EnterpriseTECH: An Entrepreneurial Learning Programme

EnterpriseTECH is an entrepreneurship module that focusses on early-stage innovations. This is a team-centred, project-based programme that uses real project proposals submitted by inventors from across the University, various companies and organisations. There is also a front-loaded lecture series with workshops to provide the material needed early on the in term to successfully address the challenges of the project work. As we support the strategic innovation themes of *UK Research and Innovation*, you can expect projects from across the physical and biological sciences, medicine, engineering and technology.

Working in an assigned team for your project throughout Lent, your main task is to investigate your product in terms of its potential to be translated into a new marketable product or technology. You will gain valuable experience in performing due-diligence on emerging technologies. You will work with inventors who are experts in their field. With guidance from your business supervisor, you will contribute to your team's commercial feasibility report and other assessments. You will learn how to pitch a business proposal.

By the end of the programme, you will have first-hand understanding of the fundamentals of innovation development, entrepreneurship and technology commercialisation. You will be able to apply the theories of entrepreneurship to practice and appraise ideas in terms of the context, challenges, and business knowledge. You will also build credible networks of contacts to support your future entrepreneurial endeavours.

The time commitment includes 20 hours of lectures and workshops, 6 hours of supervisions and around 50 hours of independent home or team work.

The programme is open to undergraduates from the Department of Physics, Department of Chemical Engineering and Biotechnology and those taking Biological and Biomedical Sciences. There are 70 places on the programme and entry will be based on your motivation for joining us, therefore completing our online application is essential for selection. The final application deadline is 23 November 2018. Please follow the guidance of your Course Director regarding your own departmental application deadlines as these may be different. **By applying you are committing to all of the programme dates provided below** (with options of workshop groups depending on team assignment). Remember that this is a team activity that will require your personal commitment to the team effort.

EnterpriseTECH website: http://www.jbs.cam.ac.uk/enterprisetech

Apply here: https://cambridgejudgebusinessschool.formstack.com/forms/enterprisetech_apply

Dates	**Thursday 17 January** 4:00-9:30 pm Launch Night
	Mondays and Thursdays 4:00-6:00 pm Lectures (21 Jan to 14 Feb)
	Monday 21 January 7:30-9:30 pm Team Building Workshop (Group 1)
	Thursday 24 January 7:30-9:30 pm Team Building Workshop (Group 2)
	Monday 18 February 4:00-6:00 pm Pitching Workshop (Group 1)
	Thursday 21 February 4:00-6:00 pm Pitching Workshop (Group 2)
	Monday 11 March 5:00-9:30 pm Pitch Night (assessment)
	Friday 15 March 5:00pm Assessment submission deadline
	And three team supervisions that are held at CJBS **during the evenings** at mutually agreed times between supervisor and team.
Assessment	3,000-word Team Commercial Feasibility Report (50%)
	Individual Assessment (25%)
	6-min Pitch (15%)
	2-min Team Video (10%)

Programme Schedule

Thu 17 Jan 4:00-9:30 pm	**Launch Night** (students, inventors, business supervisors)

- Finding Your Way: Introduction to the Programme (students only)
- How Entrepreneurship Drives Innovation
- Inventor Introductions and Project Overviews

✳ Networking Event

Mon 21 Jan 4:00-6:00 pm 7:30-9:30 pm	L1 **A Process Model for Innovation and Entrepreneurship** L2 **Entrepreneurial Teams and Leaders** Workshop **Team Building** (Group 1)
Thu 24 Jan 4:00-6:00 pm 7:30-9:30 pm	L3 **Entrepreneurial Creativity and Brainstorming Techniques Workshop** L4 **Opportunity Evaluation & Defining the Value Proposition** Workshop **Team Building** (Group 2)
Mon 28 Jan 4:00-6:00 pm	L5 **CJBS Library Session** L6 **Market Research Approaches**
Thu 31 Jan 4:00-6:00 pm	L7 **Customers, Markets and Applications** L8 **Recognising Uncertainty and Assessing Risk**
Mon 4 Feb 4:00-6:00 pm	L9 **Introduction to Intellectual Property** L10 **Strategies for Commercialising IP: What's in your business plan?**
Thu 7 Feb 4:00-6:00 pm	L11 **Business Models & Commercialisation Options** L12 **Business Case Study 1**
Mon 11 Feb 4:00-6:00 pm	L13 **Entrepreneurial Finance: Getting the Business Model Right** L14 **Entrepreneurial Finance: Understanding the Funding Landscape**
Thu 14 Feb 4:00-6:00 pm	L15 **Building Business Networks for the Entrepreneur** L16 **Business Case Study 2**
Mon 18 Feb 4:00-6:00 pm	Workshop **The Art of Pitching** (Group 1)
Thu 21 Feb 4:00-6:00 pm	Workshop **The Art of Pitching** (Group 2)
Mon 11 March 5:00 – 9:30 pm	**Pitch Night** Team Pitches (assessed) ✳ Networking Event & Programme Close (students, inventors, business supervisors)
Fri 15 March 5:00 pm	Individual Report, Team Report and Video Submission Deadline