

A joint event between the Cambridge Wireless Business SIG and Enterprise Europe Network Let's get real! - exploring different funding options for your early stage company

26th January 2016

Hosted by St John's Innovation Centre

This SIG is championed by Clennell Collingwood, **TTP Group**, Leo Poll, **Akendi UK** and **Soraya Jones**, St John's Innovation Centre

Venue: St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS

AGENDA

13:00 Registration and networking with lunch

14:00 Introduction to Business SIG from **Clennell Collingwood, TTP**

Session chaired by SIG Champion, Soraya Jones, St John's Innovation Centre / Enterprise Europe Network

14:10 'The Funding Landscape - the history , the trends, and the future of investments'

David Gill, Managing Director, **St John's Innovation Centre / Enterprise Europe Network**

David Gill will explore these burning questions: How has risk funding changed since the financial crisis? How much further can the crowdfunding go? Is there a future without grants?

14:25 Q&A

14:30 'Crowdfunding: supporting entrepreneurs for years to come'

Goncalo de Vasconcelos, CEO, **SyndicateRoom**

Presentation on what is crowdfunding, how it evolved to date, prove that is here to stay, how it's going to evolve in the future.

14:45 Q&A

Session chaired by SIG Champion, Leo Poll, Akendi UK

14:50 'Start Me Up!'

Matthew Scherba, Head of Global Sales and Marketing, **Breed Reply**

Accelerators and Incubators – An overview of what they are, how they differ, the stage of engagement, and the purpose they serve for start-ups.

15:05 Q&A

15:10 Refreshments and Networking

15:40 'Early Stage Companies, can your bank help with funding?'

Mark Wiseman, Area Business Manager, **Barclays**

Presentation on the approach that banks take when looking at providing debt funding to growing businesses.

15:55 Q&A

Session chaired by SIG Champion, Clennell Collingwood, TTP

16:00 Open forum debate with all speakers and **Peter Hiscocks**, CEO of Executive Education at Cambridge Judge Business School

16:40 Closing remarks and delegates fill out evaluation forms

16:45 Informal one to one surgery sessions with speakers including EEN experts in St John's Innovation Centre Bistro

17:30 Event close

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. For more information, please visit www.cambridgewireless.co.uk

Enterprise Europe Network

The Enterprise Europe Network is designed to help businesses innovate, grow and succeed in the European marketplace through technology transfer or by finding new customers, suppliers or commercial partners.

In partnership with Exemplas Holdings Ltd, St John's Innovation Centre can give you free access to the world's largest business network, helping you make the right connections and supporting companies to develop their business internationally. For more information please visit www.enterprise-europe.co.uk/

Profile of host

St John's Innovation Centre

St John's Innovation Centre provide early-stage, knowledge-based companies with business advice, strategic consultancy, introductions and flexible accommodation. St John's Innovation Centre was established by St John's College, part of the University of Cambridge, in 1987 to provide early-stage, knowledge-based companies with business advice, strategic consultancy, introductions and flexible accommodation. It was the first innovation centre of its kind in Europe and has become world-renowned for its success as a business incubator. For more information please visit stjohns.co.uk/

Profile of SIG Champions

Clennell Collingwood, TTP

Clennell Collingwood is a Senior Consultant in the Product Engineering 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 ZBD. 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). For more information please visit www.ttp.com

Leo Poll, Akendi

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. For more information please visit www.akendi.co.uk

Soraya Jones, St John's Innovation Centre / Enterprise Europe Network

Dr. Soraya Jones joined St. John's Innovation Centre as Entrepreneur in Residence in May 2015 and aims to support ambitious and innovative young companies within the incubator community as well as the wider Cambridge area. She was the founder CEO of the successful Cambridge Wireless cluster and was also the co-founder of the renowned Discovering Start Up Competition which runs an annual competition in search of the best start ups in the UK. She is also on the board of the Knowledge Transfer Network (from June 2015).

Prior to Cambridge Wireless, she served as Director of Commercial Partnerships at Tribal plc and 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). For more information please visit <http://stjohns.co.uk/>

Profile of speakers

David Gill, St John's Innovation Centre / Enterprise Europe Network

David Gill was appointed Managing Director of St John's Innovation Centre in October 2008. He previously set up and ran the Innovation & Technology Unit at HSBC Bank in London (1997-2004), before serving as an executive director of ETCapital Ltd, a venture firm focused on early-stage, technology-based investments. Educated at Cambridge, he qualified as a barrister before working in corporate finance for US and UK banks. A Sloan Fellow at the Stanford Graduate School of Business in California (2005), David is currently an Academic Collaborator at the University of Cambridge Institute for Manufacturing. He is also the co-author of a number of analyses of innovation (in the US, Israel, Germany and the UK), business incubation and finance for growth firms, most recently 'Startup Support Programme: What is the difference?' (NESTA 2015) and "Consolidating the Gains: Government Intervention in Risk Capital (Venture Capital (2015)). He is a non-executive director of the Greater Cambridge Peterborough Enterprise Partnership. For more information about St John's Innovation Centre visit stjohns.co.uk/

Peter Hiscocks, Cambridge Judge Business School

Peter is Senior Lecturer at the Cambridge Judge Business School where he teaches innovation management and entrepreneurship on the MBA and other courses. He also teaches entrepreneurship and business finance for other Departments within the University of Cambridge including Engineering, Biochemistry, Biotechnology and Physics. He is actively involved in supporting Cambridge Judge Business School Executive Education programmes.

Peter Hiscocks has spent a number of years in the private sector working in product development in large companies before starting his own businesses. Peter has founded nine new ventures of which four have been sold, two closed and he is Chairman or Director of the others. These businesses include Integral Inc. – a \$50 million consulting company; Ecurie25 Ltd – a supercar club; Pod Point Ltd – an EV recharging business. He is the Chairman of a £ 20 million seed-fund that helps fund new business start-ups and is on the advisory board of a large venture capital company. He is also an active business angel. For more information about Cambridge Judge Business School visit www.jbs.cam.ac.uk/home/

Goncalo de Vasconcelos, SyndicateRoom

Goncalo is the CEO and co-founder of SyndicateRoom, the UK's only investor-led equity crowdfunding platform. SyndicateRoom gives its members access to the same investment opportunities that experienced business angels are investing in, and gives entrepreneurs access to crowd capital alongside the mentoring and contacts from business angels. As a serial entrepreneur with a strong background in both business angel investment and equity crowdfunding, Goncalo is one of the best networked people in the industry and regularly writes for Forbes about entrepreneurship and early-stage equity. For more information about SyndicateRoom visit www.syndicateroom.com/

Matthew Scherba, Breed Reply

Matthew has over 25 years of international IT, software, sales and consulting experience covering the full technology lifecycle, from greenfield product development, to building and scaling sales, account management and support teams, and everything in between. He is an entrepreneur who has founded, ran and invested in companies across Cloud software, mobile applications, M2M, machine learning and IoT, in both the corporate and start-up space, and across the UK, Europe and US markets. For more information about Breed Reply visit www.reply.eu/en/breed-reply/

Mark Wiseman, Barclays

Mark is the Area Manager for Barclays Business Banking in Cambridgeshire and he leads a team of Relationship Managers, including a High Growth & Entrepreneur specialist, who are based in the area and who provide advice and support to locally based companies turning over up to £5m. Having joined Barclays from school, he has more than 30 years of experience in the banking industry, which includes most of the past 20 years working with businesses of all sizes, ranging from start-ups to multi-million turnover corporates. He has worked with hundreds of these customers, providing business advice and appropriate finance that has allowed them to achieve their ambitions for growth. For more information about Barclays visit www.barclayscorporate.com/