

Impulse Programme 2022

Module A

(26-29 April, 3-5 May)

- ⌚ Opening and welcome reception
- ⌚ Value propositions
- ⌚ Marketing strategy & planning
- ⌚ Market research
- ⌚ Business models
- ⌚ Funding sources
- ⌚ Clarifying financial needs
- ⌚ **Mentoring:** preparing projects
- ⌚ Networking

Module B

(May-July)

- ⌚ IP basics
- ⌚ Legal issues in starting a business
- ⌚ Presentation skills
- ⌚ Future of innovation for entrepreneurs
- ⌚ **Mentoring:** refining projects
- ⌚ Networking
- ⌚ 1-to-1 discussions with business experts
- ⌚ Individual works: market research, customer validation, talking to investors and team building


Module C


(12-15 July)


- ⌚ Building business partnerships
- ⌚ Entrepreneurial vision
- ⌚ Pitch practice and training
- ⌚ Selling skills
- ⌚ Building a team
- ⌚ Fundraising
- ⌚ **Mentoring:** validating projects
- ⌚ 1-to-1 discussions
- ⌚ Pitch to investors and innovators

In 2022, Cambridge University – Nanjing Centre of Technology and Innovation is working with the organizer Impulse Programme to facilitate the participants in China with extra customised activities. It is supported by local mentors and subject matter experts to peer up with the participants for sharing experience in groups, coaching individually and networking locally.





















Follow up support (Sept–Feb)

 **Business meets Ideas event** (Sept)
Impulse delegates and alumni showcase their innovative ideas and ventures to business leaders and corporate innovators

 **Master classes** (Sept–Nov)

 **Alumni mentoring** (Jan–Feb)

Application deadline: 10 April

Contributors	Programme key	Customised workshops
 Participants	 1to1 Discussions	 Workshop for Entrepreneurs
 Mentors	 Individual Work	 Workshop for Intrapreneurs
 Facilitators	 Mentoring	 Workshops running in parallel for entrepreneurs/ intrapreneurs
 Business Experts	 Networking	 Workshop for High Tech
 Guests	 Pitching	 Workshop for Life Sciences
 Investors	 Programme	 Workshops running in parallel for High Tech/ Life Sciences
	 Workshops	
	 CUNJC Activities	

Impulse Programme 2022 - Module A – ONLINE & On Site of CUNJC

Module A						
TUE 26 April	WED 27 April @CUNJC	THU 28 April @CUNJC	FRI 29 April	TUE 3 May	WED 4 May	THU 5 May
	9:30-10:30 Enrolment & Introduction P	9:30-11:30 Group Study Value Propositions P M				
	Break					
	10:45-11:30 Centre Visit P					
	Lunch Break	Lunch Break				
	14:00-15:30 Get to Know Your Local Mentors P M	14:00-15:30 Learn from the Pioneer - Experience Sharing from Local Entrepreneurs P				
	Break					
	16:00-17:45 Value Propositions TBA P M F	16:00-17:45 Market Research Chris Lamaison P M F	16:00-17:45 Business Models Julie Barnes/ Florin Udrea P M F	16:00-17:45 Developing a Marketing Strategy Phil O'Donovan P M F	16:00-17:45 Innovations in Organisations TBA P M F	16:00-17:45 Funding Sources Arun Muthirulan/ Julie Pauley P M F
	Break	Break	Break	Break	Break	Break
19:00-20:30 Programme Introduction Yupar Myint P M F	19:00-20:30 Mentoring P M F	19:00-20:30 Mentoring P M F	19:00-20:30 Mentoring P M F		19:00-20:00 How to Network Faye Holland P	19:00-20:30 Marketing Planning Faye Holland P
	Break	Break	Break		20:00-21:00 Networking with Innovators P G F	Intrapreneuring (Stakeholder Analysis) Phil O'Donovan
21:00-22:00 Welcome Ceremony Lord Karan Bilimoria P M F	21:00-22:30 Mentoring P M F	21:00-22:30 Mentor session P M F	21:00-22:30 Mentoring P M F			
			Break			
			23:00-00:30 Wrap-up & Get to Know your Fellow Participants P			

Note: Programme details are subject to change due to the pandemic.

Timetable version: 25 Feb 2022

Impulse Programme 2022 - Module B – ONLINE & On Site of CUNJC

Module B							
TUE 17 May (@CUNJC)	WED 18 May (@CUNJC)	WED 25 May	WED 1 June	WED 8 June	WED 15 June	WED 22 June	WED 29 June (@CUNJC)
	9:30-11:30 Group Study IP Policy and Valuation P B		9:30-11:30 1to 1 Discussions Local Experts P B		9:30-11:30 1to 1 Discussions Local Experts P B		9:30-10:00 Wrap-up P
	Lunch Break						Break
	14:00-15:30 1to 1 Discussions Local Mentors P M						10:30-12:00 Group Study Legal Issues in Starting a Business P B
14:30-15:30 Wrap-up P	Break						Lunch Break
16:00-17:30 Impulse & CUNJC Networking P	16:00-17:30 IP Strategy/ Regulatory Requirement Christian Bunke P M F	16:00-17:30 Clarifying your Financial Needs Mike Anstey P M F	16:00-17:30 Persuasion Skills and Selling Paul Duckworth P M F	16:00-17:30 Pitch Presentation Guidance Denise Vorraber P M F	16:00-17:30 Building a Great Team David Clevely P M F	16:00-17:30 Building Business Partnerships Anwar Gilan/ Hilary Charles/ Robert Peake/ Sally Curran P M F	16:00-17:30 Legal Issues in Starting a Business Trina Hill P M F
	Break	Break	Break	Break	Break	Break	Break
	19:00-21:15 1to1 Discussions (online) P B	19:00-20:00 Peer Networking (optional) P	19:00-21:15 1to1 Discussions P B	19:00-20:00 Peer Networking (optional) P	19:00-21:15 1to1 Discussions P B	19:00-20:00 Peer Networking (optional) P	19:00-21:15 1to1 Discussions P B

Mentor meetings will be individually arranged during Module B

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Timetable version: 25 Feb 2022

Impulse Programme 2022 - Module C - ONLINE & On Site of CUNJC

(If travelling is not possible, which subjects to the pandemic related condition)

Module C			
TUE 12 July	WED 13 July	THU 14 July @CUNJC	FRI 15 July @CUNJC
		9:30-15:30 TBA P M B I	9:30-15:30 TBA P M B I
16:00-17:30 P M F Future of Innovation for Entrepreneurs Hermann Hauser	16:00-17:30 P M F Pitching for Investment Phil O'Donovan	16:00-17:30 P M F Fundraising Corporate Venturing	16:00-17:00 P M F Mentoring
	Break	Break	Break
18:00-19:30 P M F Sustainability Management	18:00-19:30 P Preparation for Pitching	18:00-19:30 P M F Leading a Diverse Team	19:00-21:00 P I Pitch to Investors/ Innovators
Lunch Break	Lunch Break	Lunch Break	Break
21:00-22:30 P M F Mentoring	21:00-00:30 P B Pitch Practice	21:00-22:30 P M F Mentoring	22:00-23:00 P Wrap up Session
Break		Break	
23:00-00:30 P M F Mentoring		23:00-00:30 P M F Mentoring	

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Timetable version: 25 Feb 2022

A Summary of CUNJC Activities Dates

Module A: 27th, 28th April

Module B: 18th May, 29th June

Module C: 14th, 15th June

On the days of Activities @CUNJC, programme workshops run hybridly between Cambridge and Nanjing. Participants might be required to bring their own laptops for attending for better learning effects.

Note:

1. Module C is designed as a residential module, which will be held in Maxwell Centre of the University of Cambridge, currently. International travel and accommodation costs are required.
2. If International travelling is not possible during Module C, local alumni activities are organized for follow-up support.