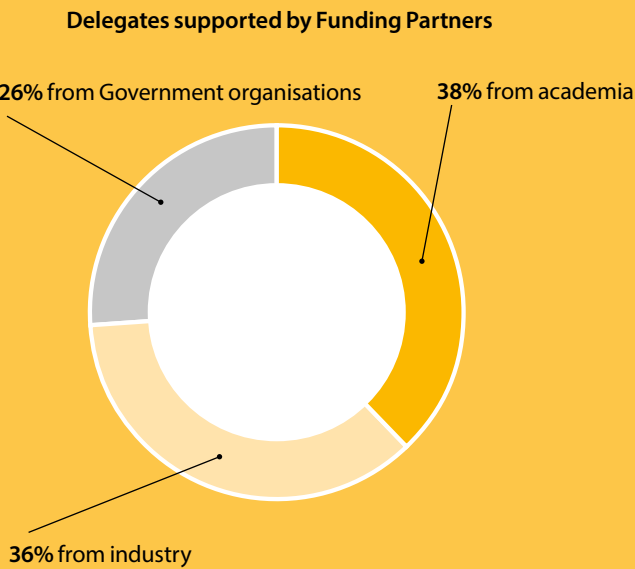
THE IMPACT OF IGNITE

With a worldwide reputation, IGNITE is proud to have welcomed participants from over 50 countries worldwide, bringing together ground-breaking research and excellence in teaching to create significant global impact. Every year, between 60-70 delegates from at least 15 different countries participate in the unique and immersive IGNITE experience.

“IGNITE is designed with technology startups in mind, covering a range of aspects of technology commercialisation. I joined the course as a researcher with ideas, algorithms, concepts and technologies which could be commercialised for the orthopaedic market. What I learned about technology commercialisation in that week gave me the kickstart to start a new company to commercialise my technologies – and which I did just four months after IGNITE.”



Dr Vikas Karade | Founder and CEO,
AlgoSurg, India
IGNITE 2017



SWITCHED



WHO IS IGNITE FOR?

ENTREPRENEURS OF TOMORROW

“Coming from a science and engineering academic background, IGNITE let me explore the entrepreneurial spirit for life sciences while acquiring the foundations and business skills required to formulate, develop and commercialise scientific ideas into a new venture.”

Cambridge Judge Business School set a diverse scenario for closing the gap between academia and business while connecting like-minded individuals wanting to make a change and a positive impact. Undoubtedly, Silicon Fen in Cambridge is a great place to learn and understand how innovation originates from a combination of ideas from academics, industrial professionals and investors.”

Ricardo Suarez-Heredia | Scientists, Greater Boston
US
Ignite 2018

The IGNITE programme is open to participants from all over the world and across a range of technology sectors, disciplines and emerging technologies with innovative ideas that have the potential to impact on all sectors of society.

Delegates will benefit from hearing and engaging with all the ideas brought to IGNITE and the cross-pollination and networking that is facilitated throughout the week.

- Students, graduates, researchers or academics conducting research in emerging technologies with commercial potential and who are considering starting their own venture.
- Entrepreneurs and founders of existing young businesses looking for a unique immersive experience to help them ignite their next steps and develop an actionable business plan
- Corporate intrapreneurs and innovators who want to test or develop new products or services or spin out a company, and build the new networks needed to support this activity.

THE IGNITE FORMAT

ONE WEEK OF IMMERSIVE EXPERIENCE

IGNITE is five and a half days of immersive entrepreneurial education and training delivered by the faculty at the Cambridge Judge Business School supported by industry specialists, investors and entrepreneurs drawn from the world-famous Cambridge ecosystem.

Faculty keynotes and practical teaching sessions based on cutting edge research and best practices are augmented by daily mentoring sessions, one-to-one clinics and the opportunity to pitch at the end of the programme to experts who provide feedback on the all-important next steps.

The final day of learning on Friday consists of one-to-one sessions with IP lawyers, serial entrepreneurs, marketing experts and other professional service providers. This is followed by final business plan presentations in the afternoon to a panel of senior industry leaders, investors and serial entrepreneurs.

At the pitching session delegates receive advice and recommendations on their next steps and build a momentum to move their idea forward.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WELCOME AND INTRODUCTION	STRATEGIC POSITIONING AND VALUE	BUSINESS MODEL	FINANCE	TEAM	SELLING YOUR IDEA
<ul style="list-style-type: none">▪ Welcome▪ Introduction to the programme▪ Networking drinks	<ul style="list-style-type: none">▪ Innovation▪ Value proposition▪ Determining the customer and markets	<ul style="list-style-type: none">▪ Disruptive business models▪ Route to market▪ Ventures Panel	<ul style="list-style-type: none">▪ Financing strategy▪ Funding and valuation▪ Legal and IP	<ul style="list-style-type: none">▪ Leadership and building a team culture▪ Ventures Panel▪ Negotiation skills	<ul style="list-style-type: none">▪ 1:1 clinics▪ Business plan presentations
	MENTOR SESSIONS MARKET RESEARCH	MENTOR SESSIONS DESIGNING BUSINESS MODELS	MENTOR SESSIONS RISKS, REWARDS AND RETURNS	MENTOR SESSIONS PREPARE, PRACTICE PRESENTATIONS	PITCHING AND FEEDBACK

MEET 100+ CONTRIBUTORS TO GET ADVICE AND FEEDBACK



CONTRIBUTORS TO THE PROGRAMME

A unique and core value of IGNITE is the opportunities it creates for delegates to immerse themselves in the Cambridge eco-system thanks to the programme’s many contributors who are involved in the programme in the following ways:

All contributors to the Ignite week are actively involved in the creation and development of new ideas and ventures. On average there are 80-100 Contributors per IGNITE

Our contributors to the IGNITE Clinics and Pitching Panels come from industry, entrepreneurship and investment companies.

programme, most of them are leading entrepreneurs, innovators and professionals drawn from the Cambridge eco-system.

They are supported by facilitators selected from the MBA/ MFin programmes at the Cambridge Judge Business School who use their business knowledge and experience to support delegates in developing their business plan and pitch.

Mentors
(Experienced coaches)



MBA/MFin students (Facilitators)

Regular contributors include:
Cambridge Enterprise, AstraZeneca, Delta2020, Amadeus Capital Partners, Cambridge Innovation Capital, IQ Capital, StartCodon, The o2h Group, Speedinvest, Deeptech Labs, Allia Ltd MakeSpace, Cambridge Cleantech, Cambridge Angels, BIOS, JA Kemp, Basck.

SOCIAL EVENTS AND NETWORKING

The networking events held during the evenings are complementary elements of the IGNITE programme. They create a perfect environment for delegates to network, exchange and discuss their idea in a safe environment. They also help to build that vital network of contacts needed to progress business ideas beyond the week.

Social events and networking

- Networking drinks at Sunday arrival
- Tuesday evening Networking Drinks with a Guest Speaker
- Coffee breaks AM and PM, Monday-Friday
- Lunches – vouchers provided
- Alumni Panels
- End-of-Course Celebration Dinner



“The IGNITE program from Judge Business School is a magnificent way of summarizing the Start-up mindset and initial knowledge into a five-day course. It is backed by the Cambridge Ecosystem, one of the richest in the world, and the amount of networking that is achieved in a week is just outstanding!”

Rodrigo Salesa | CCO, Eave, Spain
Funded by Caixa Bank
IGNITE 2022

BENEFITS FOR DELEGATES

As an IGNITE delegate you will gain:



Access to first class practical teaching sessions to help you explore and validate your innovation within a safe environment.



Access to a high value network of industry experts and investors.



Personalised learning with the support of a dedicated mentor.



Entrepreneurial skills and knowledge to implement your business plan.



Opportunity to pitch your business plan to industry experts to gain feedback.



MICROFLUIDX
cell manufacturing systems

“ Making the transition from science to entrepreneurship I learned about route to market, business models, intellectual property, pitch preparations. Defining the value proposition was a highlight for me and set the tone for the entire entrepreneurship week. I found the success stories of some of the speakers inspirational as were the group discussions with mentors. And later, when that important career window opened, IGNITE played an equally important role in my journey in making that decision.”

Cesare M. Cejas | Co-Founder and Vice President
MicrofluidX Ltd, UK
IGNITE Alumni 2017
<https://www.microfluidx.co.uk/>

ALUMNI PROFILES

Dr Tongtong Zhu



Taiwan and UK

MY POST-IGNITE JOURNEY

June 2018	October 2018	2020	2021	2022	Post IGNITE
Attended IGNITE	Won Business Plan Competition (£20k)	Porotech announced £1.5m seed round	Porotech raised £3m for new generation of microdisplays	Porotech secures \$20 million Series A investment.	30+ employees in Cambridge HQ, Four in Taiwan.



“As a material scientist with very limited business know-how I’m really grateful for the intense IGNITE week experience.”

Dr Tongtong Zhu

About Porotech

Porotech is commercialising its PoroGaNTM semiconductor device solutions in conjunction with its partner and foundry network. PoroGaNTM is a new class of Gallium Nitride materials with porosity engineered to deliver new materials properties and functionalities.

The technology is revolutionising the next-generation Micro-LED display industry by enabling all three (red, green and blue) pixel colours to be realised on a single InGaN materials system – an important world-first for mass market adoption.

POROTECH

“I learned a comprehensive set of business skills and my business plan was critiqued and improved by mentors and experts. IGNITE really transformed both me and my business idea. It also helped me to develop a successful pitch for the University of Cambridge Postdoc Business Plan Competition. As a result, I won investment of £20k from Cambridge Enterprise and Entrepreneurial Postdocs of Cambridge (EPoC) in November 2018.”

Dr Tongtong Zhu | CEO and Co-Founder
Porotech, UK
IGNITE 2018
<https://www.porotech.com/>

Dr Myriam Ouberai



UK

MY POST-IGNITE JOURNEY

June 2016	2017	2017/18	2019	2020	2022
Attended IGNITE	Joined Accelerate Cambridge at CJBS	Grants from the Royal Society of Chemistry, Innovate UK and match funding from IP Group	Investment from Cambridge Enterprise	Investments from Jonathan Milner, Start Codon, o2h and Syndicate Room	Raised £2.4M (\$3M) to develop antibody drug conjugates in cancer

About Spirea

Spirea is an exciting UK-based biotech company spun-out from the University of Cambridge and focused on antibody drug conjugates (ADCs). The company is using its revolutionary novel ADC technology to enable more drug to be delivered to tumour cells to radically improve the treatment of patients with hard-to-treat cancers.

SPIREA

“In the early stages, I needed support to build an investor-ready plan and to connect with advisors and investors. At the end of the week, I was confident about my business idea as Ignite helped me better hone the business plan. Since participating in IGNITE, I have secured significant private financing and I am leading an innovative biotechnology company”

Dr Myriam Ouberai | Founder and CEO
Spirea, UK
IGNITE 2016
<https://www.spirea.co.uk/>



“At the end of the week, I was confident about my business idea as IGNITE helped me better hone the business plan.”

Dr Myriam Ouberai

ALUMNI PROFILES

Dr Renuka Diwani



India

**About BioPrime AgriSolutions**

BioPrime AgriSolutions Pvt Ltd is on a mission to help small-scale, bottom-of-the-pyramid farmers, round the world, who are struggling with crop loss, temperature fluctuations, drought, resilient insects and diseases. To that end, BioPrime has developed a range of products and services to improve and transform agriculture which includes access to heartier seeds, sustainable farm management solutions, and effective and affordable next generation Agri biologicals with time-proven biomolecules, life-friendly chemistry, smart materials and energy use.

“I cannot emphasise enough how important IGNITE was in our decision making and the fundamental shift in our company direction and which route to market to take. From Day One, I started building a network and making invaluable connections – and, through the many introductions and conversations I had, I got the clarity I was seeking and was able to see beyond the India perspective and understand for the first time that our product was a global application with solutions all over the world.”

Dr Renuka Diwani | CEO and Co-Founder
BioPrime AgriSolutions Pvt Ltd, India
IGNITE 2018
<https://www.bioprimeagri.com/>

Dr Renuka Diwani

Dr Ruby Pillai



UK

**About iWarranty**

iWarranty is an integrated platform optimising warranty management and making repair services accessible for the masses. iWarranty offers a one-stop shop for accessing and initiating warranty claims, as well as connecting with local repair networks. This means fewer worries for customers, and a better result for our planet.

“I came to IGNITE with a personal story/personal pain as a consumer. The programme helped me to think through the processes of investigating and pinpointing how my personal pain applied to the wider market context and society at large.

I learned through an intensive process how to commercialise my idea successfully. I met many renowned entrepreneurs and was given the confidence, the tools and the techniques to grow my network, develop my idea to the next level and approach the market. I learned how to present my ideas to accelerators, regulators, business angels, VC investors, and received invaluable feedback.”

Dr Ruby Pillai | Founder and CEO,
iWarranty, UK
IGNITE 2016
<https://iwarranty.co/>

“Most importantly, I met some incredible like-minded fellow entrepreneurs and their friendship continues to be an important part of my journey still today. Above all IGNITE was lots of fun!”

Dr Ruby Pillai

HEAR FROM OUR RECENT DELEGATES



“The IGNITE Programme from CJBS was incredibly inspiring and clarified what steps I need to take to be an entrepreneur and gave me insights that translate back to academia. It was brilliantly organised and executed - highly recommended.”

Florian Merkle | Group Leader
(Principal Investigator) UoC, UK
IGNITE 2022



“I would highly recommend the IGNITE programme, especially for those coming from the scientific world or ventures aiming to reach the UK market. Great content, awesome speakers, perfect organisation and a group of wonderful and determined entrepreneurs at different stages of their ventures.”

Asmaysinh Gharia | National Institute of Health,
USA
IGNITE 2022



“An absolute fantastic experience, you meet some incredible speakers, mentors and fellow participants. Really gets you thinking about your venture and makes the steps more obvious to you. If thinking of attending, do not hesitate and get involved – it’s a wonderful investment.”

Eno Mwamba | MFin student, UK
IGNITE 2022

HOW TO
APPLY

APPLYING FOR
IGNITE 2023

The annual IGNITE programme runs from Sunday 2 July to Friday 7 July 2023. We encourage you to apply as early as possible to allow us to consider your application and invite the most beneficial mentors and contributors to the programme for you.

Eligibility criteria:

Your idea will be assessed by The Entrepreneurship Centre for:

- ✓ Innovation and novelty
- ✓ Sustainability
- ✓ Stage of venture (not very early but not too advanced either)
- ✓ 'Tech' products or ideas are highly suitable for IGNITE.

Fluency in English is essential. Delegates need to discuss their businesses with mentors, contributors and fellow IGNITE participants during the week and must pitch their ideas in English.

Delegates must be prepared to commit one week of their time to an intensive programme. If you don't attend all the required sessions we cannot award you the IGNITE Certificate at the end of the week.

APPLYING FOR IGNITE 2023

- ✓ One-week international programme
- ✓ Dates: 2-7 July 2023
- ✓ Venue: Cambridge Judge Business School, Cambridge, UK
- ✓ Apply by: 29 May 2023
- ✓ Contact: IGNITE@jbs.cam.ac.uk
- ✓ More information: www.jbs.cam.ac.uk/ignite

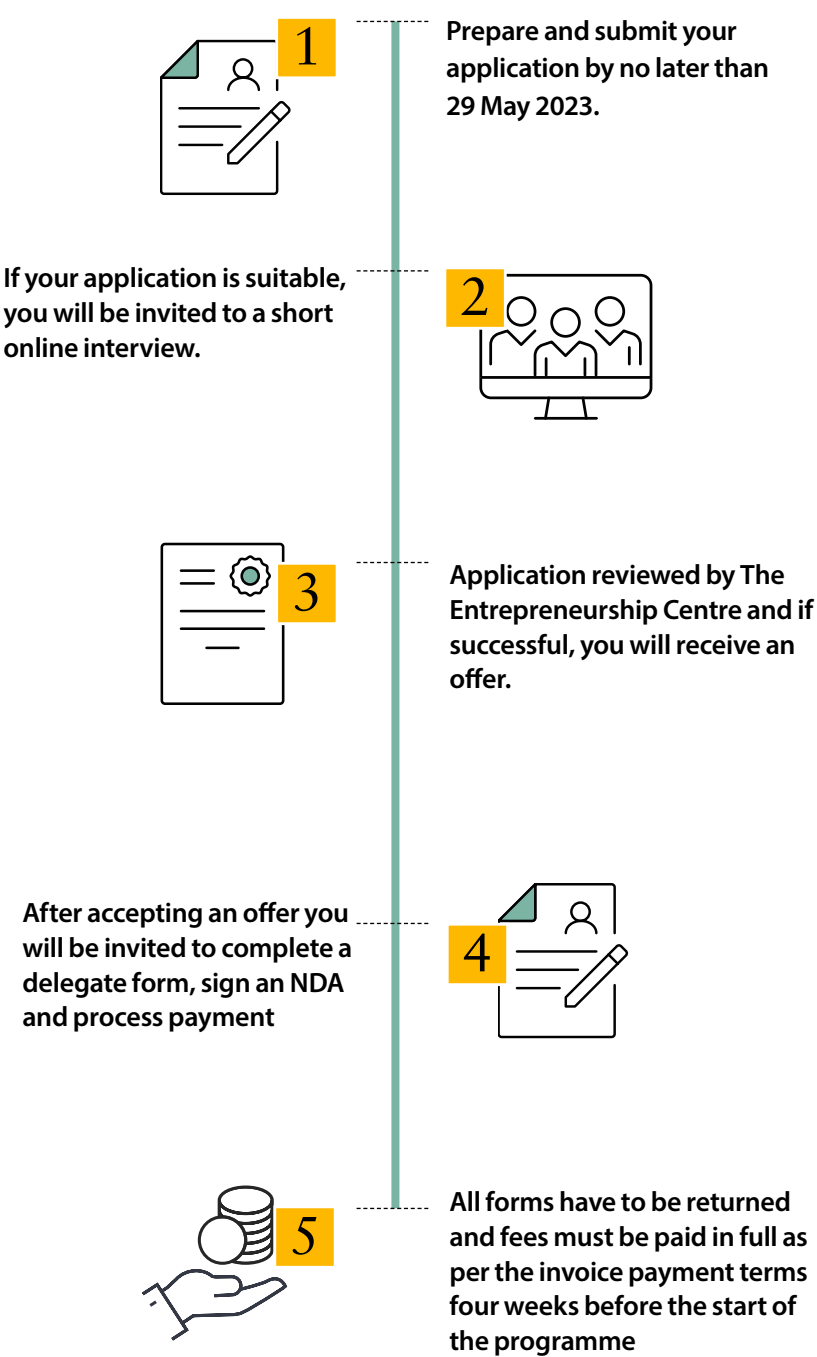
FEES

Corporate funded delegate:
£3,000 per delegate

Individual/startup funded delegate:
£2,000 per delegate

University of Cambridge affiliated delegate:
£1,200 per delegate

Fees include all programme sessions, course materials, drinks receptions, buffet lunches and the final dinner included in the course timetable. Overnight accommodation is not included. We book a number of rooms in college accommodation so we encourage you to apply to IGNITE early to increase your chances to get a room.





FUNDING PARTNERS

We work with a range of companies and institutions across the globe who fund IGNITE places as part of their mission to foster innovation or offer funded places as a premium prize for a competition or to compliment their own support by the intensive one-week training in Cambridge.

By becoming a Funding Partner you will be:

- Supporting the next generation of entrepreneurs and innovators
- Playing an important role in bringing cutting-edge innovations to market with the potential for real world impact
- Raising your profile and visibility in the Cambridge entrepreneurial ecosystem and connecting to the Cambridge Cluster.
- Organisations and institutions can also have their team members attend the programme to develop their innovation skills and entrepreneurial mindset.

Recent IGNITE Funding Partners include:

- University of Cambridge Postdoc Academy /p2i consortium – sponsored selected postdocs
- University of East Anglia (UEA)– sponsored researchers from the UEA
- Innovate UK (Energy Catalyst) – sponsored entrepreneurs who received grants from them
- CaixaBank from Spain – funded placed on IGNITE as part of their package of The Entrepreneur XXI Awards annual competition.
- Biotechnology Industry Research Assistance Council (BIRAC) from India – awarded a place on IGNITE to selected entrepreneurs from various Accelerators and Incubators in India

**If you are interested in becoming a funding partner
please contact us at ignite@jbs.cam.ac.uk**

The Entrepreneurship Centre

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**Entrepreneurship
Centre**



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School