



Medical i-Teams, Cambridge University Lent Term 2019

Be part of an exciting team, learn about taking real medical innovations to market, strengthen your skills, and have fun!

“Our team was like a small company, working together to achieve a common goal.”

“i-Teams is one of the most entertaining and inspiring projects I have ever worked on. It has helped to reshape and direct my future career towards entrepreneurship”

Instructor: Amy Weatherup, i-Teams Programme Director
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Time: Tuesdays, 7-10PM
Room: Seminar room 2, Institute for Manufacturing

Overview

Medical i-Teams allows entrepreneurial post-doctoral researchers and post-graduates to work with real medical innovations to determine the best route for their commercialization, and present the results to a diverse audience of business and academic experts.

Each i-Team consists of up to 7 team members from different disciplines and experience, who work with a nominated University research project selected from the area of therapeutic sciences. This can include new treatments, diagnostics, medical devices, healthcare innovations and platforms to assist in the development of new medical technologies.

The i-Team assesses the commercial prospects and user requirements for the technology, by discussing the technology with real target customers, doctors and patient representatives in relevant areas. The teams are guided by the researchers, the i-Teams Programme Director (Amy Weatherup, an experienced local entrepreneur), and mentors from the local business community. Together the teams will identify suitable routes to market, and define directions for future technology development, helping to drive the use of University research in a real-world context.

Identifying the best path for commercializing a breakthrough technology is an iterative process, so the programme is designed with many small checkpoints. We expect that you will put forth hypotheses, test them, then go back and revise them based on customer input or other feedback. At several points during the term, teams will have the opportunity to present updates on their progress, to get feedback from the other teams. At each step, the entire group will have the opportunity to review and challenge your hypothesis and conclusions, helping to ensure that the final conclusions represent a well-justified analysis of the technology's commercial potential.

i-Teams Goal

The goal of i-Teams is to explore, identify and analyze the commercial potential for your team's emerging medical technology. At the end of the term, your team will have identified the markets and applications with the most potential. It's also entirely acceptable for your team to come to a well-researched conclusion that there is no attractive market for the technology.

A key part of the i-Teams project involves finding contacts with relevant expertise to gather real-world feedback on your ideas for the medical innovation. This will build and extend your existing network of contacts, as well as helping you to develop hands-on experience in talking to new people with a range of different backgrounds about your project. You will also gain experience in working in a team of people with different skills and experience to yourself.

Your final presentation will provide an overview of the competition, the most appropriate applications for your technology, and the next steps for moving forward. This analysis will be presented in the form of a presentation along with supporting materials, which could serve as the starting point for a future business plan.

Each team will make a presentation of their findings to a broader audience at the end of the term, and will have the opportunity to present their conclusions in poster form at the CUTEC Technology Ventures Conference.

Deliverables

Initial Presentation:

At the end of the second session, each team will make an informal verbal presentation to the other teams, summarizing their project and brainstorming results.

Weekly team meetings:

As well as the group sessions, teams will need to hold weekly team meetings to report to their fellow team members on progress, and agree priorities for the following week.

Mid-term Presentation:

The mid-term presentation will be 10-15 minutes long and is given to the other teams, their mentors and researchers, and an invited panel of 3 or 4 University and business experts. This will be your first formal presentation and should include:

- Summary of your technology and its benefits
- Market areas investigated
 - How the technology will be used in practice
 - Any background information you have discovered so far
 - Companies or people you hope to speak to in each area
- Anything else you have found out!

Customer Interviews and Analysis:

Perhaps the most critical aspect of the project will be identifying the routes to market that hold the most potential for the technology. To that end, contacting and interviewing potential customers in that market to determine their level of need for/interest in the product is critical. Each team will be expected to conduct a minimum of 10 customer interviews, which will be summarized in a pack of supporting materials for the final presentation.

Verbal Updates:

At each i-Teams session, teams will update the group on their progress so far, including:

- Important or interesting findings (from market analysis or customer feedback)
 - Findings of direct relevance to the technology, eg key needs for a particular market as relayed by a customer,
 - Findings of more general applicability, eg we found customers were more forthcoming under the following circumstances
- Any roadblocks or hurdles that need to be resolved

These updates will usually be around 5 minutes long

Final Presentation:

The final presentation should be designed for an audience with no prior exposure to the technology. It will need to be short and to-the-point, covering in 10 minutes the following key aspects:

- Brief introduction to the technology and its key differentiators
- Review of markets and approaches analyzed
- Summary of results
- Recommendations and next steps

Each presentation will be followed by Q&A to defend the conclusions reached.

Information Pack:

In addition to the final presentations, teams will hold a final handover meeting with their inventor and Cambridge Enterprise representative to go through their findings and recommendations in more detail. Teams should also package up their detailed findings (including summaries of discussions and contact details for industry contacts) into a useful form for them to use going forward.

Poster: Teams are invited to present their results in poster format at the CUTEC Technology Ventures Conference.

Schedule

Each session will consist of a talk or presentation, followed by inter-team discussion and updates on the status of the projects, focusing in particular on problems experienced and how to address those.

Pizza will be provided at 6.45pm, and after the weekly lecture the teams will have time for their weekly team meetings with the support of their project mentor, and the i-Teams Programme Director.

<p>i-Teams session 1 7pm-10pm Jan.15th</p>	<p>Introduction to i-Teams Getting started: Assessing target markets and finding relevant contacts – this session provides the tools to get started on your projects</p> <p>Meet the inventors: Teams meet each other and their researchers, and learn about their technology, and define the scope of the project</p>
<p>i-Teams session 2 7pm-10pm Jan.22nd</p>	<p>Workshop session: Katie Bardes – advanced communication and questioning skills</p> <p>An interactive workshop focusing on the key communication skills you will need to gather information and feedback effectively from industry experts.</p> <p>Actions: Before next week, each team must meet with their PI to identify which of their ideas are technically feasible</p>
<p>i-Teams session 3 7pm-10pm Jan.29th</p>	<p>Guest lecture: Dr. John Pritchard Issues to consider when taking new medical technologies from lab to distribution – patents, regulatory approvals, GMP, scale-up, patient acceptability and compliance</p> <p>Actions: Brainstorming about the project Start to assign tasks between team members, based on each person's knowledge and experience. Exchange contact details! Agree times for weekly meetings with team mentors/Pis/Amy</p>
<p>i-Teams session 4 7pm-10pm Feb.5th</p> <p>To be attended by a panel of 3 external commercial experts</p>	<p>Mid-term presentations</p> <p>Powerpoint slides – up to 15 minutes to present, 15 minutes for questions – to include:</p> <ol style="list-style-type: none"> 1. A summary of your product/technology and its benefits 2. The target markets or routes to market you are investigating for your product (expect questions from the group as to why you are looking at those particular ones, and further application ideas from other students...) 3. A list of companies you would like to contact, and who you'd like to contact in them (names if possible, otherwise descriptions of roles) - this is where the teams may be able to help each other find good people to talk to

<p>i-Teams session 5 7pm-10pm Feb.12th</p>	<p>Guest Entrepreneur Speaker – Dr. Sina Habibi, Founder & CEO, Cognetivity Understanding the Customer - the importance of customer feedback (including some real world examples)</p> <p>Actions: Before next week, each team member should try to contact at least 3 people in relevant areas</p>
<p>i-Teams session 6 7pm-10pm Feb.19th</p>	<p>Medical ethics workshop – TBC</p> <p>Team input (verbal):</p> <ol style="list-style-type: none"> 1. Further ideas for target markets 2. Feedback from technical meeting with PI to assess which market applications are technologically feasible 3. Feedback from customer discussions, including problems encountered, as well as any discussions that gave good feedback
<p>i-Teams session 7 7pm-10pm Feb.26th</p>	<p>How to conclude your i-Teams project</p> <ul style="list-style-type: none"> * Selecting the best application for a technology * What features can be compared * What are the routes to market for each application <p>Team input (verbal):</p> <ul style="list-style-type: none"> * Summary of your technology for a non-expert audience * Key tasks remaining before the final presentation session <p>Team updates (5 minute verbal updates)</p>
<p>i-Teams session 8 7pm-10pm Mar.5th</p>	<p>Team meetings</p>
<p>Final presentations 6.30pm – 9pm Mar.12th</p> <p>Clinical School</p>	<p>Final presentations: Teams present their results and recommend next steps for their projects</p> <p>Team members, mentors, PIs and a number of invited guests from the University and local business community will attend this presentation</p>
<p>Posters at CUTEC conference June 2019</p>	<p>Teams are invited to present posters at the CUTEC Technology Ventures Conference</p>

Acknowledgements

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