

Discovering Start-Ups



DISCOVERING START-UPS – THE ANNUAL REPORT 2010



“Cambridge Wireless put together another high quality event which attracted a number of excellent early stage investment opportunities.”

Carson Bradbury, Cre8ventures

Cambridge Wireless launched the Discovering Start-Ups challenge to find the very best in new cutting-edge technologies in 2010.

A two year programme supported by the East of England Development Agency (EEDA), it gives fledgling companies and budding

entrepreneurs the opportunity to kick-start their new ventures with cash prizes and services, along with the chance to pitch their innovative ideas and business plans to some of the world’s leading venture capital, angel and industry investors – including Amadeus, Google, Microsoft, Orange and Vodafone.



In addition to a competition, the project also provides a full programme of free master classes including a fund raising and investment strategies event; business model day; workshops on networking, presentations and pitching; as well as links into a network of experts.

Absolute must-attend business and networking events for all SME's looking to widen their business opportunities ... In less than three months of working within the Cambridge Wireless community I have managed to move mountains."

Helen Haywood, Founder/CEO, Talking Eye Limited.

Over 140 organisations participated in at least one master class event, (170 people). 36 people participated in workshops and 27 companies entered the competition of which 5 won prizes and tailored feedback was provided to all entrants.

We encouraged our finalist to enter the Qualcomm ventures competition (Frederic, Rombaut, MD of Qualcomm Ventures was one of our judges and asked us to do so). Cambridge Temperature Concepts went all the way to the final round representing Europe and won 100 000 Euros in the process.



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.

WHAT DELEGATES SAID

- ▶ "One of the best networking events for start-ups ever"
- ▶ "Tips from top industry figures on raising finance"
- ▶ "Excellent introduction to what you need to be thinking about before financing a business"
- ▶ "A great introduction for starting a start-up on what they should expect with funding, likelihood of success etc. And what is expected from them."

- ▶ "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 business start up advice"
- ▶ "Inspiring, informative, a must attend!"
- ▶ "Master class in tech business start-up event"
- ▶ "Very interesting/useful"
- ▶ "Good use of time"



NETWORKING, PITCHING AND PRESENTING

As a start-up you realise that your potential supporters can be anywhere, which is why we devised our workshops to cover a range of scenarios to promote business face-to-face. Attending one of our workshops sharpens skills in the areas that matter most.

WHAT DELEGATES SAID ABOUT THE WORKSHOPS

- ▶ "Great short education if you want to start your own business"
- ▶ "Chance to get great feedback and refresh pitching"
- ▶ "Great introduction to pitching and presenting for new business"
- ▶ "Informative, interesting and engaging"
- ▶ "Great tips and refresher"
- ▶ "Great speaker with opportunity for participation"
- ▶ "A good introduction to funding preparation and presentations"
- ▶ "Very well presented and useful"
- ▶ "Engaging and entertaining"



FRIENDS OF THE PROGRAMME

These include:

Amadeus Capital Partners
ARM
Business Link East
Cambridge Angels
Cambridge Capital Group
Cambridge Network
Cambridge University Entrepreneurs
CamJelly,
CamTechNet
Chase
Connected Cambridge
Cre8Ventures
East of England Development Agency
Enterprise Europe Network

IN THE EAST OF ENGLAND, UK

Google
ideaSpace
Innovacom (the VC part of Orange)
Innovation Martlesham
Institute for Manufacturing
IQ Capital Partners
Microlease
Microsoft
NESTA
New Venture Partners
Nokia
One Nucleus
Orange Labs UK
Pall Mall Partners
Panasonic

AND THE WORLD

Pond Venture Capital
Qualcomm Ventures
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
Vodafone Ventures, Europe

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



WHAT THE PR GURU SAYS

"It is difficult to make sense out of a lot of online coverage – some is very valuable and other bits you can take or leave. We have had good local impact in Business Weekly, CEN and Cambridge Business. Other coverage ranged from Electronics Week to the Business Hub on radio. Of course don't forget the blogs and tweets.

I am sure the combined value of coverage is in the tens of thousands of pounds"

Peter Rennison, PR PR



A WINNER'S PERSPECTIVE

Ward Hills, Pneumacare, "... the pitch win in December has generated more contacts about our business and hits at our website than all our other publicity."

A SELECTION OF WHAT THE PRESS HAVE SAID

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