i-Teams, Cambridge University
Lent Term 2022

Be part of an exciting team, learn about taking real technologies 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"

"Participating in i-Teams has been one of the best things I did while being in Cambridge. It inspired me to talk to the technology transfer office about whether we can patent my own research. As a result, next year we will be looking at whether we can work with an external company, which is very exciting. I wouldn't have thought of trying something like this prior to participating in i-Teams."

Instructors:	Amy Weatherup, i-Teams Programme Director, IfM Johannes Wolff, i-Teams Deputy Director, IfM
Time:	Mondays 7-10pm Meet in the IfM common room for pizza from 6.40pm
Location:	Institute for Manufacturing, West Cambridge site
Contact:	Amy Weatherup, am678@cam.ac.uk

Overview

i-Teams allows entrepreneurial post-graduates and early career researchers to work with real inventions to determine the best route for their commercialisation, and present the results to a diverse audience of business and academic experts.

Each i-Team consists of up to 7 participants from different disciplines and experience, who work with a nominated University research project. The i-Team assesses the commercial prospects for the technology by discussing the technology with real target customers in relevant industries. The teams are guided in their projects by the i-Teams Programme Director (Amy Weatherup, an experienced local entrepreneur), and mentors from the local business community. Together the teams will identify suitable product markets and define directions for future technology development, helping to drive the use of University research in real-world applications.

Identifying the best path for commercialising 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 analyse the commercial potential for your team's emerging, breakthrough technology. At the end of the term, your team will have identified the markets and applications with the most potential. It is also entirely acceptable for your team to come to a well-researched conclusion that there is no attractive market for the technology at the current time.

A key part of the i-Teams project involves finding contacts in relevant industries to gather real-world feedback on your ideas for applications for the technology. 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 as a formal presentation along with supporting materials, which could serve as the starting point for the inventors to develop a business plan or technology licensing approach.

Each team will make a presentation of their findings to a broad audience at the end of the term, as well as discussing their more detailed findings with their inventor at a final handover meeting.

Deliverables

Initial Presentation:

At the end of the brainstorming session, each team will make an informal verbal presentation to the other teams, summarising their project and their ideas about it so far.

Weekly team meetings:

Teams will need to hold weekly team meetings to report to their fellow team members on progress, and agree priorities and task allocation for the following week. Time is made available for this in the Monday evening sessions.

Mid-term Presentation:

The mid-term presentation will be 10-15 minutes long and is given to the other teams, their mentors and researchers. This will be your first formal presentation and should include:
- Summary of your technology and its benefits
- Market areas investigated
  - Applicability of technology to market areas
  - 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:

The most critical aspect of the project will be identifying the markets 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 a key requirement. Each team will be expected to conduct a minimum of 10 customer interviews, which will be summarised 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 interviewees 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 10-12 minutes the following key aspects:
- Brief introduction to the technology and its key differentiators
- Review of markets analysed, including any competitive products
- Summary of results from different markets
- Recommendations and next steps

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

Information Pack and Handover meeting:

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 will package up their detailed findings (including summaries of discussions and details of industry contacts) for the inventor to use going forward.

Teams are also asked to present their final results in poster format so that they can be shared at future in-person i-Teams presentation sessions.

Platforms

i-Teams uses several cloud-based platforms – you will receive invitations to join each of these.

Distributing slides and lectures via Moodle:
Slidedecks and videos of each session will be shared via Moodle. There will be a weekly message giving ideas and suggestions to help with your projects.

Online meetings via Zoom:
If one or more sessions need to move online then these will be held via Zoom. Details of the Zoom links will be distributed via Moodle.

File sharing via Google Drive:
We will set up a designated Google Drive workspace for each team to share files during the project.

Team communications via Slack:
Teams need to communicate regularly between sessions to share progress updates as they happen. We will set up a Slack channel for each team.

Online whiteboard via Miro:
We will use Miro.com as an electronic whiteboard in the brainstorming session and human-centred design workshop. Please make sure everyone brings a tablet or laptop to those sessions to use the whiteboard.

<u>Schedule</u>

Each session will consist of a talk or presentation at 7pm, 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 6.40pm in the IfM tea room.

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.

i-Teams week 1 **Jan.17th** 7pm-10pm Inventors from 8pm	**Introduction to i-Teams** **Getting started:** Assessing target markets and finding relevant contacts – this session provides the tools to get started on your projects **Meet the inventors:** Teams meet their inventors and learn about their technology **Actions:** Share team contact details Each team member should carry out background research into their technology and application areas before the next session
i-Teams week 2 **Jan.24th** 7pm-10pm	**Team brainstorming session** Brainstorming session in individual teams to generate ideas for applications and uses of the technology **Each team summarises their results at the end of the session** **Actions:** Assign tasks between team members, based on each person's knowledge, experience and areas of interest
i-Teams week 3 **Jan.31st** 7pm-10pm Team meetings from 8.30pm	**Communication skills workshop** **Katie Bardes** An interactive workshop focusing on the key communication skills you will need to gather information and feedback effectively from industry experts. **Actions:** Before next week, each team should meet with their inventor to identify which of their market applications are technically feasible Start reaching out to potential industry contacts
i-Teams week 4 **Feb.7th** 7pm-10pm Team meetings from 8pm	**Guest entrepreneur speaker: TBC** Understanding the Customer - the importance of customer feedback **Actions:** Agree prioritization order for potential markets Continue reaching out to potential industry contacts

i-Teams week 5 **Feb.14th** 7pm-10pm Attended by inventors, mentors & Cambridge Enterprise	**Mid-term presentations** Formal presentations with powerpoint slides or similar 10-15 minutes to present, 15 minutes for questions from the other teams **Actions:** Before next week, each team member should aim to speak to at least 3 people in your target markets Teams also need to select their top 3 markets, which they will focus on for the rest of the term
i-Teams week 6 **Feb.21st** 7pm-10pm Team meetings from 8.45pm	**Workshop session:** **Design Thinking and Human-centred Design** **Dr. Simon Pulman-Jones** An interactive workshop covering some of the steps needed to take a new technology and use it as the basis for a product that will fit smoothly into people's lives.
i-Teams week 7 **Feb.28th** 7pm-10pm Team meetings from 8pm	**Presentation skills** **Dr. Sarwat Howe, Health Innovation Manchester** **Team input (verbal):** Updates on project progress so far In particular focusing on feedback from customer discussions, including problems encountered, as well as any discussions that gave good feedback
i-Teams week 8 **Mar.7th** 7pm-10pm Team meetings from 8pm	**An introduction to patents and other intellectual property** **Dr. Gillian Davis, Cambridge Enterprise** **Team input (verbal):** Updates on project progress so far **Actions:** Further prioritisation – aim to focus on one or two target markets in more depth for the remainder of the term
i-Teams week 9 **Mar.14th** 7pm-10pm Team meetings from 8pm	**How to conclude your i-Teams project** * Selecting the best application for a technology * What features can be compared * What are the routes to market for each application **Team updates (Key tasks remaining before the final presentations)**
i-Teams week 10 **Mar.21st** 7pm-10pm	Working time for teams

Final presentations	**Final presentations**
Mar.24th (**Thursday**) 6.30pm – 9pm **Maxwell Centre**	Teams present their results and recommend next steps for their projects

Team members, mentors, inventors and a number of invited guests from the University and local business community will attend this presentation

Finger buffet from 6.30pm, presentations start at 7pm |

Acknowledgements

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With many thanks to our sponsors and supporters:

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