

Business SIG**'Seeking investment and funding to grow your business? Sharing stories together...'**18th July 2018**Hosted by The Bradfield Centre, Cambridge**

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

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

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| 13:30 | Registration and networking with refreshments |
| 14:00 | Introduction to the Business SIG from Abhi Naha , Cambridge Wireless and Soraya Jones , Invested Investor |
| | Session chaired by Soraya Jones, Invested Investor |
| 14:10 | 'Lessons learned in raising funds and growing a start-up'
Rhodri Thomas, CEO, Spectral Edge
A few observations from Rhodri Thomas on his experiences at Spectral Edge and SwiftKey, aimed at generating a discussion on some of the key elements of fund-raising and growing a start-up. |
| 14:30 | Q&A |
| | Session chaired by Ann Fisher, Bailey Fisher Executive Search |
| 14:35 | 'Have Your Cake and Eat it – Funding Growth without Losing Control'
Nick Osborn, Managing Director, Fenland RP
This talk will show entrepreneurs and SME owners the relatively lightly trodden path to successful growth without having to decimate their shareholding to achieve it. By using R&D tax credits and matching your growth trajectory to suit, it is possible to achieve the growth you need without sacrificing big chunks of your Company to more traditional investors. Giving insights from 25 years of growing SMEs both with investors and without. |
| 14:55 | Q&A |
| | Session chaired by Ann Fisher, Bailey Fisher Executive Search |
| 15:00 | 'Tips and war stories from an Invested Investor'
Peter Cowley, Chairman of Cambridge Angels & President of the European Business Angel Network (EBAN)
40 years as an entrepreneur and 10 years early stage investing – the scars I endured on my journey from novice angel to Invested Investor |
| 15:20 | Q&A |
| 15:25 | Refreshments and networking |
| | Session chaired by Ann Fisher, Bailey Fisher Executive Search |
| 15:55 | 'VC Investment Stories – why did we invest?'
Amelia Armour, Principal in Early Stage Funds, Amadeus Capital Partners
Amelia will explore what her organisation looks for when they invest in early stage companies. |
| 16:15 | Q&A |

Session chaired by Mike Price, The MPA Group

16:20 'Common themes across successful scaling SMEs'

Mark Nunny, Investor, BGF

In his talk Mark will explore and identify common trends and themes which he has encountered in successful teams and businesses.

16:40 Q&A

16:45 Session chaired by Mike Price, The MPA Group

Panel session with all speakers along with additional Panellist:

- **James Thomas, Cambridge Enterprise, University of Cambridge**
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17:30 Event closes

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 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.

Soraya Jones, Director of Communications and Partnership, Invested Investor/Director of SorayaJones&Co

Dr. Soraya Jones was the founder CEO of Cambridge Wireless (CW) starting in 2007, growing the business to a membership of over 400 companies, and 20 Industry Special Interest Groups with two international conferences. She stepped down as the CEO in 2015 to pursue other ventures including being an Entrepreneur in Residence at St. John's Innovation Centre for one year and board members/advisors to various organisations and startups. She is currently involved in the communications and partnership aspect of the Invested Investor Project, which aims at increasing the success rate of early investors and entrepreneurs by sharing investors/founders' success and war stories. Recently, she has also been appointed as the Innovation Ambassador for the Bradfield Centre. Born in Malaysia, Soraya holds BSc and MSc degrees from Indiana University, USA, and a PhD from the University of Cambridge (Magdalene College).

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.

Profile of speakers

Amelia Armour, Principal in Early Stage Funds, Amadeus Capital Partners

Amelia Armour joined Amadeus Capital Partners Limited in 2009, she serves as a Principal in the Early Stage Funds with an investment focus of Autonomous Systems, AI & Machine Learning, Digital Health and Medical Technology. Prior to Amadeus, she worked at Barclays Investment Bank as a manager in the structured capital markets team with responsibility for running a portfolio of multi jurisdiction transactions. Amelia has also worked in structured finance at the Commonwealth Bank of Australia. She qualified as a chartered accountant with Deloitte in the corporate tax department. Amelia holds a BSc in Chemistry and Biology from Durham University. Being based in Cambridge she has a particular interest in supporting and nurturing spin-outs from the University and is an active observer on the boards of Cambridge Touch Technologies, a company developing the next generation of force touch for mobile phones and tablets, machine learning company prowler.io and Paragraf, the graphene technology development company.

www.amadeuscapital.com

Peter Cowley, Chairman of Cambridge Angels & President of the European Business Angel Network (EBAN)

Peter Cowley, a Cambridge university technology graduate, founded and ran over 10 businesses in technology and property over the last 35+ years. He has built up portfolio of 60+ angel investments with 3 good exits and several failures. He is the WBAF Best Angel Investor of the World and was UK Angel of the Year 2014/15. He has mentored hundreds of entrepreneurs and on the board of eight startups. In 2011, he founded and has since run Martlet: a Corporate Angel, investing (currently £5+M) from the balance sheet of Marshall, a £2bn revenue Cambridge engineering company. He is chair of the Cambridge Angels and is a fellow in Entrepreneurship at the Judge Management School in Cambridge and has recently been appointed as the President of the European Business Angel Network (EBAN). He is a non-executive director of the UK Business Angel Association and on the investment committee of the Angel Co-fund. He has also had 16 years' experience as chair, treasurer and trustee of the boards of seven charities and is voluntary equity finance chair for the Federation of Small Businesses. He is sharing his and others' experience and anecdotes of angel investing by publishing online and offline – see

www.investedinvestor.com

Mark Nunny, Investor, BGF

Mark joined BGF's in March 2012 and is based in Milton Keynes. He is responsible for deal origination, execution and portfolio management. Mark previously worked at Hermes Private Equity and HSBC Principal Investments, investing capital across a number of sectors. Prior to that Mark qualified with KPMG as a Chartered Accountant, spending nine years in KPMG's Birmingham and London offices in audit and transaction services. When not at work or with his young family, expect to see Mark cycling at a rate of knots across the Chilterns.

www.bgf.co.uk

Nick Osborn, Managing Director, Fenland RP Ltd.

Nick joined FRP in 2003 and became Managing Director in 2006. With a background as an Industrial Design graduate from Loughborough University, Nick has worked in 3D printing since its introduction to the UK in 1992, developing his passion for helping other people launch new and exciting products as fast as possible. After 10 years of running a mix of self-financed / Angel-funded businesses Nick decided to keep it simple and try the deeply unfashionable idea of growing a profitable business organically with zero debt. With 15 straight years of profitability and currently 20 people across 3 sites in the UK this seems to be going ok so far. Over the last decade he has developed the business into one of the UK's leading Rapid Manufacturing Consultancies, successfully diversifying across the Medical, Automotive and Industrial Sectors. A keen field hockey player and former Chairman of his local Club, Nick refuses to retire and has represented the County and Eastern Region during his career. <https://fenlandrp.co.uk/>

James Thomas, Senior Investment Associate, Software, Cambridge Enterprise, University of Cambridge

James works for Cambridge Enterprise, the University's Technology Transfer Office, which helps staff and students from the University of Cambridge commercialise their expertise and ideas. James works in the Seed Funds team, which aims to support academics and students starting spin-outs through investment and mentoring. James joined Cambridge Enterprise in late 2017, looking specifically at early-stage Software investments. Prior to joining Cambridge Enterprise, he worked for a Cambridge-based software start-up for three years in a variety of internal and client-facing roles. www.enterprise.cam.ac.uk

Rhodri Thomas, CEO, Spectral Edge

Rhodri Thomas is the CEO of Spectral Edge Ltd, based in Cambridge. He joined company in February 2017 from Microsoft following its acquisition of Swiftkey and was part of the leadership exiting team. Rhodri joined SwiftKey as Chief Commercial Officer in 2010, when the company was pre-revenue, and was part of the management team that oversaw the global expansion and growth of the company. This included start-to-finish deal making with major smartphone OEMs, ultimately closing eight-figure deals with global brands for licensing SwiftKey's technology. Rhodri was based in Silicon Valley for three years prior to the acquisition, establishing strategic relationships with west-coast tech giants. Rhodri has also held product management and business development positions with a number of other start-up and leading companies including 118118, Texperts, Unisys and Convergys. www.spectraledge.co.uk

