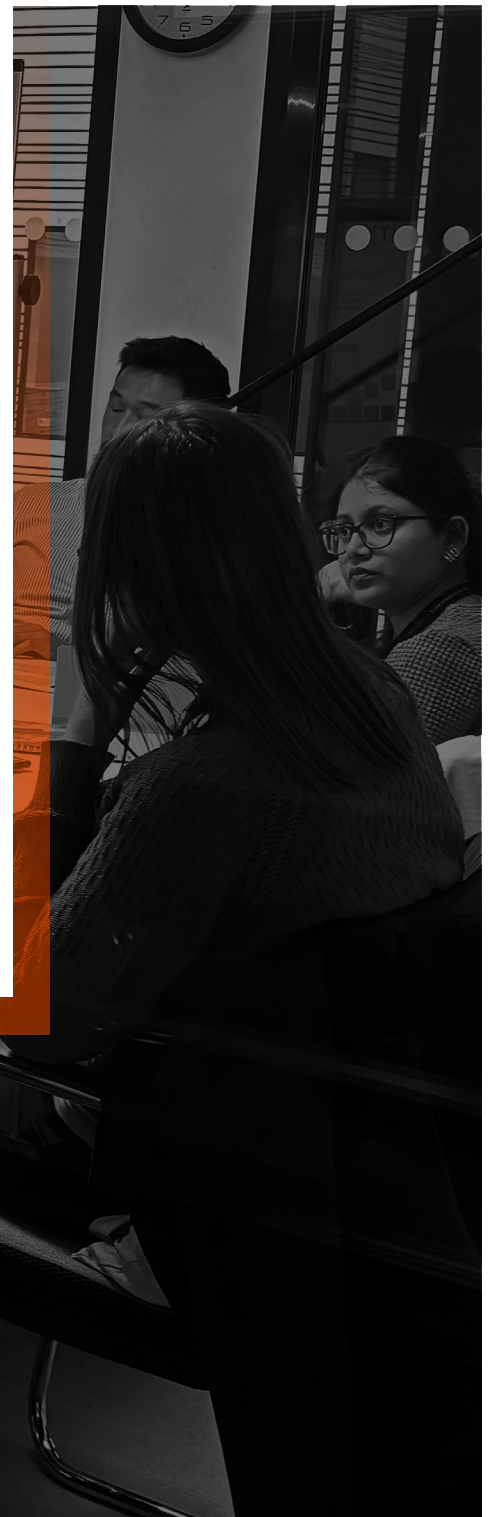


# Entrepreneurship programme for innovators

29 APRIL – 11 JULY 2025



UNIVERSITY OF  
CAMBRIDGE



# Make connections

**Trailblazers from the world-renowned Cambridge innovation cluster mentor participants during the programme and beyond.**

*impulse* participants come from a range of scientific sectors, including:

- › PhDs, postdocs and researchers across the fields of Physical Sciences, Technology and Life Sciences
- › Early-stage entrepreneurs
- › Researchers, engineers, and managers from corporates and other organisations

The *impulse* programme is open to all: participants do not need to have an affiliation with the University of Cambridge.



*“The impulse programme offered us a strong foundation from which to navigate our entrepreneurial journey, including how to register a patent, and fundraise. I still email my mentors every time I am stuck; I quickly organise a call online and talk through the problem with them.”*

– **Dr. Pawan Shrestha**, CEO & Co-Founder, AllFocal Optics



*“The Impulse Programme provides a totally different learning environment for researchers and scientists, enabling them to reach their full potential and develop their ideas. The involvement of real business practitioners, with industry knowledge and experience, together with the West Cambridge community sets this programme apart.”*

– **Prof Sir Richard Friend**, Founding Director of the Maxwell Centre

# Join us

## Module A

29 April – 2 May

- › Value propositions needs
  - › Marketing strategy
  - › Business models
  - › Market research
  - › How to network
  - › Clarifying financial
- › Intrapreneurship & stakeholder analysis
- Mentoring: business planning

IN-PERSON / HYBRID (4 DAYS)

## Module C

8 – 11 July

- › Perspectives on innovation
  - › Building a great team
  - › Pitching for investment
  - › Founder characteristics
  - › Fundraising
- › Pitch practice and training
- › Pitch to investors and innovators
- › Celebration dinner
- Mentoring: validating projects

IN-PERSON / HYBRID (4 DAYS)

## Module B

7 May – 2 July

- › Marketing
  - › IP basics
  - › Funding sources
  - › Selling & negotiation skills
  - › Presentation skills
  - › Legal issues in starting a business
  - › Building business partnerships
- › How to build a sustainable business
- › One-on-one discussions with business experts
- › Demonstrations of a range of tools and software
- Mentoring: skills development

ONLINE (WEEKLY SESSIONS)

## Ongoing


Oct –Feb

- › Business Meets Ideas (alumni showcase their ventures to investors, business leaders and corporate innovators)
- › Alumni masterclasses (Oct -Jan)
- › Mentor sessions (Jan-Feb)

Coming into its 9th year, *impulse* is a hybrid programme that runs over 3 months. At the end of the programme our alumni take away deep relationships with key connections in the world-renowned Cambridge cluster and a high-potential business case after intensive review and refinement.

# Our alumni

A snapshot of some of our Alumni:

 ABOUT:ENERGY

 ABSELION

 ALLFOCAL  
OPTICS

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## £300M+

funding and investments raised since 2017

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 Cambridge  
Nucleomics

 DeepForm

 DeepOpinion

 Echion  
Technologies

 MITRA BIO

 NANO  
PRINT

 ProSpectral

 nu  
QUANTUM

radiant  
matter.

river  
lane

 semarion

Sparxell

 TENYKS

 thermology  
health

 VECTOR  
PHOTONICS

verinnogen 

 WAVE  
PHOTONICS

 Xampla

## *impulse* in numbers



120+

mentors, investors  
and entrepreneurs

70

business  
experts

9

mentors

40

pitch panel  
members

32

workshop  
providers

40

participants

# Our partners



## Our Entrepreneurial Advisory Board



Matthew Bullock



Dr David Cleevely



Prof Sir Richard Friend



Dr Deborah Harland



Dr Hermann Hauser



Dr Elaine Loukes



Prof Chris Lowe



Prof Florin Udrea



Prof Sir Mark Welland



24+

mentoring hours



70

hours of feedback

Our board is comprised of pioneering scientist-entrepreneurs and innovators, influential venture capitalists and business angels – driving forces behind the success of the Cambridge cluster.



# Become an *impulse* Partner



The *impulse* programme welcomes the opportunity for partnership with organisations to support high-impact science and technology entrepreneurs and early-stage ventures.

*impulse* Partners offer one or more Fellowships to participants with ideas corresponding to their investment or sector priorities e.g. cancer research, new materials, biotech, sustainability etc.

Partners from larger corporations or institutions also support their own internal "intrapreneurial" candidate on *impulse*, to benefit from the mentorship, training and networking that *impulse* provides.

## Benefits of Partnership

- › Invest in the deep-tech and life sciences ecosystem, gain access to world-leading scientific research and build a pipeline of innovation relevant to your industry.
- › Connect with Cambridge and international entrepreneurial networks, including at the networking events organised by the *impulse* programme.
- › Promote your business and brand to a community of like-minded entrepreneurs and scientists in *impulse* marketing materials and social media.

## Contact us



**Yupar Myint**

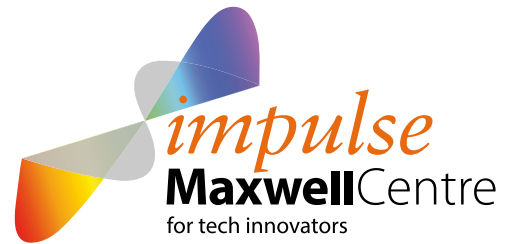
Head of *impulse*  
✉ [yym21@cam.ac.uk](mailto:yym21@cam.ac.uk)



**Linh Richardson**

Programme Manager  
✉ [lr615@cam.ac.uk](mailto:lr615@cam.ac.uk)

# Apply now



The next *impulse* programme runs from 29 April to 11 July 2025 at the Maxwell Centre, University of Cambridge.

## Application deadline: 3 February 2025 (first round)

All candidates need to complete an online application form to apply for the *impulse* programme. For the best chance to be matched with an available Fellowship, we recommend making an application in the first round.

Second round applications close on 3 March 2025.

Applicants will be interviewed via video call ahead of acceptance to the programme.



*“The impulse programme dissects every aspect of an entrepreneur’s journey and fills in the gaps. The network it offers was one of my chief reasons for participating – and now to be part of that network is incredible.”*

– **Melis Ekinci**, Founder of FemTech startup Woost

## Programme fees

Fellowships are available from our Partners for specific technology and research areas.

### For self-funded places:


- › Cambridge University students and staff: £1,500
- › External participants: £5,000

The above fees cover the programme and catering. Accommodation, travel costs and daily allowance are not included.

## First round applications close 3<sup>rd</sup> February 2025

Apply online: [www.maxwell.cam.ac.uk/apply-impulse](http://www.maxwell.cam.ac.uk/apply-impulse)

✉ [impulse@maxwell.cam.ac.uk](mailto:impulse@maxwell.cam.ac.uk)

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