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Summer School

The next programme will take place from 9th to 14th July 2007 at the Judge Business School in Cambridge. Tell all your friends!

The Centre for Entrepreneurial Learning's Summer School is an **intensive, one week training programme** for aspiring entrepreneurs and corporate innovators to trial and prepare business ideas for the commercial environment. It is comprised of a blend of practical teaching sessions, expert clinics, mentors' sessions and experienced advice and support from leading entrepreneurs and innovators that will give you the tools, contacts and confidence to transform your idea into a successful business project or venture.

" Our vision is to develop into a globally recognized and unique learning programme for innovators to turn new technology ideas into world-beating business propositions", Dr. Shai Vyakarnam, Director of CfEL

Summer School Advantages

The programme offers a unique service to innovation for both corporate and individual clients. Now in its eighth year, the Summer School has an impressive track record of inspiring successful new business ventures (e.g. Alphamosaic and Artimi) as well as internal business development in companies such as ARM and BT.

- Access to the Cambridge Entrepreneur Network
- One week, intensive, 'hothouse' environment
- Good value - minimum investment for maximum output
- Accelerates the validation and commercialisation process
- Tailored support specific to project needs
- Provides effective partnership for business growth
- Successful eight year track record

Summer School Market

The programme is aimed at:

1. Researchers and Managers from established organisations with business ideas for:

- Diversification of products and markets
- An internal venture or a spin out from your company
- Determining the best business model and marketing strategy to commercialise a new idea
- Developing commercial proposals to the Company Board in order to secure resources and internal support for your team

2. Students, graduates or academics considering your own venture

3. Directors of existing young businesses that are seeking to commercialise a new product or service

Summer School Value - How the programme will help you and your organisation:

- Gain the inspiration, motivation and the tools required to take the next steps in terms of commercialising ideas and progressing internal ventures and projects
- Develop key skills, motivation and contacts to allow your organisation to exploit new ideas in response to customer needs more effectively
- Identify good opportunities in a short period with minimal investment
- Improve communication and understanding between the technical and sales team, as the innovators will be better able to explain the customer benefits of their technology
- Increase enthusiasm for innovation within the team

Summer School Benefits

By the end of the week, you will have a business plan presentation and a clear way forward for your business idea. You will have:

- Learned **how to explain the technology opportunity** in commercial terms
- Gained **a commercial approach** in the development of innovative ideas
- **Clarified the business idea**, and tested it within a high calibre and safe environment
- Developed a **significant network of contacts** with the business community, Cambridge investor network and your peers from the Summer School
- Had a great week of thinking time to **accelerate your ideas**
- **Gained inspiration**, confidence and planned your next steps