

CW Annual Review

2020/21

Agility and resilience in a challenging year

As with all our members, I did not imagine a year ago that CW would be where we are today. Yet I am far from disheartened. The way in which we pulled together as a community to deliver much-valued support, knowledge sharing and growth activities amidst these challenging circumstances has impressed upon me the strength and validity of our network.

Despite the turbulence in the foundations of our day-to-day, CW performed a textbook pivot. The SIG Champions, supported by our capable events team, quickly adopted new ways of working and have delivered 33 exceptional online experiences ranging from the technical (“5G for content acquisition and delivery”) to the playful (“How can tech help Santa?”).

CW’s financial performance is positive, buoyed by the transformation of our service portfolio beyond the event space. Having delivered our first accelerators with ghd in 2018/19, the team is now adding innovation to the R&D / science departments of more multinational organisations. We built Cambridge’s first 5G network, and the first cohort of businesses will soon have finished trialling their applications. We’ve delivered training courses both to leaders looking to digitise their businesses and to young people wanting to progress into a digital career.

Looking to the coming year, our theme will be “Membership First”. We have learned a lot in the last year. Even when our face-to-face events return, they will only be more accessible and inclusive thanks to the learnings from this period of digital delivery. The membership offering will expand with the establishment of a new knowledge exchange programme. The CW Journal, after a year of offline work, will be re-launched in a new online format that encourages participation from members. Fresh faces will enter our 5G testbed, and we will continue to work alongside R&D teams to bring the latest technologies to their businesses. And, finally, we are expanding our team to ensure that you, our members, receive a valued service from CW during your quest for business growth.

I am looking forward to working with each of you in the year ahead.

Simon Mead, CEO, CW (Cambridge Wireless)



Message from the CEO

CW **CONNECTING
THE DIGITAL
WORLD**

2020 / 2021 Highlights



MARCH 2020

CW office locks down, all face-to-face events are postponed indefinitely.

JUNE 2020

Partnership formed with Cherie Blair Foundation for Women to support business owners in low to middle income countries.



Over 2000 women entrepreneurs have been given training / support through the partnership

Feb 2020

APRIL 2020

CW pivots from face-to-face knowledge-sharing and networking activities to online. The first webinar is delivered in association with Sitetracker.

CW has delivered 31 webinars in 2020/21 to 2,439 delegates. 48% of delegates were non-members.

Our webinars have achieved an 88% average satisfaction score, with three webinars scoring as high as 95%.

THROUGHOUT 2020

The CW team remotely deliver two R&D Accelerators with a transformative impact on the science teams at BAT.

2020 / 2021 Highlights



JULY 2020

Tech event series "New Technologies, New Opportunities" in partnership with CPCA to help local leaders digitise their businesses.



SEPTEMBER 2020

CW delivers "Edge Week" as an immersive, online experience with almost 1,000 registrants over two days, accompanied by the inaugural CW Technology & Innovation Awards.

"It was on par with the physical CW TEC that I have been attending for last many years. Well done CW!"
CW TEC 2020 attendee feedback

"The best virtual conference event I have seen to date, with the normally excellent speakers and topics plus an effective virtual networking capability. Well done CW!"
CWIC 2020 attendee feedback

SEPTEMBER 2020

Launch of new consortium to help businesses scale and move from "Product" to "Product as a Service".



"It really feels like the Product as a Service Consortium is out of the blocks with great sessions, engagement and actions with some great folks. We look forward to taking the next step with you on the journey."

Toby Grimshaw, Director Sales & Business Development, Kigen

"As a founding member of CW and building on our experience of the Innovation Hive, we were keen to be part of this new, very active, group of diverse companies to ensure we have access to the best thinking in terms of technology and business models."

Dr Tim Moore VP of Innovation, ghd.

THROUGHOUT 2020

Leadership of the UK5G Innovation Network continues. The size of the project has tripled since launch in 2018.



2020 / 2021 Highlights



236 CPD certificates were awarded in 2020

FEBRUARY 2021

CW founds a new Special Interest Group focused on Non-Terrestrial Networks with a first event scheduled for June 2021.

"CW is the only networking community I recommend to my contacts, even to those outside the UK. It provides a unique atmosphere and the topics discussed are very dynamic and up to date."

Stewart Edmondson, UKESF

50 new CW memberships started in 2020

March 2021

JANUARY 2021

The first cohort of businesses enter the CW Private 5G Testbed – Cambridge's first 5G network.

"The 5G testbed at CW will let us try out those technologies and prove them so that manufacturers can be sure that they can rely on them"

Andy Ward, Ubisense

MARCH 2021

A new programme to help students realise their tech industry ambitions goes live.

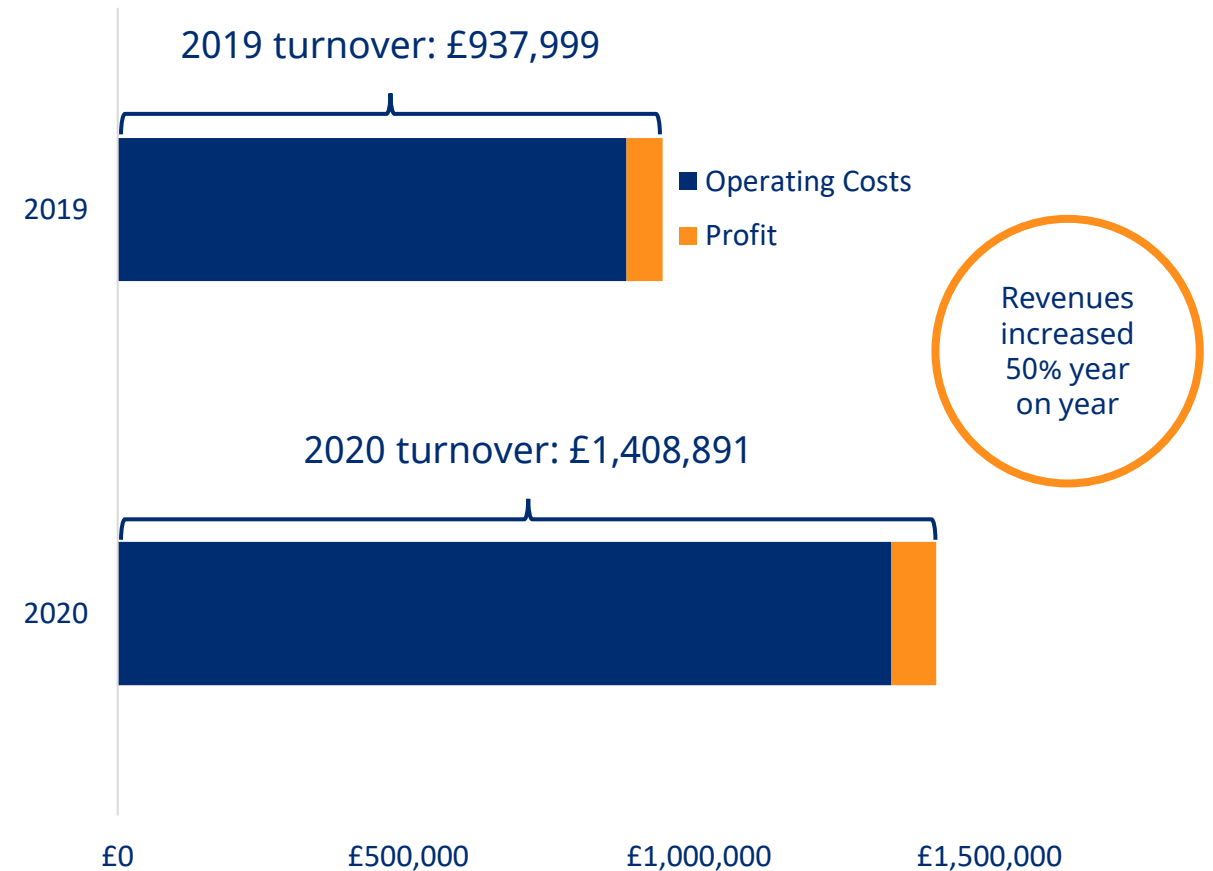


"We have tried several paid for networks (One Nucleus, Cambridge Network, CW) as well as some of the free networks (Connected Cambridge etc). CW is the only organisation where we renewed our membership. It provides a great balance of events where the emphasis changes from delivering information, network opportunities, workshops, dinners and so on."

Nigel Bailey, Fresh Perspectiv

Financial highlights:

- Revenue increased for another year, reaching £1.4M in 2020.
- Income from customised activities for larger corporations continued to support membership operations.
- Despite coronavirus, sponsorship revenues for flagship events, such as CWIC, remained strong.
- 2020's profits of £77.5k will be reinvested back into CW's activities in following years.
 - Growing the team to include a Membership Executive and Marketing Executive
 - Launching a new Knowledge Exchange programme for members
 - Launching the CW Journal online



CW Members in 2020 included...



NTT Data UK
 BHC
 GKD Technologies
 Headwind
 Augmentra
 Green Custard
 Analysys Mason
 Amdeo
 NEC Telecom MODUS
 Smashtag Ltd
 Climate Associates
 Arkessa
 CityFibre
 Allied Spectrum Associates
 Mandrel Systems
 Radio Communication Museum of Great Britain
 GWA
 Artesis LLP
 Imagination Technologies
 L2S2 Ltd
 TwoFlix
 Mesensei
 PervasID
 EE
 Invenia Labs
 Network Rail Telecom
 SmithsonHill
 Fuss Free Phones
 Spicule Ltd
 floor51
 Sedgex Consulting
 ThinkSmallCell
 PwC UK
 First Ascent Group
 Eastpoint Software
 Page White & Farrer
 Quixoticity
 Myriofoam Limited
 Excelsior Commercial Ltd
 Bango
 Invested Investor
 Uventor Ltd.
 Coderus
 Thor Partners
 Marketplace AMP Ltd
 Wright Design Ltd (WDL)
 Ripcord Designs
 Redstone Converged Solutions
 HayBeeSee
 eg technology Limited
 Predictable Network Solutions
 Obidos Consulting
 Plextek
 IC Resources
 BBC Research & Development
 AEL Crystals

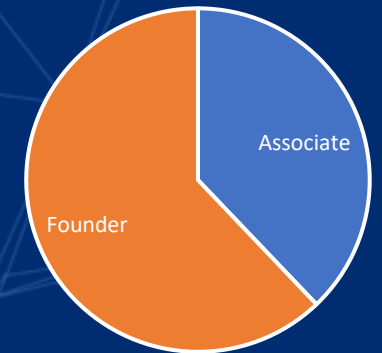
MediaTek (MTK Wireless Limited)
 Ravensbourne
 Thinking Binaries
 The Loomba Foundation
 St John's Innovation Centre
 AstraZeneca
 3G Wave
 Eastpoint Software
 Deutsche Telekom UK
 3G Partnership
 Hooley Research
 Kynesim
 Alphablend
 Cellular Tech Ltd
 Woodhall Marketing
 Intel
 Decision Evaluation
 Quortus
 Beowulf Proof Works
 Anderson Young
 Business of Software
 E-Pay Logistics Ltd
 BT Openreach
 EE
 Form the Future CIC
 Druid Software Ltd
 Turation
 Real Wireless
 StoryLab Research Institute, Anglia Ruskin University
 Digica
 Archipel&Co
 SetSquared
 PwC UK
 Telet Research (N.I.) Ltd
 British Telecommunications
 Impleo
 CIR Strategy
 WeSee AI Limited
 UN Environment World Conservation Monitoring Centre
 Vecta Consulting
 Synergy Solutions
 Antenova Ltd
 The Innovation Practice
 Wayra UK
 Turner-Bilton Consulting
 University of Hertfordshire
 Frontier Smart
 GTT Wireless Ltd
 Magna International
 RFMW UK (was Microwave Marketing)
 IC Strategic
 5GFutures
 Broadcom
 42 Signals
 Astutim
 Anglia Ruskin University

Linkwave Technologies
 Growth EQ
 42 Technology
 Alpha Micro Components
 Ixion Holdings
 Sierra Wireless
 Plum Consulting
 Global mobile Suppliers Association
 ghd Cambridge
 IPM Global Mobility Limited
 Chronos Technology
 Nokia Bell Labs
 Nokia
 Satellite Applications Catapult
 Darwin Innovation Group
 The Silicon Eye
 DIT - East of England
 Cambridge Enterprise
 antennaPRO
 Artagnan Tech
 Vilicom UK
 Ago Actum Ltd
 PA Consulting Group
 Radian Design
 Cambrionix
 Paul Ceely
 Kingly Brookes LLP
 Systems4Silicon
 DSTL
 Conigital
 Cambridge Innovation Capital
 TTP plc
 Kao Data
 Green Energy Options
 Conigital
 Interlligent UK
 lotic
 Capital Lab Ventures LLC
 Wavemaker Technology Ltd
 Marginal Technologies
 TalkTalk
 UltraSoC
 Horizon Embedded Ltd
 Amazon
 D C Intelligence
 Deben Private Wealth
 Innovative Business Software, Inc
 Ilika Technologies
 Aetha Consulting
 iWireless Solutions
 Albion Innovations
 CoreNet Dynamics plc
 Nineteen Events Limited
 RTT Online
 First Ascent Group
 Centrigent

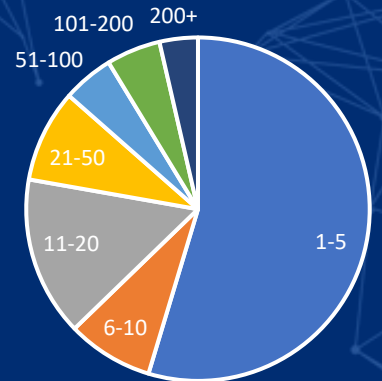
Pod Group
 Fawley Waterside
 CorrosionRADAR Ltd
 MCS Test
 CPI
 Agile Analog Ltd.
 The KTN
 EAHSN
 eCosCentric
 Watt Knowledge
 Gateway Navigator
 DLFA
 Wright Design Ltd (WDL)
 RFMOD
 DSP Group
 Jaboo Software
 Allia
 Renfrew Group international
 Vodafone
 Stewart Technology
 Dovetailed
 Airgain
 Espansivo
 Enterprise Europe Network
 Birketts LLP
 High Summits Consulting
 Delivery Management
 Converge
 Vision Formers
 Digital Health Cambridge
 Sitetracker
 Arm
 Zeetta Networks
 Aetha Consulting
 MPA
 Mobile Internet Limited
 National Physical Laboratory
 ConvergedLinks Inc.
 RN Electronics
 Network Rail Telecom
 Google
 Beko
 RF Channel
 5G3i Ltd
 IP21
 UCL Institute of Communications and Connected Systems
 Redtail Telematics
 Ignite Exponential
 Keima

Spectranomy Ltd.
 RPD International
 VMhosts Ltd.
 Marks & Clerk
 Tumika
 lowRISC CIC
 Kenway Chauffeur Agency Ltd
 5G North East
 Birketts LLP
 HearAngel/LimitEar Ltd
 Zinwave
 School of EE&CS Queen Mary (University of London)
 Planet Computers Ltd.
 Skyships Automotive
 Airgoo Wireless Media
 Cambridge Norwich Tech Corridor
 Exact Sourcing Ltd
 Angetech Consultants
 ip.access
 Google
 IDTechEx
 Silicon Cortex
 CellMetric
 Spower
 R4DAR Technologies
 Climate Associates
 Mitra Innovation
 Iridium
 CorrosionRADAR Ltd
 PlayFusion
 Brunel University (WNCC)
 Filtronic
 McLaren Applied Technologies
 Myrtle Software Ltd
 Utility Technology Council
 DesignEdge Cambridge
 Qualinx B.V
 CGI
 Wireless Infrastructure Group
 Plancentric
 NIHR Brain Injury MedTech Co-operative
 Microsoft Research
 FCO Services
 CCS
 techUK
 One Nucleus
 University of York (Communication Technologies Research Group)
 EAHSN
 Armour Communications Ltd
 University of Surrey (ICS)
 Tektronix UK
 8 West Consulting
 GeoSpock
 Canadian High Commission
 Innovizr

2020 CW Membership by Type



2020 CW Membership by Size



Topics we cover:

1. Academic & industry
2. Artificial Intelligence
3. Automotive & Transport
4. Business
5. Connected Devices
6. Content Production & Delivery
7. Engineering Trust
8. Enhanced Mobile Broadband
9. Future Devices & Technologies
10. Healthcare
11. Industrial IoT
12. Location
13. Non Terrestrial Networks
14. Radio Technologies
15. Security
16. Small Cells
17. Smart & Intelligent Cities
18. User Experience
19. Virtual Networks
20. Wireless Heritage

CW is the membership organisation for companies involved in the research, development and application of wireless technologies.

With an active community of over 1000 technology companies ranging 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. Your business can get involved in a number of ways:

1. Membership

Membership enables all employees within your organisation to participate in our networking, knowledge-sharing and growth activities. Membership is by company and starts at £165pa. There are two tiers of membership (Associate and Founder). Contact membership@cambridgewireless.co.uk to find out which is best for you.

2. Custom activities

We have deep relationships with innovative organisations across the technology community and an exceptionally skilled project management / event delivery team. If you would like to find out more about how we can support your business objectives with bespoke activities, please contact hello@cambridgewireless.co.uk.

3. Programmes

CW delivers programmes for innovation, knowledge exchange, international growth, start-up support, tech for impact and the public sector. Members have priority access, but any relevant organisation in the technology community is welcome to apply to be involved as well. Contact hello@cambridgewireless.co.uk to find out more.

4. Events

Non-members can still pay to access the majority of CW's events. Our full event calendar is available at www.cambridgewireless.co.uk

5. Sponsorship

With about fifty events a year and numerous other activities, there are plenty of opportunities for your business to raise its profile through high impact speaking or exhibiting slots. To find out more, contact sponsorship@cambridgewireless.co.uk

About CW

CW CONNECTING
THE DIGITAL
WORLD