

## Business SIG 'Innovation? Business models rule'

22 September 2016

**Hosted by Digital Catapult as part of the ColLab Festival**

This SIG is championed by Clennell Collingwood of **TTP**, Soraya Jones, Amanda Nunn of **Money Mover** and Leo Poll of **Akendi UK**.

**Venue: Digital Catapult, 101 Euston Road, London, NW1 2RA**

### AGENDA

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| <b>13:00</b> | Registration and networking (please note: lunch is not provided)  |
| <b>13:30</b> | Introduction to Business SIG from <b>Leo Poll, Akendi UK</b>  |
| <b>13:40</b> | Welcome from event supporter, <b>Digital Catapult</b>   |
|              | <b>Session chaired by SIG Champion, Soraya Jones</b>  |
| <b>13:50</b> | <b>Disrupting a traditional industry with technology: the story of Pekama and the legal sector</b><br><b>Zeev Fisher, CEO, Pekama</b><br>Pekama brings modern technology and innovation to a sector that had always been old fashioned – the legal sector. I will speak about the challenges in persuading old-fashioned people to adopt technology.  |
| <b>14:10</b> | Q&A   |
| <b>14:15</b> | <b>Please Do Not Disrupt: When Will Law Have its 'Uber' Moment?</b><br><b>David Bushby, COO, Lexoo</b><br>After a slow start, lawyers and technologists are finally swapping suits and pens for hoodies and code, to use technology to solve legal problems faster, better and cheaper than ever before. The LegalTech era has arrived, but are we really witnessing true disruption? Get a snapshot of the disruptive forces at play and hear David's prediction for how law can have its own 'Uber' moment.   |
| <b>14:35</b> | Q&A   |
| <b>14:40</b> | <b>Legacy Systems and Legacy Thinking: Fintech and the reinvention of financial services</b><br><b>Amanda Nunn, Partnerships Manager, Money Mover</b><br>Despite being seen as a highly technical, highly regulated industry, financial services were dominated by big banks that resisted disruption. In doing so they stifled innovation, creating the opportunity for a new wave of agile and entrepreneurial businesses to lead the way in a Fintech revolution.<br>Hear from Amanda how businesses like Money Mover are reinventing how we engage with banking and financial transactions. |
| <b>15:00</b> | Q&A   |
| <b>15:05</b> | <b>Refreshments and networking</b>  |
|              | <b>Session chaired by SIG Champion, Amanda Nunn, Money Mover</b>  |
| <b>15:35</b> | <b>Mick O'Conchubair, Business Director, Black Swan</b>   |
| <b>15:55</b> | Q&A   |
| <b>16:00</b> | <b>What Should We Teach about Business Model Innovation?</b><br><b>Professor Alan Brown, Associate Dean Entrepreneurship &amp; Innovation, Surrey Business School</b><br>Real world thinking and experiences in business model innovation have changed significantly over the past few years. Is the way we teach business model innovation keeping pace? This session presents a few simple frameworks and models that are being used to help explain core concepts of business model innovation, and techniques that help accelerate business model experimentation.                          |
| <b>16:20</b> | Q&A   |
| <b>16:25</b> | Panel session with all speakers chaired by <b>SIG Champion, Leo Poll, Akendi UK</b>   |
| <b>16:55</b> | <b>Feedback - Complete evaluation survey – a link will be sent to you.</b>  |
| <b>17:00</b> | <b>Event closes</b>   |

With the permission of the speakers, presentations will be loaded to the CW website on the day following the event

## Profile of organisers

### **CW (Cambridge Wireless Ltd.)**

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-Ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of host

### **Digital Catapult**

There are many brilliant digital businesses in the UK, so there is plenty of opportunity and still considerable work to be done. This is why Digital Catapult is here – to help increase the number of digital businesses, and the numbers employed in digital roles. In short, Digital Catapult is here to help grow the UK digital economy. [www.digitalcatapultcentre.org.uk](http://www.digitalcatapultcentre.org.uk)

## Profile of SIG Champions

### **Clennell Collingwood, Senior Consultant, TTP**

Clennell Collingwood is a Senior Consultant in the Medical Devices group at TTP, Europe's leading independent technology and product development company. Previously, Clennell was an Investment Director in TTP Ventures, investing in electronics and telecommunications related businesses. He managed the investments in Alphamosaic, sold to Broadcom for \$123m, and Displaydata. In addition, Clennell helped to establish the Carbon Trust – TTP Incubator, which supported 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). [www.ttp.com](http://www.ttp.com)

### **Dr Soraya Jones, Board Member, Knowledge Transfer Network (KTN) and Senior Advisor, Cambridge Wireless**

After one year as the Entrepreneur in Residence at St. John's Innovation Centre where Dr Jones supported ambitious and innovative entrepreneurs, Soraya is now a Senior Advisor for Cambridge Wireless (CW). She is also an active Board Member of the Knowledge Transfer Network (KTN) in addition to running her own consultancy company. Recently she was appointed as one of the UK Ambassadors for Women in Innovation, encouraging women to become innovators and to take senior roles within their organisations. Soraya indulges her philanthropic nature as a board member of SeeChangeFilms (Charity), Cambridge Phenomenon Advisory Editorial Board, Venturefest East (2016) and The Rising Network Advisory Board. Prior to this, Soraya was the founder CEO of Cambridge Wireless (CW), growing the business to a membership of over 400 companies, and setting up 20 Industry Special Interest Groups, while delivering around 50 technology events per year. Before joining CW, she served as the Director of Commercial Partnerships at Tribal Plc, and as a Programme Development Manager at the University of Cambridge Programme for Industry. Born in Malaysia, Soraya holds BSc and MSc degrees from Indiana University, USA, and a PhD from the University of Cambridge (Magdalene College).

### **Amanda Nunn, Partnerships Manager, Money Mover**

Amanda joined Money Mover in October 2015 from a career which has spanned a variety of sectors and industries, from The Royal Household to Starbucks. Most recently she was Assistant Director of the CBI in the East of England where she was the go-to person for the business community in the region.

She has an exceptional understanding of the needs of business, particularly SMEs. As Partnerships Manager Amanda is responsible for managing our relationships with other businesses who want to work with us and offer Money Mover services to their clients and networks. [www.moneymover.com](http://www.moneymover.com)

### **Leo Poll, Director UK/Europe, Akendi UK**

Technically everything is possible, making it work for people is where the real challenges are. Addressing these challenges from an end-user perspective in a way that makes business sense is what drives Leo. With more than 20 years of experience in Innovation driven Experience Research and Design he is able to bring an ability of strong lateral thinking combined with broad domain knowledge of applications/markets and technical enablers. Previous to his role at Akendi, Leo worked for the mobile phone division of Philips in Le Mans, France, managed numerous international projects whilst employed by Philips Electronics UK, was a member of the global 'Connectivity Programme' board of Philips Research, (Co-)founded Ryppel Ltd, Eversfield Innovation Ltd, Galileo Software Adviesbureau v.o.f. [www.akendi.co.uk](http://www.akendi.co.uk)

## Profile of speakers

### **Professor Alan Brown, Associate Dean Entrepreneurship & Innovation, Surrey Business School**

Alan W. Brown is Professor of Entrepreneurship and Innovation in the Surrey Business School where he leads activities in the area of corporate entrepreneurship and open innovation models. In addition to teaching activities in entrepreneurship and global strategy, he focuses on innovation in a number of practical research areas with regard to global enterprise software delivery, agile software supply chains, and the investigation of "open commercial" software delivery models. The result of this work is a series of practical frameworks and success models for advancing enterprise activities in local small-medium businesses, large corporations, and student enterprise groups.

[www.surrey.ac.uk/business-school](http://www.surrey.ac.uk/business-school)

### **David Bushby, Lexoo**

David Bushby is the Chief Operating Officer of legal marketplace, Lexoo and produces the Law Hackers newsletter, curating best of LegalTech and start-up happenings in the legal industry. [www.lexoo.co.uk](http://www.lexoo.co.uk)

### **Zeev Fisher, Pekama**

Zeev is an Intellectual Property expert based in Cambridge, UK. Zeev now wears two hats - founder in Pekama and Managing Partner in Fresh IP. Pekama is an innovative collaborative ecosystem for the legal profession. It is designed to take the experience of lawyers and clients to the 21st century. Fresh IP is Zeev's IP consultancy. It deals with patents and trademarks with an office in Cambridge and vast worldwide activity. As a lawyer, he is qualified in the UK Solicitor and an Israeli Advocate. He is also a self-educated software programmer who has been personally involved in several start-up companies as a software programmer and a manager. Zeev has been managing intellectual property firms and advising clients on a broad range of matters for the past 10 years. He is a professional problem-solver and strategist who helps universities and forward-looking companies deal with building up an intellectual property portfolio of true value. Zeev's current practice focuses on trademarks and design matters and particularly on handling conflicts in these fields. Zeev is also involved in patent matters together with other members of his firm, and has a particular interest in patent invalidity practice. [pekama.com](http://pekama.com)

### **Mick O'Conchubair, Business Director, Black Swan**

I work with a stellar team at Black Swan to deliver a Predictive Analytics SAAS platform and a number of Big Data products. We're a new company (2011) and Black Swan Data recently topped the Sunday Times "Fastest Growing Business" league table. A consummate business manager with extensive experience in a variety of technology related sectors. Having spent the last 15 years working in the technology sector and the last 10 as a senior technology manager. I have accumulated a wealth of knowledge and skill in delivering projects of varying degrees of size and complexity. During my time I have worked across sectors and disciplines across all levels of business, most recently delivering multimillion pound projects in healthcare, legal and travel sectors. With a solid foundation in technology development I have highly translatable skills and abilities. I have well-developed business analysis skills and am an expert in developing/determining product viability through analysis. [www.blackswan.com](http://www.blackswan.com)

### **Amanda Nunn, Partnerships Manager, Money Mover**

See SIG profile above. [www.moneymover.com](http://www.moneymover.com)