

Cambridge Judge Business School
Entrepreneurship Centre

EnterpriseTECH

TRANSFORMING EARLY STAGE TECHNOLOGIES FROM LAB TO REALITY

EnterpriseTECH aims to assess the commercial viability of novel technologies; working with inventors, budding entrepreneurs and student teams from across the Cambridge ecosystem.



Plan

Entrepreneurship
Centre



UNIVERSITY OF
CAMBRIDGE
Judge Business School



Programme Overview

EnterpriseTECH teaches entrepreneurship skills around the framework of an innovation development project. We currently deliver the programme as a one-term module for University of Cambridge undergraduates and graduates affiliated with the departments of Engineering, Physics, Chemical Engineering and Biotechnology; and Biology.

EnterpriseTECH also enables inventors within the Cambridge ecosystem to validate the commercial potential of their novel ideas or technologies facilitating transformation from the lab towards reality.

We work with three stakeholder groups: students, inventors and business supervisors. The learning experience of the programme is multi-layered and multi-directional offering a rich environment for building business networks.

Building on this solid foundation, we are aiming to reach out to graduate students in the physical, biological and technical sciences across the University. We would welcome the opportunity to work with people across the arts and humanities in the future.

Programme Format

Projects submitted by inventors are reviewed then progressed by teams of students who are supported by a dedicated lecture programme, workshop activities and supervisions. Each team produces a commercial feasibility report on the potential of the novel technology for the inventors. Teams also pitch to a panel of faculty, fellows, investors, inventors and business supervisors.

The main learning themes provide an overview of the innovative processes and creativity of entrepreneurship theory and practice. This includes the importance of teams and leadership; processes of commercialisation, technology evaluation, due diligence and product development; the basics of intellectual property (IP) protection and the role of IP in business; how business models work and options for commercialisation; good practice in market research and the importance of understanding the customer.

N.B. EnterpriseTECH, including all students' work, is subject to strict confidentiality procedures as stipulated by the University of Cambridge

"The students showed remarkable drive in their research coming up with new ideas for applications. The results contributed to our knowledge of the market and reinforced our business plan."

Dr Giorgio Divitini

Department of Materials Science and Metallurgy,
University of Cambridge

The opportunity for students

- To assess the market potential and viability of novel technology based concepts
- To develop skills in opportunity recognition and evaluation that can be applied in entrepreneurial contexts
- To build the skills to carry out commercial due diligence on real emerging technologies
- To build teamwork skills by working in groups to apply these skills to new business ideas
- To work with inventors who are experts in their field and help take their technology-based ideas to market
- Certificate of completion awarded by the Cambridge Judge Entrepreneurship Centre

Contact time equates to 20 hours plus 50 hours of offline research.

The opportunity for inventors

- To gain a deeper understanding of the commercial potential of your invention or science-based idea including applications, market size, routes to market
- To receive a feasibility report to take your idea forward such as finding industrial/commercial partners, putting together a team or applying for a patent

Engaging with us is free to all inventors.

Submitting a project

Inventors from within Cambridge University or a company within the greater Cambridge area can submit a project for evaluation through EnterpriseTECH.

Projects must be for a market feasibility study of a novel technology.

Proposals need to be submitted online via the CJBS Entrepreneurship Centre website.

Michaelmas 2018: Round 1 deadline is **29 June 2018**.
Lent 2019: Round 1 deadline is **28 September 2018**.

Become a business supervisor

We have a great team of experienced business supervisors to support our teams. Many of them specialise in coaching young businesses and entrepreneurs. Many also hold a PhD or MBA. Between them, they have extensive industry experience in specialist areas. However, we are always looking to engage more supervisors in different sectors. If that is you, please get in touch with us. We offer a modest stipend.

Contact us:

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