EnterpriseTECH Module

The Cambridge Judge Business School Entrepreneurship Centre spreads the spirit of enterprise to the Cambridge community through educational activities that build skills in the practice of entrepreneurship.

EnterpriseTECH is an early-stage innovation development programme. It runs as a one-term project-based module. Its primary aim is to assess the commercial viability of real science-based technologies. We teach entrepreneurship skills around the framework of an innovation development project. Selected projects are progressed by teams of science, technology and engineering students within the University, under the guidance of business supervisors. At present, we deliver the programme for University of Cambridge undergraduates and graduates affiliated with the departments of Engineering, Physics, Chemical Engineering and Biotechnology, and Faculty of Biology.

Benefits for the Students

The programme focuses on real ideas in their infant stages of development that have been submitted by inventors in departments across the University and from local companies. Your team’s task is to investigate these ideas in terms of their potential to be translated into new marketable technologies or products.

In joining us on EnterpriseTECH, you will gain valuable experience in performing due-diligence on real emerging technologies and work with inventors who are experts in their field. You will develop key skills in opportunity recognition and evaluation that can be applied in a range of entrepreneurial contexts. You come to understand the process of taking novel technologies to market including targeting the right applications and markets as well as finding the right partners using appropriate business models.

By the end of the course you will be able to discuss the fundamentals of innovation development, entrepreneurship and technology commercialisation. You will be able to apply the theories of entrepreneurship to practice and appraise an idea in terms of the context, challenges, and business knowledge needed to uncover the next steps. You will also gain valuable experience in building a credible network of contacts to support your future entrepreneurial endeavours.

The programme for undergraduates runs across the Lent term beginning with an evening launch event where the inventors share details of their projects. You will be able to choose the project you would like to work on at the launch event. The lectures fit into the daytime timetable running on Mondays and Thursdays 4-5 pm. The remainder of the programme such as the launch event, supervisions, workshops and assessed pitches are mostly in the evenings. This is because there is no space in the timetables of the participating departments to create the space needed for these activities. In summary, you can expect around 12 hours of lectures, 6 hours of supervisions, 6 hours of workshops, clinics and practice pitches, plus 50 hours of your own offline research to contribute to your team’s commercial feasibility report.
Learning Objectives

The programme objectives are to introduce students to the rudiments of commercialisation and entrepreneurship through teaching the underpinning theoretical and practical concepts. The programme provides an overview of the innovative processes and creativity of entrepreneurship theory and practice including the importance of teams and leadership; unpacks the process of commercialisation, technology evaluation, due diligence and product development; highlights the basics of intellectual property protection and the role of IP in business; identifies how business models work and options for commercialisation and explores good practice in market research and the importance of understanding the customer.

Compulsory Components of the Programme

Programme Launch & Networking Event Thursday 17 January 2019 from 17:15

Lecture Series Begins Monday 21 January and ends Thursday 28 February

Innovation Theory Customers, Markets & Applications
People, Teams & Leadership Product Development
Project initiation and Development Intellectual Property
Creativity & Brainstorming Spin-outs & Start-ups
Opportunity Evaluation Decisions, Ways Forward & Pitching
Developing Entrepreneurial Creativity Exploiting Networks
Commercialisation Options & Business Models

CJBS Information Centre Session

Business Supervisions Three team supervisions during Lent usually after 18:00

Pitching Workshop A date in February 2019 from 18:00

Assessed Team Pitches A date in early March 2019 from 18:00

We are currently reviewing the assessment components for the 2018-2019 cohort. Assessment will likely comprise four elements:

- Group assignment – 3,000-word commercial feasibility report (45%)
- Group assignment – 6-min team pitch/presentation (20%)
- Group assignment – 2-min infomercial video (10%)
- Individual assignment (25%)

Programme Team

Dr Rebecca Myers ARCS
Head of Entrepreneurial Learning Programmes & Engagement and Director for EnterpriseTECH
Email: r.myers@jbs.cam.ac.uk

Hannah Tranter
Programme Coordinator for EnterpriseTECH
Email: h.tranter@jbs.cam.ac.uk