

CAMBRIDGE UNIVERSITY

entrepreneurs

VISION TO SUCCEED

£1k

ARM[®]

redgate[®] EPSRC PHILIPS



CAMBRIDGE UNIVERSITY

entrepreneurs

challenge

CAMBRIDGE UNIVERSITY

entrepreneurs

challenge

£1k

training event

Schedule for the day:

- 10:00-10:10 Welcome from President
- 10:10-10:40 How to write an Executive Summary
(Grant Warrell, GJDW Partners Limited)
- 10:45-11:00 Market research
(Chris Lamaison, Cambridge Resolution)
- 11:00-11:30 Networking
- 11:30-11:50 Corporate Structure - Legal Issues
(Quentin Golder, Taylor Vinters)
- 11:50-12:10 Finance
(Chris Chapman, Sopris)
- 12:10-12:30 Intellectual property
(Chris Hirs, HLBshaw)
- 12:30-13:30 Lunch
- 13:30-14:45 Rocket building
- 14:45-15:15 Rocket launch!
- 15:15-15:45 Getting to know your team
- using the Belbin assessment method
- 15:45-17:30 Drinks reception & Networking
- 16:30 Expert Surgeries begin
- 18:00 Close

Speaker captions:

Grant Warell - CEO at GJDW Partners Limited

Grant has extensive experience reviewing Business Plans of start-ups in the venture capital industry

Chris Lamaison - Cambridge Resolution

Chris has 25 years of experience in marketing high technology products

Quentin Golder - Partner at Taylor Vinters Solicitors

With a particular emphasis on start-ups, Quentin deals primarily with sales, acquisitions, venture capital financing and restructuring

Chris Chapman - Founder and CEO at Sopris - Virtual Accountants

At Sopris, Chris provides practical, considered advice and support and helps manage all aspects of finances and business development activities to ensure success

Chris Hirs - Senior European and UK Patent Attorney HLBshaw

With over 25 years of experience, Chris leads the Electronics, Telecommunications and Computing Technology Division at HLBshaw

£1k Challenge

1500 word executive summary
7 December at www.cue.org.uk

The £1k Challenge represents the next stage of the Entrepreneurs Business Creation Challenge and is open to all members of the University. New challenge entrants are welcome. It is not required to have been a 100 word entrant to enter this stage of the contest. To enter the competition you must submit a 1500 word Executive Summary by the 7th of December.

What should be included in an Executive Summary?

- The Concept and Opportunity
- The Product or Service Description
- The Market
- The Management Team
- The Finance Requirements
- The Business Operations

What do judges want to see?

- A business concept that makes sense
- A clear plan for success
- A capable management team
- A clear, specific and definable market
- Significant competitive advantage
- A solid and believable summary of financial projections
- An excellent chance for investors / lenders to receive a healthy return

Avoiding mistakes

- Limit Executive Summary to a couple of pages
- Keep a specific focus
- Explain why it is special - what's your unique opportunity?
- Use concrete facts
- Include the details of the investment
- And keep the reader in mind
- generate their enthusiasm!