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Medical i-Teams, Cambridge University
Lent Term 2027

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"

Instructors:	Amy Weatherup, i-Teams Programme Director, IfM Christine Saeedi-Givi, i-Teams Deputy Director, IfM
Time:	Mondays, 7-10pm Meet in the IfM common room for pizza from 6.30pm
Location:	Lecture Room 2 Institute for Manufacturing (IfM), West Cambridge site
Contact:	Amy Weatherup, am678@cam.ac.uk

Delivered in partnership with the Institute for Biomedical Innovation

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 course, 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, as well as discussing their more detailed findings with their inventor at a final handover meeting.

Deliverables

***Initial Presentation**:*

At the end of the first session, each team will make an informal verbal presentation to the other teams, summarizing their project and initial ideas.

Weekly team meetings:

Teams will 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 Tuesday 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
  - 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:

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 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 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.

Information Pack, Handover meeting and Poster:

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 contact details for 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 a future in-person i-Teams presentation session.

Platforms

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

File sharing via Google Drive*:*

Each team will have a designated Google Drive workspace set up for their project. Slidedecks and videos of each lecture/workshop will also be shared via Google Drive.

Team communications via WhatsApp*:*

Teams need to communicate regularly between sessions to share progress updates as they happen. We will set up a WhatsApp channel for each team.

Online whiteboard via Miro*:*

We use Miro.com as an electronic whiteboard in the human-centred design workshop. Please make sure everyone brings a tablet or laptop to this session to use the whiteboard.

Online meetings via Zoom*:*

Zoom links are set up for anyone who cannot join an evening session in person. This is also used if we cannot hold a session in-person (e.g., due to bad weather).

Schedule

Each session consists 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 is provided at 6.30pm 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.18th** 7pm-10pm Inventors meet teams 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 to learn about their technology and define the scope of the project **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.25th** 7pm-10pm Team meetings from 8.30pm	**Workshop session:** Katie Bardes – advanced communication and questioning skills An interactive workshop focusing on the key communication skills you will need to gather information and feedback effectively from industry experts. **Actions:** Assign tasks between team members, based on each person's knowledge and experience Each team member should start trying to contact people in relevant areas
i-Teams week 3 **Feb.1st** 7pm-10pm Team meetings from 8pm	**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 **Actions:** Before next week, each team should meet with their inventor to identify which of their ideas are technically feasible Start reaching out to industry contacts
i-Teams week 4 **Feb.8th** 7pm-10pm Team meetings from 8pm	**Pitching for resources & presentation skills – Dr Bang** Hints and tips to help your presentations, plus experience of real startups **Actions:** Agree prioritization order for potential markets Continue reaching out to potential industry contacts

i-Teams week 5 **Feb.15th** 7pm-10pm	**Mid-term presentations** Formal presentations with powerpoint slides or similar 10-15 minutes to present, 15 minutes for questions from the other teams ***To be attended by inventors, mentors & Cambridge Enterprise***
i-Teams week 6 **Feb.22nd** 7pm-10pm Team meetings from 8.45pm	**Workshop session:** **A human-centred design approach for medical innovation** **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 **Mar.1st** 7pm-10pm Team meetings from 8pm	**Guest entrepreneur speaker:** **Dr Eric Mayes, Former CEO of Endomag (now Hologic)** Real-world experiences of taking medical technologies to market **Team updates**
i-Teams week 8 **Mar.8th** 7pm-10pm Team meetings from 8pm	**How to conclude your i-Teams project (Amy Weatherup)** * Selecting the best application for a technology * What features can be compared * What are the routes to market for each application **Team updates**
Final presentations **THURSDAY** **Mar.18th** 6.30pm – 9pm **Maxwell Centre**	**Final presentations** 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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