IGNITE PROGRAMME-2015

- Ignite is an intensive, one-week training programme in the Judge Business School, University of Cambridge (UK.), for aspiring entrepreneurs and corporate innovators to trial and prepare business ideas for the commercial environment.
- By guiding the processes of protecting your ideas,
- Investigating and pinpointing the market,
- Rising finance,
- Building teams and Selling your ideas

WHO IS IT FOR?

Entrepreneurial people and corporate innovators who requires practical **Know-how** in the development of a new business.

AIM:

To help people accelerate their business venture by developing a structured route map and the action plan to achieve their entrepreneurial anbitions.

OBJETIVES:

Provide a forum to learn from the experiences of entrepreneurs and corporate innovators.

Develop business skills and provide an opportunity to apply these skills within a safe environment.

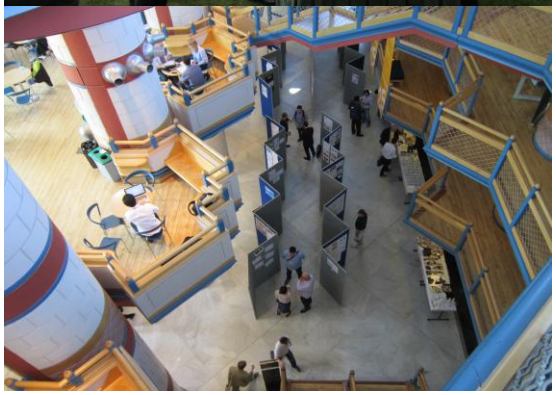
Validate business ideas, provide inspiration, confidence, and action planning for the next steps.

Identify sources of help and advice for the early stage of development.

IGNITE SESSIONS

Marketing
Business Model
Finance
Team
Selling your idea

Networking



Mentor Sessions

TIMETABLE

Mon 6th July MARKETING	Tue 7th July BUSINESS MODEL	Wed 8th July FINANCE	Thurs 9th July TEAM	Fri 10th July SELLING YOUR IDEA
08:00 - Registration **08:30** - Welcome & Introduction, LT1	Tea / Coffee			
Customer Value Proposition LT1 Shai Vyakarnam	Programme updates How to define business models LT1 & LT2 Pilgrim Beart (Hi-tech) & Derek Jones (Bio-tech)	Programme updates How to prepare financials LT1 Khaled Soufani	Programme updates How to build a great team LT1 David Cleevely	**09:00**-One to One Clinics 4th & 6th flr bays, LT1, LT2, LT3, CTR, W2.01 (2 areas), W4.04, W4.06, W4.03, W6.15, 3rd and 5th floor project rooms
Group Photo Tea / Coffee	Tea / Coffee	Tea / Coffee	Tea / Coffee	Tea / Coffee
Hi-tech: Determine the customer and markets Jamie Urquhart LT1 Bio-tech: Determine the customer and markets Jane Dancer LT2	Hi-tech: Route to Market Uday Phadke LT1 Bio-tech: Route to Market Wendy Alderton LT2	Hi-tech: Financing Strategy David Gee LT1 Bio-tech: Financing Strategy Richard Vellacott LT2	Selling your ideas Richard Vellacott LT1	One to One Clinics (locations as above) Preparing your posters
Market Research Chris Lamaison LT1	Hi-tech: IP Pawel Piotrowicz LT1 Bio-tech: IP Kate McNamara LT2	Leadership Skills Roy Proctor LT1	Entrepreneurial Negotiation Skills Clive Rich LT1	12.30-13.30 Lunch - Common Room
Lunch Common Room	Lunch University Centre	Lunch University Centre	Lunch University Centre	
Doing Market Research LT1, LT2, LT3, CTR, W2.01, W2.02, W4.03, W4.04, W4.06, W6.15, 5th floor room	Designing your business model LT1, LT2, CTR, W2.01, W4.03, W4.04, W4.06, W6.15, KH107, 3rd floor meeting space, 5th floor room	Risks, rewards and return LT1, LT2, CTR, W2.01, W4.03, W4.04, W4.06, W6.15, KH107, 3rd floor meeting space, 5th floor room	Prepare and practice presentation LT1, LT2, LT3 CTR, W2.01, W4.03, W4.04, W6.15, 3rd floor meeting space, 5th floor room, North meeting room	Panel Presentations & Poster Session LT1, LT2, LT3, CTR, W2.01, W4.03, W4.04, W4.06, W6.15, 3rd and 5th floor project rooms
Tea / Coffee	IT Familiarisation Session - Computer Lab Tea / Coffee	Tea / Coffee	Tea / Coffee	
Doing Market Research LT1, LT2, LT3, CTR, W2.01, W2.02, W4.03, W4.04, W4.06, W6.15, 5th floor room	Designing your business model LT1, LT2, CTR, W2.01, W4.03, W4.04, W4.06, W6.15, KH107, 3rd floor meeting space, 5th floor room	Risks, rewards and return LT1, LT2, CTR, W2.01, W4.03, W4.04, W4.06, W6.15, KH107, 3rd floor meeting space, 5th floor room	Prepare and practice presentation LT1, LT2, LT3 CTR, W2.01, W4.03, W4.04, W6.15, 3rd floor meeting space, 5th floor room, North meeting room	
Self study	**17:30** - Networking **18:00 - 18:45** - Inspirational Speech (Andy Hooper) followed by networking and drinks until **19.45** Common Room etc	Self study	Self study	Feedback & evaluation LT1 **19:00 - 22:30** **Celebration Dinner** Downing College

MARKETING

"The management process responsible for matching resources with opportunities at a profit, by identifying, anticipating, influencing and satisfying customer demand."

Customer Oriented

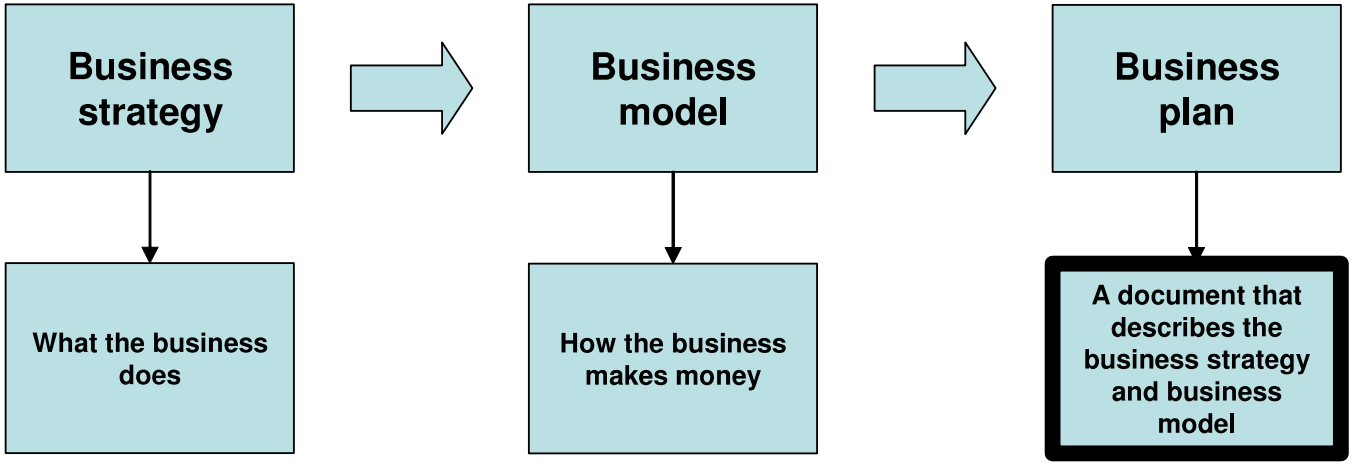
1. Business starts with the customer and provides solutions to customers' needs or problems
2. Fundamental decision to identify which groups of customers to do business with and in which markets
3. Marketing is too important to be left to the marketing department

Product Led

1. Companies believe that the qualities of the product are enough to ensure success in the market
2. No matter how good the product, if there is no distinct group of customers who have a need for it, there is little prospect for its survival
3. Marketing is concerned with promoting and selling the product

BUSINESS MODEL

How a business makes money?



Business strategy is essentially planning and executing a set of business activities better than competitors. Quite often, doing better also means that doing things differently to achieve really superior performance in ways that other businesses cannot duplicate.

BASIC BUSINESS MODELS

For new ventures based around the application of science or technology, the basic business models typically fall into one of four categories:

• Sell the technology – if the idea is 'packageable' (i.e., there is some defensible element to it, perhaps in the form of a patent or some other IPR) then it may be possible to sell it outright to someone for whom it solves a problem and who can see value in it.

• License the technology - as above, but the entrepreneur retains ownership of the idea but allows others to use it in return for a fee for their usage.

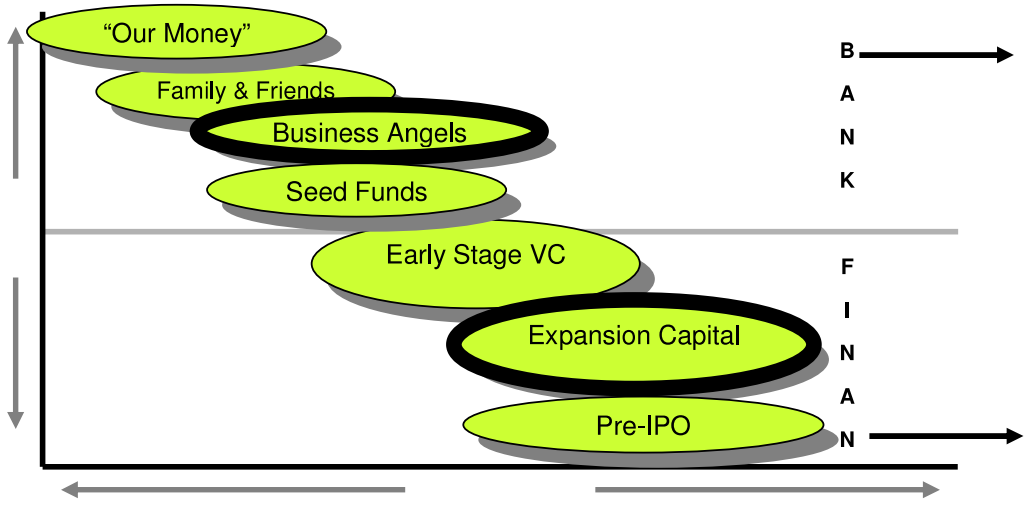
• Partnership with another company/companies – rather than setting up all the functions of a business to exploit the opportunity, the entrepreneur may choose to form partnerships ('strategic alliances') with one or more existing businesses that provide part of the business capability needed to exploit the opportunity.

• Build a business to develop and sell the product/service – the entrepreneur may choose to build the capability to exploit the opportunity.

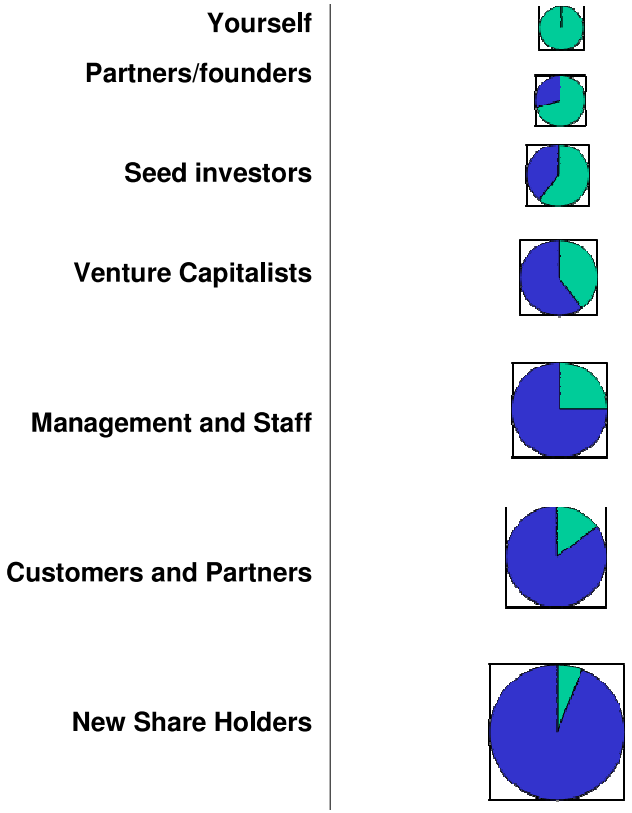
FINANCE

STAGES OF FINANCE

Sources of Finance and Stages of Funding the Start-up Business



Dilution of Ownership – Who owns the Business?

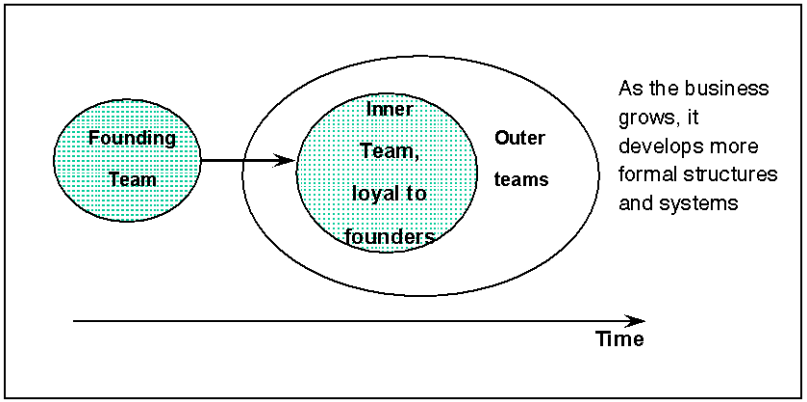


TEAM, *WHY BUILD A TEAM?*

THE FORMATION OF THE TEAM

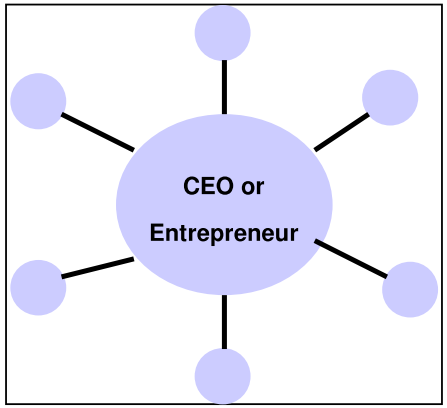
Entrepreneurial teams often form out of existing relationships in three different ways:

- the idea comes first and then the team,
- the team are already together but for another purpose,
- the team forms first and then generates idea(s).



NEW TEAM MENBERS

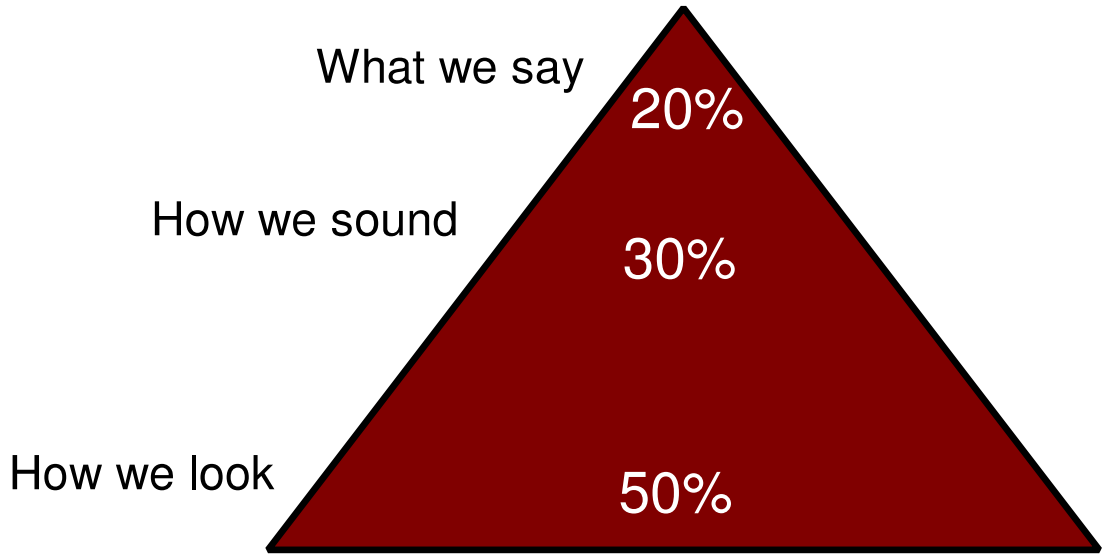
- Technical knowledge
- Particular expertise
- Specific experience
- Cultural fit
- Interpersonal skills and style Experience of business
- Market/personal credibility
- Financial resources to input into the business if required
- Personal network of contacts



MAKING YOUR PITCH TO INVESTORS

ELEVATOR PITCH

Truth Triangle



MENTOR

Grupo de trabajo. Life Science.

Grupo 7. Agricultura.

Mentor. Stephen Temple (Inventor).

Facilitador. Osri Ihasz.

Stephen Temple

Founder of Templetech Ltd.

Steve joined Cambridge Consultants Limited (CCL) in 1968 fresh out of Oxford University, with the intention of becoming a successful inventor. At that time, there was much talk of start-ups and of a vision of Cambridge as a centre of a new hi-tech revolution. Steve failed to join this bandwagon until 1990 when Xaar was founded. In the meantime, he worked on and produced inventions for a huge diversity of industries and technologies: textiles (carpets and weaving); printing (inkjet-Cambridge Consultants was the founding father of the Cambridge Ink Jet cluster - conventional and electrophotographic); new materials; space-sails and parachutes.

FACILITATOR

Facilitator. Osri Ihasz.

Osri has an interest in using human-centred dasign to innovate new service models to improve prductivity and efficiency. She has been involved in the design and delivery of various training to foster entrepreneurships globally. She has worked as a mentor on the Enterprisers and Ignite programme, helping people commercializing their owm research to start their businesses. She is currently working in collaboration with the Engineering Design Center on Innovation Models within the NHS and act as a investment analyst. Prior to her work at Cambridge she has worked on projects in the field of sustainable development and youth-led action on a global scale.

Group Members of Agricultural.

Name: Oldane Graham, Devian Anderson y Sean Miller.

Organization: Genus Software Products and Electronics.

Business idea: Designing an autonomus greenhouse system (SmartFarm) in a effort to help boost the agricultural sector in Jamaica and similar countries.

Name: Ismael Benítez López.

Organization: Center for research and advanced Studies of the National Polytechnic Intitute (cinvestav).

Business idea: PATHOCHIP, a system for detection of pathogens affecting plants based on a molecular markers that consist in species-specific sequences of Dna (probes) printed on a solid glass support (microarray system).

Name: Mariana Boadella.

Organization: Sabiotec Spin-off sl.

Business idea: EMDIAR is an oral immunostimulant complement designed for pigs and wild boar that confers protection against animal tuberculosis.

Name: Yolanda Hernanado.

Organization: Abiopep.

Business idea: Abiopep provides biotech solutions for added value crops. Plant health solutions for tomato and cucurbits.

Name: Patrick Mitton.

Organization:

Business ideas: To create a business which is an audited supply chain of gluten free flour derived from UK grown white peas as a high nutrition food ingredient.

Lab-on-a-chip for plants

“PATHOCHIP”

FOR

PARALLEL DETECTION OF MULTIPLE PLANTS DISEASES.

Ismael Benítez López

Agencia de Comercialización de Conocimiento

CONACYT

Cinvestav

Biotecnología de Plantas
Posgrado

“PATHOCHIP”!!

What is the ‘problem’ ?

- In México plant diseases cause 20-30% loss of agricultural output.

- México total cost $6,900m
- México Strawberry $84m

Fast detection of diseases is critical to reduce yield loss

Pathochip vs Conventional diagnostic

Conventional Diagnostic

0 Day — Sampling

Isolation of Virus, Fungi or Bateria

10-15 Days! — Results

Samples Preservation

Microscope and Chemical analysis

Crop death
High losses
High cost of production

Pathochip

0 Day — Sampling

1-2 Days! — Results

DNA Analysis

DNA Analysis

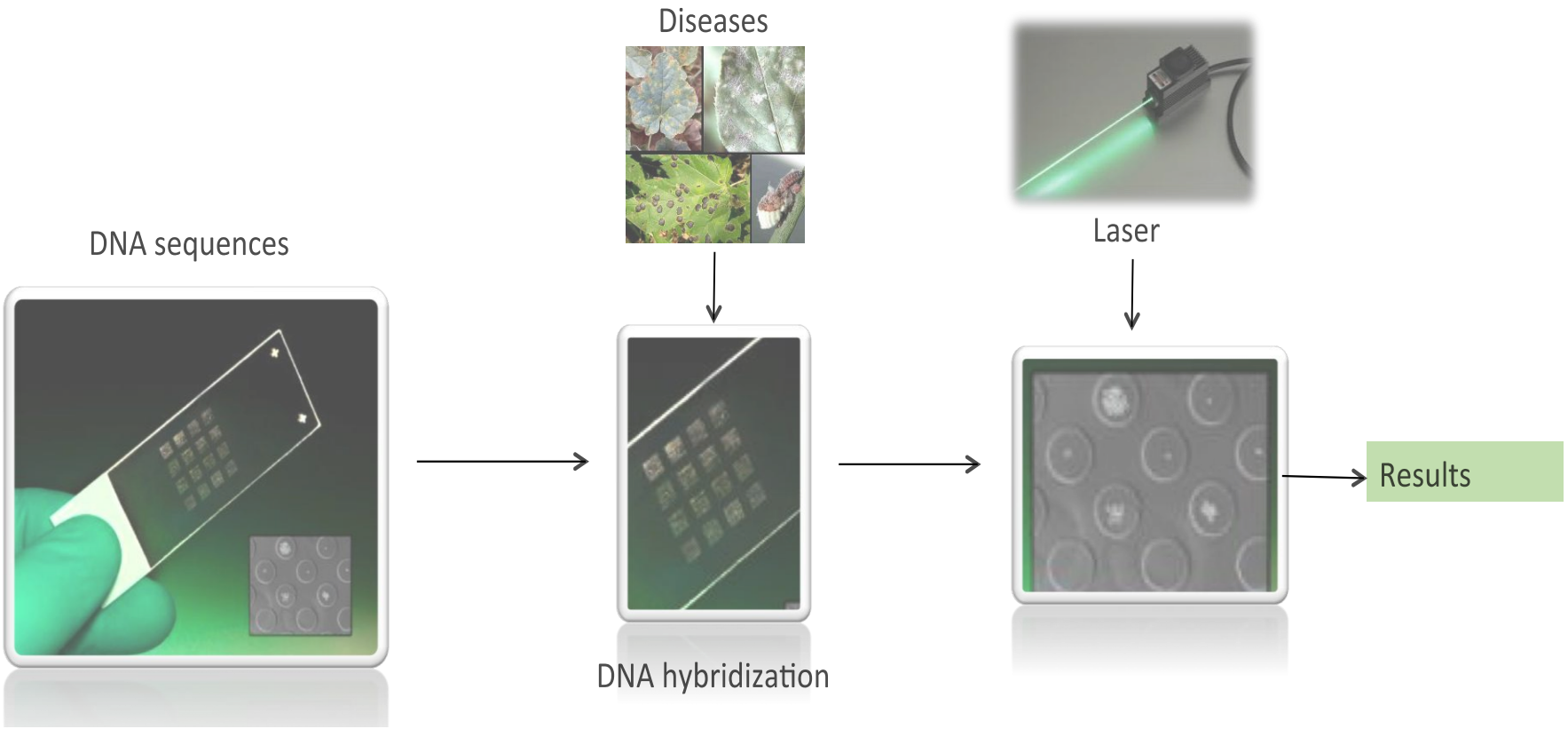
Advantages

Reduce cost of production
Reduce the uses of pesticide
Better strategy for control

Technology Overview

Pathochip!can quickly and accurately detect diseases in **Crops**

Pathochip: Is a system for detection of many different diseases effecting plants (Fungi, Virus and Bacteria), based on molecular markers that consist of species-specific sequences of DNA (probes) printed on a solid glass support (microarray system).



LOAC Lab-on-a chip

THE PATHOCHIP PROCESS

"PATHOCHIP"

2013
- Research

2015
- Prototype and
- Concept test

2017
- Manufacturing

Public databases

Private databases

Building DNA Library

DNA Sequences

Special Chips

DNA sequence analisys

PATHOCHIP Prototype

DNA Analisys

Universities
Research centers
Ministery of Agricultural
Labs

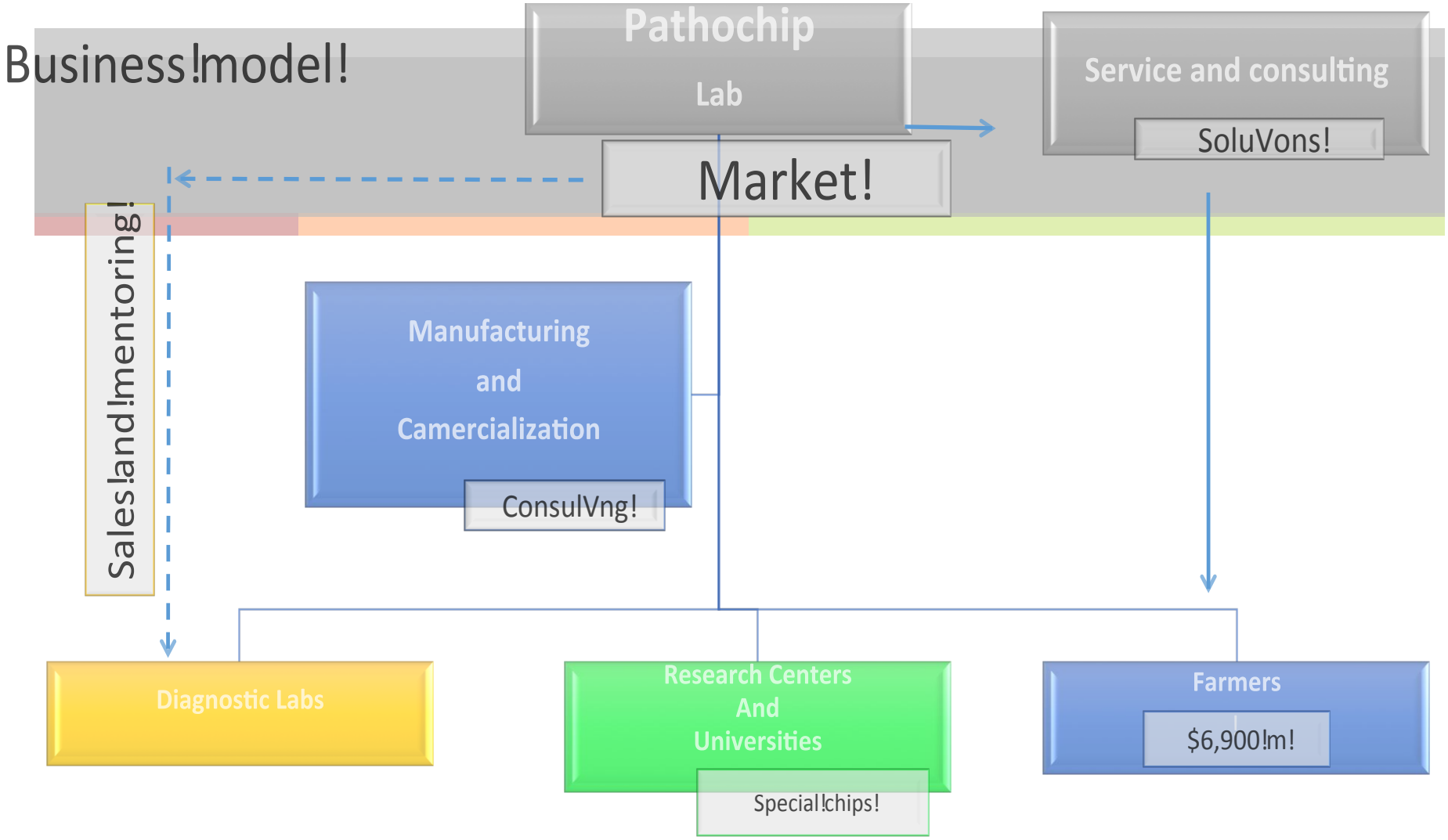
Validation

Marketing and Sales

Funding:
$ 50,000 dollars

Diagnostic Labs

Farmer services


Business!model!
Pathochip
Lab
Service and consulting
SoluVons!
Market!
Sales!and!Mentoring!
Manufacturing
and
Camercialization
ConsulVng!
Diagnostic Labs
Research Centers
And
Universities
Special!chips!
Farmers
$6,900!m!