From Research to Commercialisation
Hear from innovative Cambridge companies about their journeys and the challenges they’ve encountered along the way

Thursday 2nd September 2021
2:30pm - 6:30pm
@ St John’s Innovation Centre, Cowley Road, CB4 0WS

WHO SHOULD ATTEND?
Busy decision-makers and stakeholders in companies making the journey from research to commercialisation, individuals and academics with ambitions to create new ventures, ecosystem partners, investors and patent attorneys.

SCOPE OF THE MASTERCLASS
This masterclass will share the stories of several companies that are at various points on the journey from research to commercialisation. It will deliver insight into the challenges and pitfalls they faced on that journey, the lessons they learned and their successes they have achieved.

During this 3-hour masterclass we will hear from the speakers about their experiences with:

- **Using your Intellectual property** – with case studies from event sponsor, Venner Shipley
- **Starting or spinning out a company** – setting up the team and shareholdings, co-founders, securing initial investors
- **Developing the Business Plan** – validating the unmet need, understanding the markets, target customers and value propositions, developing and testing the business model and monetisation strategy
- **Grant funding** – Grant funding opportunities and support from Innovate UK
- **Early-stage investments and beyond** – attracting investors, getting pitch-ready
- **Partnerships, collaborations, and joint ventures** – how partnerships, collaborations and joint ventures can be used to accelerate the route to commercialisation

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• **Where to get support** — The Innovate UK EDGE offer and connecting companies into the regional business support eco-system

The speaker presentations will be followed by a panel Q&A session in which attendees will have the opportunity to ask the speakers questions about their experiences.

**SPEAKERS**

Cathy Curling  
Founder – Cathy Curling Consulting Ltd

Daniel Dearing  
Senior Innovation Advisor – Innovate UK EDGE

Chris Dunleavy  
European Patent Attorney – Venner Shipley

Caroline O’Brien  
Chief Executive Officer – Kubos Semiconductors

Joao De Oliveira  
SVP Business Development – PragmatIC Semiconductors

Guy Newcombe  
Chief Executive Officer – Archipelago Technology

Elie Galanis  
Product Owner GHS – Paragraf

**WHAT WILL ATTENDEES LEARN?**

• The complexities of starting or spinning out companies
• The Importance of forming a good board
• The value of early customer engagement
• The importance of intellectual property
• The value that Innovate UK funding brings to a company
• The value of partnerships and collaborations
• Where to get help

**INNOVATE UK EDGE**

Innovate UK EDGE is a key part of the UK innovation agency’s investment in the innovative businesses that drive economic growth. It complements Innovate UK project funding with intensive, specialist-led support for such ambitious businesses.

Each high-potential, innovative business in our portfolio benefits from the objective perspective of a dedicated innovation and growth specialist local to them. Our specialist considers a business in the round and, working closely with its leadership, identifies the most productive ways to accelerate its growth.

**Cathy Curling – Founder, CATHY CURLING CONSULTING**

Curling Consulting provides bespoke high-level Client Services that have leveraged significant growth metrics across global High-Tech Applications & Markets. Offerings include New Business Creation; Investment/M&A Decisions; IP & Know-how Evaluation; Partnering Agreements; Company Board-level & NED Advisory Roles.
Christopher Dunleavy – European Patent Attorney, VENNER SHIPLEY
Christopher is a UK and European attorney in our Electronics and Engineering team. The focus of his work is the filing and prosecution of patent applications in the fields of electronics, computer implemented inventions, sensor systems, medical devices and materials science.

Daniel Dearing – Senior Innovation Specialist, INNOVATE UK EDGE
Daniel is an experienced technology commercialisation and innovation management consultant and mentor, with many years of experience in the high-tech digital, healthcare, communications, automotive and defence sectors. He provides advice, coaching and mentoring to innovators around innovation management, technology, marketing, and funding strategies.

Caroline O’Brien – Chief Executive Officer, KUBOS SEMICONDUCTORS
Caroline has dedicated her 30-year career to developing ‘deep tech’ solutions with a focus on commercialisation. She holds a B.Eng in Electronics and Electrical Engineering and an MBA from the University of Bath.

Joao De Oliveira – SVP Business Development, PRAGMATIC SEMICONDUCTORS
Joao is an experienced commercial manager with a strong background in electronics engineering, which led him to be named as inventor in more than 10 patents in electronics. Previously at XJTAG (part of the Cambridge Technology Group) he led business growth at over 30% annually from 2006 to 2012. Joao has held business development roles at Plastic Logic and Arm. At Arm, he initiated the business that evolved into the current Secure Segment activity. He is fluent in 5 different languages.

Guy Newcombe – Chief Executive Officer, ARCHIPELAGO TECHNOLOGY
Archipelago’s Powerdrop technology enables clean coating with low carbon emissions and no waste. Guy studied physics at the Cavendish Laboratory before embarking on a career in the world of droplet creation and control.

Ellie Galanis – Product Owner GHS, PARAGRAF
Ellie was awarded a first-class degree in materials science and engineering and attained a Ph.D in the study of metallic crystal growth. She spent a total of 7 years on the research and development of novel materials; targeting and delivering on specific industrial demands. Her magnetic materials research has led to her participation as an active member on the committee of the UK Magnetics Society, where she is currently serving as Vice Chair. With her expertise and diverse knowledge in novel materials and their applications, Ellie subsequently held university positions aimed at commercialising and generating industrial engagement with academic research; building lasting and mutually beneficial partnerships.

AGENDA

2:30 – 2:45 Welcome & Introduction
2:45 – 3:15 Elements of the Commercialisation Journey - Cathy Curling Consulting
3:15 – 3:30 The Importance of Intellectual Property - Venner Shipley
3:30 – 3:45 The journey of Archipelago
4:00 – 4:15 COFFEE BREAK
4:15 – 4:30 The journey of Paragraf
4:30 – 4:45 The Journey of Pragmatic Semiconductors ...continues on next page
4:45 – 5:00  The journey of Kubos Semiconductors
5:00 – 5:20  Q&A Panel Session – chaired by Cathy Curling
5:30 – 6:30  Networking over drinks and nibbles (kindly sponsored by Venner Shipley)

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