

The Business Group
'Assembling the A-Team'

24th January 2019

Sponsored by the MPA Group and hosted by The Bradfield Centre, Cambridge

This SIG is championed by **Ann Fisher**, Bailey Fisher Executive Search, **Soraya Jones**, Invested Investor & The Bradfield Centre and **Mike Price**, The MPA Group

Venue: The Bradfield Centre, 184 Cambridge Science Park, Cambridge, CB4 0GA

AGENDA

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| 12:30 | Registration over networking lunch |
| 13:30 | Introduction to the Business Group from Ann Fisher, Bailey Fisher |
| 13.35 | Welcome from our sponsor The MPA Group, Mike Price, Chairman and Founder
Session chaired Ann Fisher, Bailey Fisher Executive Search |
| 13:40 | 'Finding talent, retaining talent and building a motivated team'
Heather Beardmore, Director, Halpenfield Ltd.
How can you recruit and retain the right people to make your business successful in a competitive environment? Mistakes made and lessons learned on the journey to building a great team |
| 14:00 | Q&A |
| 14:05 | 'Building a Billion Dollar Business: Challenging the Status Quo'
Poppy Gustafsson, CEO, Darktrace
In just five years, Darktrace has reached a valuation of over \$1.65 billion and is internationally recognised for its innovation and rapid growth. A commitment to challenging the status quo has been crucial at every stage of the journey to world leader in cyber AI. |
| 14:25 | Q&A |
| 14:30 | 'Joining the Board: how to tell the difference between a Non-Exec and a supermarket trolley'
Dr David Cleevely, CBE, FEng, FIET - Chair, Raspberry Pi Foundation
Why join a board? Why invite someone to join a board? I'll be talking about what I look for, what a start-up should look for, and how to spot a supermarket trolley and other exotica. |
| 14:50 | Q&A |
| 15:00 | Refreshments and networking
Session chaired by Soraya Jones, Invested Investor & Bradfield Centre |
| 15:30 | 'How to stand out from the crowd'
Akriti Dokania, Early Stage Investor, Octopus Ventures
Akriti receives a large number of business plans, she will discuss how to build and present a strong Founder team. |
| 15:50 | Q&A |
| 15:55 | 'Start up to a team of 75 in 10 years'
Mike Price, Chairman and Founder, The MPA Group
The first 10 years of MPA Group have been a phenomenal journey, the majority of it going to plan, but some of its been a little more rocky than I'd hoped. I'll share with you the highs and lows in the hope that it is both interesting and insightful. |
| 16:15 | Q&A |
| 16:20 | Panel session , with speakers, chaired by Toby Young, Head of Technology, Bailey Fisher Executive Search <ul style="list-style-type: none">With additional panellist: Ward Hills, Makespace Cambridge Ltd |
| 16:45 | Concluding remarks by Soraya Jones, Invested Investor & Bradfield Centre |

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



Profile of organisers

Cambridge Wireless (CW)

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 over 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 20 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 major conferences and start-up competitions 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

Profile of sponsor

The MPA Group

With over 10 years' experience, our tax specialists and technical analysts are experts in the R&D Tax Credit scheme and Patent Box relief, delivering funding for innovative tech companies. MPA Group helps clients accelerate their innovation and business expansion. They help companies to capitalise on their research, innovation and development activities by maximising all the potential benefits from available HMRC tax concessions. MPA Group's experienced industry specialists and tax experts focus on maximising client value with high quality client service delivery. Working with them, their clients have received more than £150m of financial benefits for their business using the R&D Tax Credits and Patent Box concessions. www.thempagroup.co.uk

Profile of host

The Bradfield Centre

The Bradfield Centre is managed & operated by Central Working on behalf of Trinity College Cambridge. We are a collaborative, entrepreneurial community of innovative start-ups and scale-ups. This stunning building is the house for over 250 members across 62 companies, with a focus on deep tech projects. We offer a mix of memberships from hot desking to private offices. If you want to join the community here, find out more about what we do, free venue hire or have a tour of the building, feel free to approach us at the end of the event or ask in Reception. www.bradfieldcentre.com

Profile of SIG Champions

Ann Fisher, Co-Founder, Bailey Fisher Executive Search

Ann co-founded Bailey Fisher Executive Search in 1998 and is the founder of Women 4 Technology, a networking forum for over 500 international female entrepreneurs, investors and business leaders in the technology sector. Ann has over 20 years' experience in executive search, focusing on Technology and Professional Services. During this time she has conducted numerous Partner searches for 'Big Four' firms across Tax, Corporate Finance and Consulting, as well as being highly adept at building senior management teams for fast-paced innovative technology companies. In recognition of Ann's extensive business network, she was nominated as one of the Top 25 Most Influential Business People in the Cambridge Technology Cluster. Ann is a mentor on the Techstars Barclays Accelerator; a member of the Astia Global Advisory Board, a US organisation dedicated to the success of high-potential growth ventures, and a member of the Cambridge Campaign Committee for the Arthur Rank Hospice Charity. Ann leads the business development activities in Bailey Fisher, as well as supporting the Partners with the delivery of key mandates. Prior to co-founding Bailey Fisher, Ann set up her first recruitment business at the age of 27, which she built to a successful exit within 5 years. Ann started her commercial career as Head of Finance with an early-stage software house in London, having trained with a Top 10 Manchester-based accountancy firm. <http://bailefisher.com>

Soraya Jones, Director of Communications, Invested Investor & Ambassador, The Bradfield Centre

Dr. Soraya Jones was the first CEO of Cambridge Wireless (CW), growing the business to a membership of over 400 companies and 20 Industry Special Interest Groups, making it one of the premier tech clusters in the UK. She



stepped down as the CEO in 2015, to pursue other ventures including becoming an entrepreneur -in-residence, board members/mentors to various organisations and start-ups. Previously, she was also the Innovate UK Women in Innovation Ambassador, and Board member of the Knowledge Transfer Network (KTN). She is currently the Ambassador for the Bradfield Centre in Cambridge, as well as the Director of Comms/Partnerships at the Invested Investor, a social venture that aims to increase the success rate for entrepreneurs and investors. Born in Malaysia, Soraya holds BSc and MSc degrees from Indiana University, USA, and a PhD from the University of Cambridge. www.investedinvestor.com www.bradfieldcentre.com

Mike Price, Chair and Owner, The MPA Group

Mike qualified as an accountant some 25 years ago. He developed his career around his passion, technology, working in financial and general management. This career was cut short in 2004 when Mike was hit by joy riders, the resulting spinal injuries making a 'normal' job all but impossible. Mike is Chairman and Founder of MPA Group. The company, incorporated in 2007, quickly established itself as a leader in accounting, tax and business consulting exclusively for the technology sector. The company has grown rapidly and it's 75 employees now serve over 850 clients throughout the UK. Outside of work, Mike spends his time with an extended family of three daughters and two spaniels. Mike has a keen (some would say obsessive) interest in triathlon. The current challenge is to set a new world record for the most half Ironman events completed in 12 months. www.thempagroup.co.uk

Profile of speakers

David Cleevely CBE, FEng FIET - Chairman, Raspberry Pi Foundation

David Cleevely CBE FEng, FIET is the Chairman of the Raspberry Pi Foundation and Raspberry Pi (Trading) Ltd. He is the founder and former Chairman of telecoms consultancy Analysys (acquired by Datatec International in 2004). In 1998, he co-founded the web based antibody company Abcam (ABC.L) with Jonathan Milner and was Chairman until November 2009. In late 2004 he co-founded the 3G femto base station company, 3Way Networks, which was sold to Airvana in April 2007. He has invested in over 55 companies and is Chairman of four of them, including the award winning restaurant "Bocca di Lupo" and its gelateria subsidiary, Gelupo. He has been a prime mover behind Cambridge Network, co-founder of Cambridge Wireless, co-founder and Chairman of Cambridge Angels and is a member of the IET Communications Policy Panel. For 8 years until March 2009 he was a member of the Ofcom Spectrum Advisory Board. From 2001 to 2008 he was a member of the Ministry of Defence Board overseeing information systems and services (DES-ISS, formerly the Defence Communications Services Agency). After being sponsored to study Cybernetics at Reading by Post Office Telecommunications, he joined their Long Range Studies Division. A PhD at Cambridge was then followed by the Economist Intelligence Unit in London. He is a Fellow of the Royal Academy of Engineering and the IET and he has recently held an Industrial Fellowship at the University of Cambridge Computer Laboratory. In 2009 he was appointed the Founding Director and Executive Committee Member of the Centre for Science and Policy, University of Cambridge and was Chair until June 2018. He was elected a Fellow Commoner of Queens College, Cambridge in 2013 and an Honorary Fellow of Trinity Hall in 2015. He was awarded a CBE in the Queen's New Year Honours List in 2013.

Poppy Gustafsson, CEO, Darktrace

Poppy is a co-founder of Darktrace, which under her leadership has reached a \$1.65 billion valuation in under five years and was named Europe's 'Fastest Growing Super Scale-up' by Tech Tour. Poppy is a qualified chartered accountant and previously served as the company's CFO. Prior roles also include financial controller positions in the technology and venture capital sectors. She was named City A.M.'s Entrepreneur of the Year 2017. www.darktrace.com

Akriti Dokania, Early Stage Investor, Octopus Ventures

Akriti joined Octopus in 2018, with a focus on deep tech businesses within the fields of Artificial Intelligence, Machine Learning software, B2B Enterprise Software, Cyber Security and next generation automation. Having worked internationally, UK, US and India, Akriti understands how to build a business. She is a computer science engineer by background and worked as a Product Manager with Windows and in the User Experience team at Windows Edge. Prior to this, Akriti built a B2B Business in India, with a focus on accounting in the retail space. She graduated from the University of Michigan with a bachelor's degree in Engineering and completed an MBA at the London Business School. Whilst completing her MBA, Akriti worked with the Amazon Alexa team to help launch Alexa in new territories. She also worked at Forward Partners as a pre-seed/seed stage investor. www.octopusventures.com



Heather Beardmore, Halpenfield Ltd.

Heather graduated in Computer Science and then began a career in the IT industry working for some of the top computer software vendors in the world. Initially entering the profession as a computer programmer Heather rose to the position of Professional Services Director. She built professional services teams from zero eventually managing a team of 120 consultants both in the UK and internationally. In 2004 Heather started Halpenfield Ltd, a specialist BI & Analytics company. Halpenfield delivers data driven solutions on premise or in the cloud to businesses in the UK, EMEA and USA. www.halpenfield.co.uk

Mike Price, Chair and Owner, The MPA Group - www.thempagroup.co.uk

See bio listed above.

Chair of the Panel session: Toby Young, Head of Technology, Bailey Fisher Executive Search

Toby Young leads the Technology practice at Bailey Fisher Executive Search. Toby has 20 years' experience in international executive search, specialising in building boards and leadership teams for some of the UK's most innovative technology companies. He works with clients from ambitious high-growth companies to innovative corporates, with a particular focus on later stage scale up companies. Following 5 years heading up the Technology practice at Bailey Fisher from 2012 - 2017, Toby spent 20 months in an operational role within a growth technology company, supporting the business with its talent and partnership strategy as it continued its global growth. Toby re-joined Bailey Fisher in 2019, bringing to his role an increased understanding of the challenges faced by growth businesses. Toby co-hosts Bailey Fisher's series of Leadership Dinners in Cambridge and London for CEOs and other C-level executives within the growth technology sector. <http://baileyfisher.com>

Additional Panellist: Ward Hills, Makespace Cambridge Ltd

Ward provides board-level strategic direction for early stage companies. He has been CTO, CEO and Director of several companies through new product development, regulatory approvals and shipments to customers world wide, and finally exit. At Makespace he is part of a community of engineers, scientists, artist and business people creating new things and products. The Makespace community is centred on the growth and exchange of STEM skills and resources amongst its members. As chairman of the digital health firm Abed Graham Healthcare Strategies he is overseeing substantial growth each year from contracts with government, multinational healthcare and cyber-security firms. He holds a Certificate in Company Direction from the Institute of Directors and has been a board member in the UK, US and Malaysia. At The University of Cambridge Judge Business School he contributes to the Executive Education, MBA and post graduate programmes. <http://makespace.org/>

