



## ***Ventures Academy***

*Where Ideas Come to Life*

*27<sup>th</sup> - 28<sup>th</sup> April and 26<sup>th</sup> May 2010  
Cambridge - Hauser Forum*

## *Spring 2010 Ventures Academy*

Welcome to NACUE's Ventures Academy. The programme is divided into three parts:

**27<sup>th</sup> of April - Start-up Finance Masterclass** - Educates on all aspects of funding entrepreneurial start-ups, availability and sources of finance.

**28<sup>th</sup> of April - Investment Readiness Day** - Bespoke investment advice and mentorship for young entrepreneurs who may be looking for funding for their start-ups and want to learn about investment finance and practice their pitch. Some ventures will be invited to a **further Deal Day** at which participants can meet a team of investors.

**26<sup>th</sup> of May - Deal Day** - Connects investment-ready ventures with interested investors

Entrepreneurs can attend any of the above days or engage in the entire programme depending on the stage of their venture.

Hosted by Hauser Forum and run by National Consortium of University Entrepreneurs (NACUE) in partnership with Anglia Ruskin University and University of Cambridge, the Spring 2010 Ventures Academy provides young entrepreneurs with the ultimate opportunity to learn more about start-up finance, become investment-ready and connect with investors. It brings together some of the most promising young entrepreneurs, enterprising students, investors and mentors in a programme that helps young entrepreneurs to develop the knowledge, skills and network necessary to take their start-ups to the next level. All speakers and mentors are incredibly experienced in the fields of private equity, venture commercialisation, business planning and innovation.

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IdeaSpace, Hauser Forum  
Charles Babbage Road  
CB3 0GT, Cambridge, UK

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Anglia Ruskin  
Entrepreneurs



**A u d i o   A n a l y t i c**

## April 27, 2010 – Start-up Finance Masterclass

Time	Session	
9.00am	<b>Registration &amp; Opening Reception</b>	
9.30am		<b>Welcome and Introduction</b> Hushpreet Dhaliwal, NACUE Corporate and Operations Director 
9.40am		<b>Current Investment Climate &amp; Overview of Financial Sources for Early-Stage Ventures</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence, University of Cambridge 
10.30am		<b>Equity Funding Options (Seed Funds, Business Angel &amp; Venture Capital Investment)</b> Modwenna Rees-Mogg, CEO of Angel News 
11.15am	<b>Break</b>	
11.45am		<b>Grants &amp; Other Non-Equity Finance</b> Gareth W. Roberts, CEO of PneumaCare 
12.15pm		<b>Key Elements of the Financing Plan</b> Annie Brooking – Founder at Ideas to Market - Former Senior Product Manager at Sun Microsystems, Former Director of Marketing at Symbolics Inc and a Principal at MAXWES, Former Investment Director at ETCapital 
1.00pm	<b>Lunch</b>	
1.40pm		<b>Panel Discussion – What makes the Perfect Pitch</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence at University of Cambridge 
		Miranda Weston-Smith, MWS Consulting - Member of the US Association of University Technology Managers 
		Chris Mitchell, CEO and founder of Audio Analytic 
		Jack Lang, a serial entrepreneur and business angel, Entrepreneur in Residence at University of Cambridge 
		Amy Mokady, Serial Entrepreneur and Business Angel – i-Teams Director 
2.30pm	<b>Break</b>	

Time	Session
3.00pm	 <b>IPRs – Turning your Inventions into Profit-making Assets</b> Barbara Fleck, European Patent Attorney and Chartered Patent Attorney - Marks & Clerk 
3.30pm	 <b>Selected Elevator Pitches</b> Preparation of 15 minutes – Elevator Pitches
4.00pm	 <b>Term Sheets &amp; Legal Issues in Private Equity</b> Charles Fletcher, Associate at Taylor Wessing - a corporate lawyer 
4.30pm	 <b>Review &amp; Future Plans</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence at University of Cambridge 
4.45pm	<b>Adjourn</b>



**Alan Barrell** is Entrepreneur in Residence at the University of Cambridge. He is Chairman of Health Enterprise East Ltd. Following a scientific training, he worked around the world with Baxter Healthcare and was its Chief Executive for six years. Subsequently, he joined Domino Printing Sciences as Managing Director, following which, after six years, he joined Willett International. He was instrumental in launching the Cambridge Gateway Fund to fund early stage technology businesses in the region and is involved with a number of charities including the Papworth Trust, the RSA, the Centre for Tomorrow's Company and The Prince's Trust. He received The Queen's Award in 2006 for Enterprise Promotion. Most recently, Alan has become Chairman of Eagle Genomics Ltd, and Pneumacare Ltd., and a Director of Probe Scientific Ltd. In October 2009 The Regional Strategic Health Authority for the East of England appointed Alan Chairman of the NHS Innovation. Alan is a member of Cambridge Angels and Sophia Business Angels (France) and advises numerous early stage companies internationally.



**Modwenna Rees-Mogg, Angel News (UK)** Modwenna Rees-Mogg is the author of *Dragons or Angels* a book is a practical guide on how to become and angel investor and to raise money from business angels. She has worked in the angel industry for a number of years and has invested in angel deals. She founded Angel News as a hobby in 2003 to address the issue of lack of information about the companies following a funding. The Angel News community is now in 66 countries. So now she is an investor, an entrepreneur and a writer. She also owns VCR Directory of Private Equity and Venture Capital Firms in the UK and Europe [www.vcrdirectory.net](http://www.vcrdirectory.net) is a non executive director of the Albion Ventures Protected VCT [www.albion-ventures.co.uk](http://www.albion-ventures.co.uk)



**Gareth W. Roberts, CEO of PneumaCare.** Gareth has extensive experience in the application of advanced technologies to medicine and specifically in using informatics and device technology for developing improved medical management systems. He has filed over 60 patents in this area and founded 5 biotech ventures raising over £40million in venture finance. He also has experience in managing multi-partner, interdisciplinary projects and developing IP portfolios which support product development.





**Annie Brooking** is a founder at Ideas to Market. She was CEO at Astron Clinica, Lux Inflecta and the Technology Broker. She is an expert in bringing high technology products to market, especially with disruptive technologies. She has spent twenty years as a CEO in high technology companies. Expert for EU Framework Programme. Public speaker, author of 2 books: Intellectual Capital and Corporate Memory. Currently working on 2 manuscripts. She has been teaching computer science for fifteen years. Annie teaches Strategic Management and Information Systems at Anglia Ruskin University, Cambridge. Annie was an MBA Mentor at the Judge Business School at University of Cambridge. **Annie Brooking's Specialties:** Bringing high technology and disruptive products to market, Strategic Product Marketing, Corporate Strategy with Intangible Assets.



**Miranda Weston-Smith** provides practical business development services for healthcare and biotech. She supports clients with marketing, new venture development and technology transfer expertise offering a cost-effective way to boost a company's growth. With 20 years' experience of working with emerging businesses, she has strong links with the Cambridge bio and high tech clusters. Miranda worked in the University of Cambridge for 7 years licensing technology and founding companies with researchers, has seed capital experience from 5 years at Cambridge Research and Innovation Limited, has undertaken technology audits, and implemented the UK's annual survey of technology transfer. She is a graduate in Natural Sciences, University of Cambridge, Fellow of the Linnean Society, holds the AAT Advanced Certificate in Accounting, and is a Member of the US Association of University Technology Managers.

[www.mws-consulting.co.uk](http://www.mws-consulting.co.uk)



**Dr. Christopher Mitchell**, Founder of Audio Analytic Entrepreneur **Chris Mitchell** is a 29 year-old Anglia Ruskin PhD graduate. He started here on a Science Foundation course, since he didn't have A level Maths to enter directly onto the Audio Music Technology programme. As a great example of lifelong learning, Chris progressed to study BSc Audio & Music Technology, graduating in 2002 and gaining his PhD in 2007. Near the end of the PhD Chris was shortlisted by the National Council of Graduate Entrepreneurship in a hunt for the UK's future entrepreneurial talent, being one of just 15 selected to spend six months in the USA in partnership with the Ewing Marion Kauffman Foundation. Chris developed a platform level technology that 'aligns music genre taxonomies' and his company is now further developing the product to take it to market.



**Jack Lang** is a serial entrepreneur and business angel, and Cofounder of Artimi Ltd, which is making the next generation of ultra wide band wireless chips. Interested in "computer science and how the brain works", his undergraduate degree in Mechanical Sciences at Cambridge led to a Computer Science diploma and a spell as Demonstrator in the Computer Laboratory. He left the University to found the consulting company Topexpress, one of whose projects was designing some of the software for the BBC Microcomputer. Jack was founder of Netchannel Ltd, which was acquired in 1998 by ntl, where he became Chief Technologist. Before that he founded Electronic Share Information Ltd, acquired by E\*Trade Inc in 1995. He is author of The High Tech Entrepreneurs Handbook and teaches and examines courses in Business Studies, Entrepreneurship and Ecommerce for the University of Cambridge Computer Science Laboratory. He is Entrepreneur in Residence at the Centre for Entrepreneurial Learning.



**Amy Mokady** is currently at the Cambridge-MIT Institute managing i-Teams, a hands-on entrepreneurial education programme for post-graduates. She is a serial entrepreneur and business angel. Before CMI, Amy held senior sales, marketing and business development roles in start-up mobile telephony companies and multi-nationals: at SavaJE, she was Vice President, EMEA; she was QUALCOMM Internet Services' Director of Business Development, responsible for their strategy with BREW in Europe; Head of product strategy and international development at Hutchinson 3G; and co-founder of STNC Ltd which was acquired by Microsoft.



**Barbara Fleck**, European Patent Attorney and Chartered Patent Attorney, Marks & Clerk  
Barbara works in all areas of Biotechnology and Life Sciences. She has expertise in the drafting, prosecution and filing of applications in both the UK and at the EPO. Barbara has particular experience in the field of plant-related inventions, including genetically modified organisms and Plant Variety Rights. Barbara graduated from the University of Glasgow with an honours degree in Molecular Biology. Her PhD research on the molecular biology of hormone signalling in plants was carried out at the John Innes Centre in Norwich and the University of East Anglia. Barbara joined Marks & Clerk after initially training at another firm of patent attorneys. She is a native German speaker. Marks & Clerk is the largest firm of patent and trade mark attorneys in the UK; they cover patents, trade marks, copyright, designs and the area of unfair competition.



**Charles Fletcher** is an associate in the corporate department of international law firm Taylor Wessing. Charles is a corporate lawyer with broad experience of corporate transactional and advisory work, having worked on a diverse range of corporate matters including mergers and acquisitions, joint ventures, IPOs and venture capital. He qualified as a solicitor in 2004 and joined Taylor Wessing in 2008 from another major international law firm. Charles is a graduate of the University of Cambridge and is based in Taylor Wessing's Cambridge office.

## April 28, 2010 – Investment Readiness Day

Time	Session	
8.30am	<b>Registration &amp; Opening Reception</b>	
9.00am		<b>Welcome &amp; Introduction</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence, University of Cambridge 
9.20am		<b>Ventures Academy from an Investor Perspective</b> Simon Haworth, Executive Director of IPSO Ventures 
9.40am		<b>Elevator pitches</b> Entrepreneurs present a two minutes pre-prepared elevator pitch to generate interest in their business
10.30am	<b>Break</b>	
11.00am	<b>Presentation Session</b> Each entrepreneur makes an 8-minute presentation to introduce the company and fundraising objectives. Fellow entrepreneurs and coaches provide feedback on strengths and weaknesses	
1.00pm	<b>Lunch</b>	
2.00pm	<b>Individual Coaching Sessions</b> (Preparation and revision of the presentations with coaches' help)	
3.00pm	<b>Break</b>	
3.15pm	<b>Final Competition</b> Each entrepreneur makes a second 8 minutes presentation. Coaches and judges score each presentation and decide on the investment readiness	
4.30pm		<b>Review &amp; Future Plans</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence at University of Cambridge
5.00pm	<b>Voting for the best presentation and best business ideas award</b>	
5.30pm	<b>Adjourn</b>	



## Coaches



**Alan Barrell** is Entrepreneur in Residence at the University of Cambridge. He is Chairman of Health Enterprise East Ltd. Following a scientific training, he worked around the world with Baxter Healthcare and was its Chief Executive for six years. Subsequently, he joined Domino Printing Sciences as Managing Director, following which, after six years, he joined Willett International. He was instrumental in launching the Cambridge Gateway Fund to fund early stage technology businesses in the region and is involved with a number of charities including the Papworth Trust, the RSA, the Centre for Tomorrow's Company and The Prince's Trust. He received The Queen's Award in 2006 for Enterprise Promotion. Most recently, Alan has become Chairman of Eagle Genomics Ltd, and Pneumacare Ltd., and a Director of Probe Scientific Ltd. In October 2009 The Regional Strategic Health Authority for the East of England appointed Alan Chairman of the NHS Innovation. Alan is a member of Cambridge Angels and Sophia Business Angels (France) and advises numerous early stage companies internationally.



**Jack Lang** is a serial entrepreneur and business angel, and Cofounder of Artimi Ltd, which is making the next generation of ultra wide band wireless chips. Interested in "computer science and how the brain works", his undergraduate degree in Mechanical Sciences at Cambridge led to a Computer Science diploma and a spell as Demonstrator in the Computer Laboratory. He left the University to found the consulting company Topexpress, one of whose projects was designing some of the software for the BBC Microcomputer. Jack was founder of Netchannel Ltd, which was acquired in 1998 by ntl, where he became Chief Technologist. Before that he founded Electronic Share Information Ltd, acquired by E\*Trade Inc in 1995. He is author of The High Tech Entrepreneurs Handbook and teaches and examines courses in Business Studies, Entrepreneurship and Ecommerce for the University of Cambridge Computer Science Laboratory. He is Entrepreneur in Residence at the Centre for Entrepreneurial Learning.



**Simon Haworth** - Executive Director of IPSO Ventures  
 Simon is a co founder of IPSO Ventures. He is responsible for development of portfolio companies, for the development of IPSO industry links, and for the management of team building activities. Simon is also a founder director of international recruiter BSG Team Ventures which underpins our team building work and gives IPSO portfolio companies preferential access to a vast international network of connections and potential CEOs, Chairmen/NEDs and other senior executives. Simon has built teams for many startups and for venture capitalists themselves, has founded or co founded four companies following training with Arthur Andersen and holds a PhD in Economics ("The growth of firms"). IPSO Ventures creates commercial value from intellectual property and technology generated by universities and other research institutions.



**Simon Pratten** – Simon is a founding director of TriStart, having played a leading role in the original research development of the tool. He is currently Operations Director. Simon has also worked in the field of Entrepreneurship and Innovation for the past 15 years as MD of Transitions, the Cambridge UK based consultancy specialising in start-up and early stage businesses.

Simon leads Transitions' work in venture creation with particular focus on team development, investor readiness and building balance sheet value. He is an investor in early stage businesses and holds a number of directorships and is chairman of Live the City the creative corporate events and international sightseeing company, Live The City Ltd. Before starting his own consultancy in 1992 Simon was a director of Savills, the international real estate consultancy, throughout the period of change from partnership to plc and flotation on the London Stock Exchange.



**Dr Phil O'Donovan** is a Chairman of Twelve Winds. He is a Co-Founder of CSR plc which listed on the London Stock Exchange in March 2004, became a FTSE 250 company in July of the same year, and is now Europe's largest fabless semiconductor company. As an angel investor, he works with the founders, boards and management of emerging technology-based companies. Phil has worked in the communications industry for 30 years in both small and large companies. Phil holds BSc, MSc and PhD degrees (all in electrical engineering), is a Fellow of the Institution of Engineering and Technology, a Chartered Engineer and a Royal Academy of Engineering MacRobert Gold Medal winner.



**Amy Mokady** is currently at the Cambridge-MIT Institute managing i-Teams, a hands-on entrepreneurial education programme for post-graduates. She is a serial entrepreneur and business angel. Before CMI, Amy held senior sales, marketing and business development roles in start-up mobile telephony companies and multi-nationals: at SavaJE, she was Vice President, EMEA; she was QUALCOMM Internet Services' Director of Business Development, responsible for their strategy with BREW in Europe; Head of product strategy and international development at Hutchinson 3G; and co-founder of STNC Ltd which was acquired by Microsoft.



**Jamie Urquhart** is a Venture Partner with Pond Venture Partners, investors in early-stage European companies. Jamie is highly experienced in global technology licensing businesses. Currently a board member at picoChip, Jamie was with ARM Holdings plc, from its inception in November 1990 until November 2002. During that time he undertook a number of roles, including Chief Operating Officer and Director, and latterly Chief Strategy Officer. Before that he was with Acorn Computers Limited, joining in 1984 as a VLSI Design Engineer, becoming VLSI Design Manager of the VLSI Design Group. Jamie is also a non-executive director of Imperas, nCipher, Antenova, and SplashPower. Jamie holds a BSc from Bath University in Physical Electronics.



**David Gough** is an entrepreneur specialising in biomedical and other technology-based businesses. In the last ten years he has been the founder or co-founder of six companies, one of which (Vectura Group plc) is now a FTSE 250 company. Companies with which David has been involved have raised at least £100m. David's successful and broadly based career as a senior manager, consultant, entrepreneur and investor has spanned more thirty five years. In 1996 he founded First Instar Limited a consulting firm specialising in the life sciences and biomedical industries and high technology. Prior to this he headed up healthcare and life sciences in the technology division of PA Consulting Group. As well as general management roles with five companies including Equinox Pharma Limited, Avlar BioVentures, and Vectura, David has held board level executive positions in marketing, R&D, business development, finance and operations. David is presently non-executive Chairman of

BioAstral and Critical Pharmaceuticals and a director of Monica Healthcare and CellAura Technologies. He is an advisor to three investors - NetScientific Limited, the Lachesis Fund and ETCapital Limited.



**Peter Hiscocks** is a Head of Marshall Solutions at Marshall Aerospace. He is a founder and Director at Finance Tree, Chairman at Ecurie25, Director at Toric Ltd, Founder and Director at visit4info Ltd. He is a Teaching Fellow at Judge Business School, University of Cambridge. Peter is also visiting lecturer at University of Cambridge, Institute for Manufacturing. He was previously Director of Cambridge Enterprise. Peter Hiscocks has spent a number of years in the private sector, and has worked for Fisons Ltd, TI Research, Scientific Generics and Integral Inc., among others. He is an active business angel



**Clennell Collingwood**

Since joining TTP Ventures, Clennell has invested in electronics and telecommunications related businesses. He is currently an observer on the board of ZBD. Clennell was also board observer with Alphamosaic, which has been sold to Broadcom in September 2004 for \$123m. More recently, Clennell has helped to establish the Carbon Trust – TTP Incubator, which supports start-up and early-stage businesses in the low carbon sector. He has first class BA and MEng degrees in Chemical Engineering from the University of Cambridge and has completed the year long Postgraduate Course in Design, Manufacture and Management (also at Cambridge).

## May 26, 2010 – Deal Day

Time	Session	
9.00am	<b>Registration &amp; Opening Reception</b>	
9.30am	 <b>Welcome &amp; Introduction</b> Alan Barrell, Cambridge Business Angel & Entrepreneur in Residence, University of Cambridge	 <b>UNIVERSITY OF CAMBRIDGE</b>
9.40am	<b>Introductions – Investors</b>	
10.00am	<b>10 minute pitches of delegates</b> Each company to give a 10 minute presentation (no financial information needed for this session, only sales projections)	
11.00am	<b>Break</b>	
11.20am	<b>Continuance - 10 minute pitches of delegates</b>	
12.20pm	<b>Lunch</b>	
1.00pm	<b>Investors &amp; Delegates Meetings</b> Each company will meet with the interested investors in confidence (financial information needed)	
3.30pm	<b>Summary Feedback Session – What happens next!</b>	
4.30pm	<b>Adjourn</b>	

Team of Investors will be confirmed by the end of April

ANGEL  NEWS

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