INNOVATORS, DISRUPTORS AND FUTURE-MAKERS CREATED HERE...
Welcome from the Academic Director

The MBA was amazing – it was full of surprises. Every day was new. There was just so much to do, be it on the academic or on the entrepreneurial front.

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

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/
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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.
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.

**Duration:** 22 years

**Tried-and-Tested Programme at CJBS**

**Entrepreneurs:** 1100+ from all around the globe

**Funds raised:** £250m+ has been raised by alumni ventures in the last 10 years

**Delegates supported by Funding Partners**
- 26% from Government organisations
- 38% from academia
- 36% from industry

**Composition of delegates**
- 16% Students and others
- 46% founders of companies
- 38% researchers

**Participants' satisfaction**
- 46% Exceeded expectations
- 33% It was better than I expected
- 21% It was what I expected

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
Who is IGNITE for?

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.

“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
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.

**THE IGNITE FORMAT**

**ONE WEEK OF IMMERSIVE EXPERIENCE**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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</thead>
<tbody>
<tr>
<td>WELCOME AND INTRODUCTION</td>
<td>STRATEGIC POSITIONING AND VALUE</td>
<td>BUSINESS MODEL</td>
<td>FINANCE</td>
<td>TEAM</td>
<td>SELLING YOUR IDEA</td>
</tr>
<tr>
<td>• Welcome</td>
<td>• Innovation</td>
<td>• Disruptive business models</td>
<td>• Financing strategy</td>
<td>• Leadership and building a team culture</td>
<td>• 1:1 clinics</td>
</tr>
<tr>
<td>• Introduction to the programme</td>
<td>• Value proposition</td>
<td>• Route to market</td>
<td>• Funding and valuation</td>
<td>• Ventures Panel</td>
<td>• Business plan presentations</td>
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<tr>
<td>• Networking drinks</td>
<td>• Determining the customer and markets</td>
<td>• Ventures Panel</td>
<td>• Legal and IP</td>
<td>• Negotiation skills</td>
<td>• Pitching and feedback</td>
</tr>
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**MENTOR SESSIONS**

- MARKET RESEARCH
- DESIGNING BUSINESS MODELS
- RISKS, REWARDS AND RETURNS
- PREPARE, PRACTICE PRESENTATIONS
- PITCHING AND FEEDBACK

**MEET 100+ CONTRIBUTORS TO GET ADVICE AND FEEDBACK**
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 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.

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

MBA/MFin students (Facilitators)


Mentors (Experienced coaches)
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 a high value network of industry experts and investors.
- Access to first class practical teaching sessions to help you explore and validate your innovation within a safe environment.
- Entrepreneurial skills and knowledge to implement your business plan.
- Opportunity to pitch your business plan to industry experts to gain feedback.
- Personalised learning with the support of a dedicated mentor.

“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

MY POST-IGNITE JOURNEY

June 2018       October 2018       2020

- 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.
- Four in Taiwan.

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.

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

Dr Tongton Zhu

Dr Myriam Ouberai

MY POST-IGNITE JOURNEY


- Attended IGNITE
- Joined Accelerate at CJBS

- Grants from the Royal Society of Chemistry, Innovative UK and match funding from IP Group
- Investment from Cambridge Enterprise
- Investments from Jonathan Milner, Start Codon, o2h and Syndicate Room

- Porotech raised £3m for new generation of microdisplays
- Porotech secures $20 million Series A investment.

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.

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

关于Spirea
Spirea是一家来自剑桥大学的生物技术公司，专注于抗体药物偶联物（ADCs）。公司正在使用其革命性的新型ADC技术，以使更多药物能够被输送到肿瘤细胞，从而大大改善治疗难治性癌症患者的方法。

在结束的星期，我对我企业的商业理念有了更多的信心，因为IGNITE帮助我更好地完善了我的商业计划。

Dr Myriam Ouberai
Dr Renuka Diwani

**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.

“When I attended IGNITE we had just founded the company and were at a crossroads, trying to understand which way to go – B2B or B2C. I cannot emphasise enough how important IGNITE was in our decision-making.”

Dr Renuka Diwani

Dr Ruby Pillai

**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.

“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

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**When I attended IGNITE we had just founded the company and were at a crossroads, trying to understand which way to go – B2B or B2C. I cannot emphasise enough how important IGNITE was in our decision-making.”**

Dr Renuka Diwani

“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
“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.”

Ashay 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

The annual IGNITE programme runs from Sunday 30 June to Friday 5 July 2024. 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 2024

APPLYING FOR IGNITE 2023

- One-week international programme
- Dates: 30 June-5 July 2024
- Venue: Cambridge Judge Business School, Cambridge, UK
- Apply by: 26 May 2024, Early Bird discount by 31 March
- 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.

Prepare and submit your application by no later than 29 May 2023.

If your application is suitable, you will be invited to a short online interview.

Application reviewed by The Entrepreneurship Centre and if successful, you will receive an offer.

After accepting an offer you will be invited to complete a delegate form, sign an NDA and process payment.

All forms have to be returned and fees must be paid in full as per the invoice payment terms four weeks before the start of the programme.
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