



## DISCOVERING START-UPS 2011

A comprehensive survival course for start-up business

*"Cambridge Wireless has proved invaluable by holding fantastic networking events, facilitating introductions to key players and offering support throughout the difficult start-up journey."*

*As a consequence of introductions from CW we have secured deals integral to positioning us at the forefront of mobile NFC wallets and proximity marketing."*

**Neil Garner, CEO. Proxama**

Two years in, and Cambridge Wireless has met its challenge to find the very best in new cutting-edge technology companies.

Supported by the East of England Development Agency, the programme gives tech start-ups and new entrepreneurs a comprehensive programme to drive their ventures forward.

With cash prizes, business services, and the chance to pitch their innovative ideas to some of the world's leading venture capital, angel and industry investors (including Amadeus, Cambridge Angels, Qualcomm, Microsoft and O2 Telefonica), Discovering Start-Ups has real impact.



*“The UK is home to hundreds of ambitious start-ups but converting good ideas into successful businesses requires a wide range of expertise and experience,” said **Kevin Coleman of sponsoring organisation, Alliantus.** “The events harness skills from leading industry players and give tech businesses insight and advice to help them create profit from innovation. We are thrilled to be part of it.”*

With a full programme of free master classes (including a fund raising and investment strategies event, business model day, workshops on networking, presentations and pitching, and links into a network of experts) the programme has impacted on over 220 businesses in the past two years.

With 280 people involved in at least one master class event or workshop, and 52 companies entering one of two competitions (10 won prizes) the commercial impact has been huge with companies reassessing plans, forging new partnerships or obtaining new funds.

- *“I wanted to thank you again for your fantastic management of the Discovering Start-Ups competition. I had a terrific time, and I was delighted and honoured to be a winner”.* **Stuart Arnott, Mindings**
- *“Thank you and the wider team for the opportunity. We gained some good contacts and also a couple of opportunities so it was well worth the exercise”.* **Graeme Gibson, AppSherpas**
- *“Thank you for the opportunity to be involved in the event, I think it was hugely positive and enjoyable”.* **Steve Edwards, Rohde & Schwarz, Prize Sponsor and Judge**



### THE MASTER CLASSES

For new start-ups or small companies looking for investment we have a programme of master classes to help them understand how to raise money and continue to build their business. It’s the kind of programme that shows how moneymen fit and how to match their requirements.

Topics covered have included IP basics and the commercial view of IP; IT as a tool to support growing teams; using PR to build a bigger picture; the 15 minute negotiator; recruiting the right employees for growth; working with customers and keeping them; reducing overheads and the expert guide to funding.

### DELEGATE COMMENTS

- *“A great opportunity to hear from people who have been where I am and lived to tell the tale”*
- *“A must not miss”*
- *“World-class advice”*
- *“Inspiring, informative, must attend!”*
- *“Master class in how to run a tech business start-up event”*



## NETWORKING, PITCHING AND PRESENTING

We devised our workshops to cover a range of scenarios to promote business face-to-face. Attending one of our workshops sharpens skills for our pitching competition.

## COMMENTS ABOUT TRAINING

- *Great short education if you want to start your own business"*
- *"Chance to get great feedback and refresh pitching"*

## THE HEAD JUDGE SAYS

- *"This is a unique opportunity for new businesses to pitch their ideas to a panel with years of experience and successful track records of spotting and backing winning technologies and businesses". **David Cleevely, entrepreneur and angel investor***

## A WINNING COMMENT

- *"The competition was a fantastic experience. In addition to the generous prize package, the chance to rub elbows with leading lights in the wireless industry was invaluable and I made several contacts that I expect will be future business colleagues". **Joshua Wies, Director – Advanced Balance Systems Ltd.***



## FRIENDS OF THE PROGRAMME

Arkessa, Alliantus, Amadeus Capital Partners, ARM, Avidity IP, Campbell Black, Cambridge Angels, Cambridge Capital Group, Cambridge Network, Cambridge University Entrepreneurs, CamJelly, CamTechNet, Chase, Connected Cambridge, Cre8Ventures, EEDA, Enterprise Europe Network, Google, ideaSpace, Innovacom, Innovation Martlesham, ITSP, Institute for Manufacturing, Janet Henson-Webb, IQ Capital Partners, Microlease, Microsoft, NESTA,

New Venture Partners, Nokia, Masabi, One Nucleus, Orange Labs UK, O2 Telefonica, Pall Mall Partners, Panasonic, Philips Innovation Services, Philips Research Laboratories, Pond Venture Capital, PRPR, Research In Motion, Rich Futures, St Johns Innovation Centre, Centre for Entrepreneurial Learning, Silicon South West, The Judge Business School, The Survive and Thrive programme, Technology Strategy Board, TTP Ventures, UKTI and Vodafone Ventures Europe.

## SPONSORS

In its second year, Discovering Start-Ups is supported by the East of England Development Agency and additional activities have been sponsored by Qualcomm Ventures, Philips Innovation Services, Microlease, Neondrum, NESTA, Rohde and Schwarz, S-Tech Insurance Services, Dorsey and Whitney and Alliantus.

***Thanks to the many others including SIG Champions, the Cambridge Wireless team and board.***



## CLENNELL COLLINGWOOD, TTP VENTURES

*"The quality of entrants shows that innovation and entrepreneurship is clearly very much alive. It was difficult for us to pick out five winners and we are confident that all the Discovering Start-Up winners and many of the other finalists will go on to make important contributions to the wireless industry."*



## SORAYA JONES, CAMBRIDGE WIRELESS

*"All the finalists had a unique opportunity to pitch to a dream line up of business angels, VCs and corporate investors with years of experience of spotting winners."*

*"The support from the judges, sponsors, members and entrants has been excellent and reflects the expertise, encouragement and business infrastructure that exists to nurture and help drive the success of innovative start ups."*

### A WINNER'S PERSPECTIVE

*"The pitch win has generated more contacts about our business and hits at our website than all our other publicity."*

**Ward Hills, Pneumacare**

## THE WINNERS 2010

**Cambridge Temperature Concepts**, has used its novel analogue design technology to develop a highly accurate sensor to predict fertility as accurately as IVF treatments.

**Augmentra** has developed a mapping, navigation, tracking and information tool for smartphones that provides real time mapped location and information for outdoors activities through its ViewRanger software.

**MagicSolver** has established a lead in app discovery for iPhone. With an ever-growing customer base in 90 plus countries, it develops its own apps and those for partners.

**PneumaCare's** PneumaScan technology observes chest movements and calculates volume changes over time based on Structured Light Plethysmography (SLP) technology. This works by projecting a grid pattern onto a patient's chest area while two cameras record the changes in the projected pattern on the chest from different perspectives. The result is a moving 3D model of the chest.

**Oxford Electromagnetic Solutions**, has developed a fast, efficient and accurate way to detect buried pipes. The OXEMS systems uses buried RF Tagging Units, a detector and an Integrated Identification System.

## THE WINNERS 2011

**Advanced Balance Systems** has developed Walkasins, a wearable medical device that reduces the risk of falls in people with balance problems. Walkasins works by providing vibrotactile biofeedback to augment or replace impaired balance sensation and is a new approach to solving this serious problem.

**Blu-Wireless** is developing low-cost multi-Gigabit semiconductor WiFi products for next generation consumer electronics devices. The unique single chip 60 GHz transceiver being developed will be of significantly reduced cost and power with emphasis on manufacturability when compared to the anticipated competing products.

**Mindings** has developed an app that helps connect families and friends through a digital photo-frame or similar device that displays pictures, message and reminders. Personally captioned photos, text messages, calendar reminders, Facebook content and much more appear instantly on a digital photo frame which does not need to be touched.

**Proxama** is pioneering near field communications and contact-less technology for marketing and payments applications. Proxama worked alongside MasterCard Worldwide to create an end-to-end payment solution, and has recently signed a partnership agreement with Nokia to develop NFC applications for the new generation of smartphones.

**Qiqqa**, pronounced 'quicker', is software that helps researchers manage and extract maximum value from their research materials. Combining innovative tools with powerful natural language processing, Qiqqa lets researchers cope with the avalanche of papers and information that their research involves.