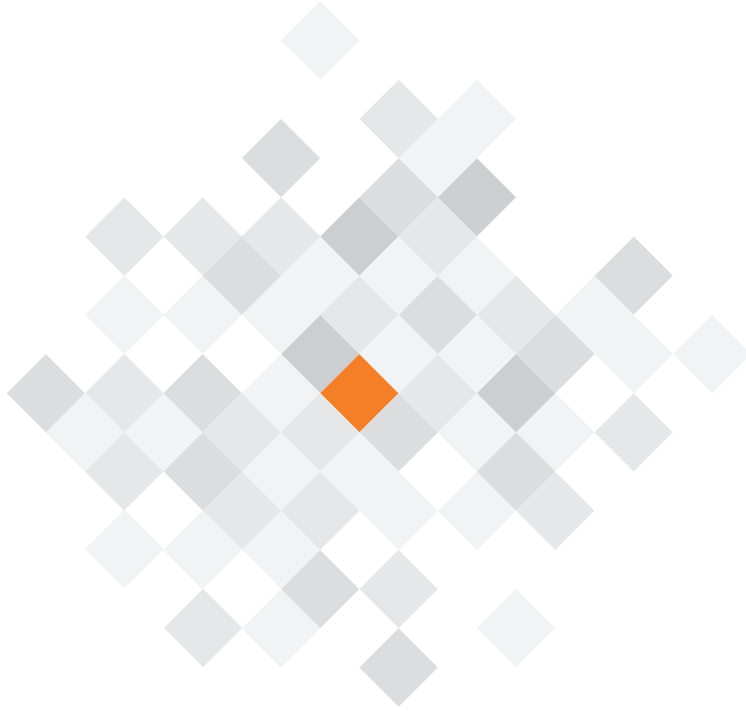




UNIVERSITY OF  
CAMBRIDGE  
enterprise



/Where ideas **thrive**



/ Where ideas **thrive**

# WHO WE ARE



Part of the University of Cambridge, Cambridge Enterprise supports academics, researchers, staff and students in achieving knowledge transfer and research impact. We do this by helping innovators, experts and entrepreneurs use commercial avenues to develop their ideas and expertise for the benefit of society, the economy, themselves and the University.

Liaising with organisations both locally and globally, we offer expert advice and support in commercialisation and social enterprise, including help with academic consultancy services; the protection, development and licensing of ideas; new company and social enterprise creation and seed funding.

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# SERVICES FOR UNIVERSITY OF CAMBRIDGE MEMBERS

## Creating impact from research

Helping you create beneficial impact from your ideas and expertise is at the heart of what we do. It is how we support the University of Cambridge's mission to contribute to society at the highest international levels of excellence.

We embark on a journey with you, expertly guiding and mentoring you through the process of developing ideas into commercial and social enterprise opportunities. There are different routes to commercialisation open to you from consultancy to collaboration to spin-out creation. The process can both inform your research and create external impact.

We are experienced in creating beneficial impact from research originating from across the University's Schools.

### **PHYSICAL SCIENCES AND TECHNOLOGY**

We are experts in technology transfer, the commercialisation of new ideas, technologies and scientific inventions. We work with you to develop your innovations into attractive opportunities for industry and investors. Successes have included revolutionary battery technology, speech recognition software, nanomaterials and automotive components. These technologies improve energy efficiency, infrastructure, transport, healthcare, manufacturing and more.

### **BIOLOGICAL SCIENCES AND CLINICAL MEDICINE**

The laboratories and hospitals of the University of Cambridge produce a wealth of knowledge. Transforming this into products and services that save and improve lives requires expertise from academia and industry, as well as capital and customers. We have created novel and ambitious collaborative ventures to bring these critical elements together to help create more effective and efficient impact across the life sciences, from agriculture to therapeutics.

### **ARTS, HUMANITIES AND SOCIAL SCIENCES**

Impact routes in the arts, humanities and social sciences often involve the creation of media, including educational and public engagement resources, software, videos, games and apps. We can help you to protect these assets and to work with partners to maximise their reach, for example within the creative and heritage industries and the charitable, business and public sectors. Other high-impact ventures include research-led social interventions in diverse areas such as government, technology, ethics, criminology, health and wellbeing, education and global sustainable development.

# How we help: your commercialisation options

## **SUPPORT FOR ACADEMIC CONSULTANCY**

We help you deliver your expertise to third parties through consultancy contracts, providing comprehensive administrative support, including professional indemnity cover.

*Further information on page 7.*

## **TRANSFORMING YOUR IDEA INTO A COMMERCIAL OPPORTUNITY**

Innovative research generates new approaches, devices and materials that we can help you assess for commercial potential. We can advise on, facilitate and coordinate the resources to develop the most promising into attractive commercial opportunities.

Our expertise covers intellectual property management and advice, including the management of licensing contracts for a wide range of research outputs that extends to reagents and software.

*Further information on pages 8–11.*

## **COMPANY AND SOCIAL ENTERPRISE CREATION**

When the commercialisation process leads to setting up a company or social enterprise, we can advise on developing your business plan and strategy and connect you to experts, mentors and investors.

Our investment fund enables us to support ideas at the earliest stages of development. Financial returns are reinvested in the fund to support the next generation of ideas.

*Further information on page 12.*



# Sharing your knowledge and expertise through consultancy projects

Working as a consultant for external bodies, such as companies or government agencies, is a highly effective way to share your knowledge and expertise outside of the University. Long term research can make its earliest direct impact on society through consultancy. In addition to generating income, projects can lead to larger collaborations and relationships with external stakeholders and contribute to Research Excellence Framework (REF) impact case studies.

## WE OFFER SUPPORT BY

- Negotiating contract terms and conditions
- Ensuring that projects are tailored to protect the confidentiality of both parties
- Assisting with contract pricing to ensure your expertise and time are appropriately valued
- Invoicing and distributing income
- Providing professional indemnity and public liability insurance policies from the University
- Arranging for the use of University facilities
- Approving the use of University affiliation (including the University address and logo)
- Providing a free online course for University members to learn more about consultancy and how we facilitate projects
- Running regular 'Consultancy 101' workshops which include a panel discussion with participants in previous consultancy projects

## THE BENEFITS

### Beneficial external relationships

Undertaking consultancy creates the potential for you to develop longer term relationships, including research collaborations.

### Peace of mind

You can engage in consultancy knowing you and the University are protected from unnecessary liability or reputational risk.

### Time-saving

You receive an efficient support service that enables you to concentrate on your project and your relationship with the client organisation, without distraction or concerns about contractual or administrative issues.

# Transforming your idea into a commercial opportunity

## WE ARE HERE FOR YOU

Every idea is different. We can help you transform your ideas into commercial opportunities attractive to organisations that can bring them to market. We do this through collaboration both with you and with external parties to help you achieve your goals. We work with you to:

- Understand the benefits of your idea
- Understand the attractiveness of those benefits to the marketplace compared to existing solutions
- Explore specific organisations that may be interested in your opportunity
- Develop a commercialisation strategy that works for you, to transform your idea into an opportunity of interest to the market

This commercialisation process may include: prototype development, further market assessment, implementing an appropriate intellectual property (IP) strategy, marketing the benefits of the opportunity, assisting with applications for additional funding (from research councils, charities and other entities), or helping you create a spin-out company.

Once you decide on your commercialisation strategy, we continue to guide you through all the steps in the process.

Our aim is to help you license the opportunity, either to an external organisation that can work with you to develop and market it, or to a new spin-out company that can take it forwards. We assist in managing the commercial relationship and negotiation of an agreement that gives the licensee the right to commercialise. We are proactive in encouraging the licensee to use and develop the licensed technology to its

maximum potential. We also protect your right to continue your research.

Any revenue we receive from the commercialisation will be shared with you, your Department and the University according to the University's IP policy (for registrable rights).

## UNIVERSITY IP POLICY

We follow the University's IP Rights Policy, which sets out the IP rights, roles and responsibilities of all those working with IP generated by staff and students within the University.

Most researchers work through Cambridge Enterprise to commercialise their IP (opt-in). If their funding allows, researchers can choose to commercialise their IP independently (opt-out). The revenue sharing policy for opt-in and opt-out is shown in the tables below.

Please refer to our website for further details or contact us for advice.

## REVENUE SHARING POLICY

### Revenue sharing opt-in

Net income	Inventor(s)	Department(s)	University
First £100k*	90%	5%	5%
Next £100k*	60%	20%	20%
Above £200k*	34%	33%	33%

### Revenue sharing opt-out

Net income	Inventor(s)	Department(s)	University
First £50k*	100%	0%	0%
Above 50k*	85%	7.5%	7.5%

*\*An RPI-adjusted threshold is applied in line with the 2005 IP Policy. Please see our website for our current RPI-adjusted figures.*



## WHAT DO WE LICENSE?

- **Copyright:** the expression of ideas (eg software)
- **Database rights:** collections of data (eg list of chemical compounds)
- **Confidential information:** know-how (eg recipes and designs can be a trade secret)
- **Research reagents:** materials produced in laboratory research (eg model organisms, proteins, DNA/RNA, etc)
- **Patents:** how something works (eg a new product or method)
- **Trademarks:** the designation of origin and reputation of goods and services (eg a logo)

# Adding value to research tools

Research tools are assets produced over the course of your research that are ready to be licensed without further development. They can be licensed to companies for internal research use, for use as part of a product or for commercial distribution. We have been licensing research tools for over a decade.

## WE OFFER SUPPORT BY

- Advising on valuations, pricing structure, and the best route to commercialisation
- Conducting market research to help find the right partners
- Negotiating and completing all necessary licence and revenue share agreements
- Carrying out administrative support and contract management
- Seamlessly licensing research tools through longstanding relationships with industry
- Giving you access to experts and mentors

## THE BENEFITS

### Demonstrable impact

Licensing demonstrates the value of your work, accelerates others' research and can be included as an example of impact in a grant application.

### Financial return

As the intellectual property creator, your revenue share can be taken personally or donated to your Department for research use. Please see page 8 for further information on the University's IP and Revenue Sharing policies.

### Easy and convenient process

As research tools require no further development, the process does not require a large time commitment from you.

### Added value

We take care of the administration and add value to your research tool by handling the necessary due diligence regarding funder obligations and third-party rights.

### No risk to academic freedom

As there is no need to go through the process of filing a patent, there is no delay on publication. You are also free to distribute materials freely to academic colleagues and collaborators under a Materials Transfer Agreement.

# Realising the market potential of research-based software

We have substantial experience in the commercialisation of software. We recommend an optimal licensing approach based on your requirements and those of the market. Examples of licensing options range from licensing to an established software house to develop and supply to end users, through to direct end user licences for research or commercial purposes.

## STARTING A SOFTWARE COMPANY

We can advise you on the best ways to approach forming a software spin-out.

You can apply for a **Software Pathfinder** investment (see page 12) of up to £20k in order to fund prototype development, field testing and customer pilots.

Upon successful completion of the Pathfinder, or if initially assessed as requiring more than £20k, you also have the option to apply for higher levels of investment.

### RESEARCH TOOLS INCLUDE

- **Reagents:** eg antibodies, cell lines, small molecules
- **Software:** research-based software
- **Copyright:** eg images, questionnaires, tests, educational resources
- **Confidential information:** know-how
- **Database rights:** collections of data



# Company and social enterprise creation

If creating a company or social enterprise is the preferred route for commercialising your idea or invention, we have the know-how to guide you through the process.

## WE OFFER SUPPORT BY

- Advising on translational funding to help you scope the commercial potential of your idea (see page 8)
- Guiding on business planning and strategy
- Matching a company with experienced experts and mentors who can help build strong, professional teams as the spin-out grows
- Providing early stage seed funding
- Managing the milestone payments generated by the underlying intellectual property (IP) licence fees and royalties
- Assisting with ongoing business management, including links to later stage investors

We maintain excellent links with angel groups and venture capital firms, including our sister fund Cambridge Innovation Capital, allowing our companies to build relationships with high quality follow-on funders.

## INVESTMENT

We have made over 100 investments across a wide range of sectors. Our portfolio companies have gone on to raise over £1.7bn in further investment and grant funding. The evergreen nature of our fund allows us to take a long-term view. All income realised from investments is returned to the fund to support the development of future companies.

## YOUR INVESTMENT OPTIONS

We offer a range of investment options to help develop new ventures, including:

- **Pathfinder** funding of up to £20k to carry out market and IP assessments and to build business strategies
- **Social Pathfinder** of up to £20k for social enterprises emerging from the University of Cambridge, in partnership with the Social Venture Incubator at Cambridge Social Ventures
- **Software Pathfinder** funding of up to £20k to carry out Minimal Viable Product development, including prototype development, field testing and customer pilots
- **Fast 75** funding of up to £75k to gather additional data and initial customer feedback as preparation for a first funding round
- **Seed investment** of up to £500k to provide the first stages of company funding to advance technology development and management

# CREATING IMPACT THROUGH PARTNERSHIPS

We share knowledge and expertise with partners both inside and outside of the University.

We have been instrumental in the creation of two key ventures in the fields of drug discovery and agri-tech. Other partnerships include our work with Cambridge Judge Business School in the area of social enterprise and links within the NHS locally to promote innovation in medical technology.



## APOLLO THERAPEUTICS

Apollo Therapeutics is a novel collaborative venture created in 2016 in order to accelerate new drugs towards market.

It combines the expertise of the world-leading UK universities of Cambridge, Imperial College London and University College London with global pharmaceutical companies AstraZeneca, GlaxoSmithKline and Johnson & Johnson Innovation.



## CERES: CONNECTED AGRI-TECH

Launched in 2018, the Ceres Agri-Tech Knowledge Exchange Partnership catalyses early-stage technology transfer from the agri-tech cluster in the East of England in order to drive competitiveness and efficiency in this globally critical sector.

Ceres supports commercialisation of agri-tech research and innovation by sharing knowledge and expertise through a partnership among the universities of Cambridge, East Anglia, Hertfordshire, Lincoln and Reading together with the John Innes Centre, NIAB and Rothamsted Research.

## SOCIAL ENTERPRISE

We work with Cambridge Social Ventures at Cambridge Judge Business School's Centre for Social Innovation to support budding social entrepreneurs. Their 12-month social incubator helps social entrepreneurs find mentors, connect to the market, attract funding and develop a working business model. Through our partnership, projects driven by University members may apply for early-stage investment in the form of our Social Pathfinder (see page 12).

## THE NHS

We work in close partnership with the Cambridge University Hospitals, the NHS Foundation Trust and NHS Innovation Partner Health Enterprise East. Our office at the University's School of Clinical Medicine gives us a base on the Addenbrooke's site to assist in the development of innovative medical technology products and services in conjunction with NHS employees.



# SERVICES FOR EXTERNAL ORGANISATIONS

## Creating impact through collaboration

Integral to our commercialisation activities are our relationships with external organisations. We act as a bridge between University members and industry, investors, public bodies and charities seeking to tap the expertise, inventions, technologies and intellectual property available from the University of Cambridge.

### **CONSULTANCY CONTRACT SERVICES**

We facilitate a professional consultancy service which enables the University to share its knowledge with government, industry and the public sector, to drive change and make a direct impact on society. We work with both academic and external partners to ensure project expectations are understood and all parties protected. While we work primarily with researchers who have already been contacted by potential consultancy clients, we are happy to use our networks and experience to help organisations find a consultant.

### **LICENSING OPPORTUNITIES**

We facilitate licence agreements for the wide range of technologies and research tools that are ready for commercialisation. Current opportunities can be found on our website. You are also welcome to contact us to discuss your individual requirements and specific areas of interest.

### **INVESTMENT OPPORTUNITIES**

Our success is dependent on the strong relationships we have with our many co-investors. Cambridge Enterprise Venture Partners (CEVP) is a membership-only forum for investors who have an interest in early opportunities originating from the University of Cambridge. At the CEVP dinners, members hear pitches from investment-ready Cambridge companies while networking with the wider investment community.

### **EXPERTS & MENTORS PROGRAMME**

The Cambridge Enterprise Experts & Mentors Programme is for experienced entrepreneurs and professionals who want to share their expertise and knowledge by supporting University members on their commercialisation journeys. Practical insight into the commercial landscape gives staff and students the confidence to drive their ideas forward, increasing their chances of creating a positive impact on society.

# Sharing our expertise internationally

## **INTERNATIONAL OUTREACH PROGRAMME**

We provide advice, training and support to governments and universities around the globe that want to achieve growth by commercialising their research and knowledge base. We offer tailored programmes that can range from one day to several months and may include mentoring in the client's home country.

We have helped academic and government partners worldwide, including in Botswana, Brazil, Chile, China, Colombia, the Czech Republic, Finland, Kazakhstan, Lebanon, Mexico, Mozambique, Namibia, Norway, Pakistan, Poland, Saudi Arabia, Serbia, South Africa, Spain, Thailand, Trinidad and Turkey.

## **RESEARCH COMMERCIALISATION OPEN PROGRAMME**

This annual course offers individuals a week of intensive research commercialisation training at the University of Cambridge. The programme is designed for those who wish to understand the basics of how new ideas and research outcomes are commercialised at the University and in the wider Cambridge Cluster. The Open Programme is particularly relevant to university technology transfer staff, academic entrepreneurs, government advisors and policymakers with an interest in this area.





# WORK FOR US

We recruit talented, curious individuals who are inspired by the possibilities of ground-breaking innovation. A career with us is an opportunity to work with some of the brightest minds at a world-leading university as well as alongside some of the most experienced technology and knowledge transfer professionals in the world. We provide a highly positive, stimulating and rewarding working environment through a wide variety of roles in commercialisation, including consultancy services, intellectual property management, company creation and investment, as well as in the functions of business support, finance, marketing, IT and operations.

Come and join us in our modern office space on a site that is home to a thriving community of academics and research and development. For current vacancies, please visit our website.

## OUR BENEFITS INCLUDE



Flexible working



A culture that supports neurodiversity



30 days holiday per year plus public holidays



Travel to work loans



A university pension scheme



Workplace wellbeing



Commitment to employee personal development



A generous discount scheme with local and national retailers



Childcare services, including access to three University nurseries and a holiday playscheme



Gym membership discount



Gold  
Best Employers  
Eastern Region 2018

# What's it like to work for us?

"Cambridge Enterprise is a very supportive working environment where colleagues are happy to assist each other and staff are encouraged to flourish. I initially started in the Business Support team working alongside the Technology Transfer team. It was very hands-on and a fast-paced working environment with each day presenting new challenges. Since then I have had the opportunity to move to Consultancy Services where I am applying my existing skills and learning new ones."

## **KIRSTY LATTO**

Commercialisation Associate, Cambridge Enterprise

"As a Commercialisation Associate at Cambridge Enterprise, I was exposed to academics with revolutionary ideas and I learnt how to strategically assess their commercial potential. I was looking for a dynamic environment where I could quickly learn how to grow an idea into a life-changing product or service and this is what Cambridge Enterprise gave me."

## **DR ANDREA CANTONE**

Senior Product Marketing Manager, Qualcomm

"Working in technology transfer is like spending your days at a brain gym—the enormous variety of our work makes it a great intellectual challenge. It's fun. It's down to us to nurture a technology from research into the marketplace. The job requires skills in technology, intellectual property, marketing, contract drafting, negotiation and business planning, and we have to speak the languages of academia, industry and finance. Nobody has it all on day one, but you get to learn fast on the job."

## **JULIAN PECK**

Commercialisation Manager, Cambridge Enterprise

"Taking on a role at Cambridge Enterprise was probably the single biggest change in my career, as it moved me out of the research environment and into 'Knowledge Exchange'. I chose to work at Cambridge Enterprise because of the opportunity it presented to learn from colleagues who are recognised experts in the field. An additional unforeseen benefit was being able to get involved at every stage of the commercialisation process. That experience is something I still draw on most days. The network I established there has continued to be of great benefit in my current work."

## **DR DERMOT LEONARD**

Head of Business Alliance, Queen's University Belfast

# CONTACT US

We welcome enquiries from University members and external organisations. Please get in touch with us if you'd like to start a conversation.

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