Summer 11

CAMBRIDGE SCIENCE PARK

catalyst

CAMBRIDGE SCIENCE PARK NEWSLETTER

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New arrivals

Eight19

Eight19 is developing printed plastic solar technology to deliver flexible, lightweight, robust and low-cost solar cells that can be readily integrated into a wide variety of applications.

Eight19 was formed in 2010 as a spin-out from the University of Cambridge to bring to commercial reality the work developed in plastic solar technologies. The company is focused on device designs and printing processes that enable solar cells to be made "roll to roll" to create environmentally friendly, low-cost, flexible plastic solar modules for high-volume markets.

www.eight19.com

Spritely Osteopathy

Based at the Innovation Centre, Spritely Osteopathy provides a local musculoskeletal healthcare service.

To achieve an osteopathic diagnosis, the osteopaths listen to patients' symptoms and history. They then use a highly developed sense of touch to identify areas of dysfunction to get to the root of the problem. This means that treatment is tailored to each patient and each problem, whether it's wrist pain or back pain.

Spritely Osteopathy aims to enhance the evidence within the profession and promote awareness of osteopathy amongst Cambridgeshire GPs. Osteopathy is recognised by most health insurance companies.

www.spritely-osteopathy.com

Front cover: Image courtesy of Astex Therapeutics

Wireless futures

Qualcomm R&D operation explores wireless technologies

Qualcomm, a leading global developer and innovator of advanced wireless technologies, has had a presence on Cambridge Science Park since 2006. Catalyst spoke to Senior Director of Engineering John Scott about the evolution of the company and some of the groundbreaking wireless technologies it continues to explore.

"This operation actually began in 2000 as a Cambridge start-up called Trigenix," John explains. "The company was developing rich user interface software for mobile devices incorporating graphics and animation – things that seem commonplace now but were just emerging in the last decade. Qualcomm saw in us an advanced user interface technology that could be integrated into their own mobile software platform, and acquired the company in 2004."

"We're looking to find areas for potential collaboration in the use of wireless technologies"

This focus on enhancing the mobile user experience has remained at the heart of the Cambridge operation, as John goes on to explain. "Initially much of our work centred around the development of products and services for mobile devices," he says. "More recently we've taken on a much stronger research focus as one of Qualcomm's three European research and development centres.

"Our specific remit is to develop technologies and services that are based around user needs, looking at how we can enhance the user experience. We've got a usability lab here which allows us to bring in users and test ideas, looking at how people respond to different concepts and what best meets their needs.

"One of the really exciting areas we're looking at now is augmented reality. This basically means that if you point your phone at an object with the camera on, the software may be able to recognise the object and provide you with some additional information about it.

"So, for example, if you were pointing your phone at the Bridge of Sighs here in Cambridge, the phone would recognise it and provide you with some facts about its history. This kind of capability could be really useful in museums and galleries, for example, where your phone could tell you about the artefacts or works of art you're looking at. It can also be used in gaming, for instructional applications and even marketing, bringing adverts to life.

"Another area we're looking at is gesture recognition, which is relatively new in the world of mobile devices but will certainly become more and more commonplace as the technology develops.

"There are two aspects to gesture recognition. Firstly, there are the gestures where you might pick up the phone and put it to your ear and it will detect through sensors on the phone that you've actually lifted it up and done something. There's also the aspect of gesture recognition where you are actually using hand gestures to control the user interface."

The team of 25 in Cambridge is part of a global business that achieved revenues of nearly $11 billion in 2010 and employs over 17,000 people worldwide. The aim going forward is to make the most of its location to build links with the surrounding hi-tech community.

"We've been on Cambridge Science Park for five years now and it's a great environment which the staff here really appreciate," explains John. "But we're also looking to get more involved with local companies and with the University, to find areas for potential collaboration in the use of wireless technologies.

"Although mobile devices are the primary focus of our research at the moment, we're interested in how wireless technology can be applied in many different fields. For example, using wireless technology in healthcare applications is a really exciting area of potential growth, offering remote monitoring of patients, greater accuracy and also cost savings. So we're looking at different ways in which our technology can support other wireless applications.

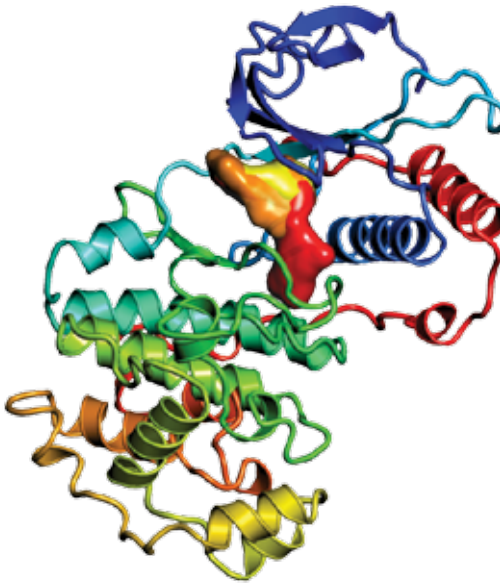
"In 2010, Qualcomm spent over $2 billion on research and development, around 20% of its total income. So we're part of a company that is hugely committed to investing in the future. Here in Cambridge, we want to play our part in shaping that future, researching and developing technologies that make a difference to people's lives."

www.qualcomm.com

Top left: Qualcomm's Snapdragon board and chipset
Left: Qualcomm usability testing equipment
Below: The Qualcomm building on Cambridge Science Park

Fragments fall into place

A new chapter begins for Astex Therapeutics



Having pioneered a revolutionary new approach to small molecule drug discovery, Astex Therapeutics is at a pivotal moment in its evolution. Catalyst spoke to founder and Chief Executive Officer Harren Jhoti about the journey so far and news of a proposed US merger.

In April this year, Astex Therapeutics announced that it had entered into a definitive merger agreement with SuperGen Inc., a US-based pharmaceutical company dedicated to the discovery of novel cancer therapies. Subject to successful closure of the agreement, anticipated in early July 2011, the merger will create a financially strong global leader in innovative oncology drug discovery, development and commercialisation. It's clearly a sign of confidence in the groundbreaking approach which Astex Therapeutics has developed in just over a decade.

Images courtesy of Astex Therapeutics

The company has been situated on Cambridge Science Park since it was founded back in 1999 by Dr Harren Jhoti, former Head of Structural Biology and of UK Bioinformatics at GlaxoWellcome, together with Professor Sir Tom Blundell, FRS, Professor Chris Abell, (both of the University of Cambridge) and Dr Roberto Solari, who was a Director at founding investors Abingworth.

These founders came together with a vision to use high-throughput X-ray crystallography in a novel approach to drug discovery, something which has since been recognised as one of the key scientific advances in this field in recent years, as Dr Jhoti explains.

"The company developed an approach called fragment-based drug discovery, which is a new approach to developing small molecule drugs and is now generally accepted as the most significant advance in drug discovery in 20 years," he says. "It wasn't always accepted as such, especially when we started the company, but now most people in the field agree on its significance."

"Our fragment-based approach is now generally accepted as the most significant advance in drug discovery in 20 years"

Astex has developed this fragment-based approach into an industry-leading platform called Pyramid™, which delivers tailored, high-quality small molecule drug leads with strong therapeutic potential. The approach combines a range of high-throughput biophysical and computational techniques to characterise the interactions of very low molecular weight compounds (fragments) with their target proteins. These fragments can then be rapidly optimised into potent lead compounds using iterative medicinal chemistry informed by structure-based design.

The Pyramid™ approach has been used across a wide variety of therapeutic targets in areas which have previously been considered intractable by the pharmaceutical industry, resulting in lead compounds for the potential treatment of cancer, inflammation and Alzheimer's disease.

"We've taken three of our own compounds into phase II clinical development, all oncology

therapies that are targeted towards the treatment of solid tumours, leukaemias and lymphomas," explains Dr Jhoti.

"Alongside our own internal pipeline, we've also developed some major partnerships with top-tier pharmaceutical companies including GlaxoSmithKline, Novartis, AstraZeneca and Janssen. These collaborations are looking at disease targets across a range of therapeutic areas. For example, our collaboration with GlaxoSmithKline is focused on targets across multiple therapeutic areas, whereas our collaborations with Novartis and Johnson & Johnson are focused on an oncology target and we've also completed two collaborations working with AstraZeneca on a cancer target, known as PKB/Akt and on a beta secretase inhibitor for the treatment of Alzheimer's."

Since its foundation, the privately owned company has raised £80 million in funding from venture capital investors, while its pharma collaborations have generated a further £65 million in revenue. Having begun to take its own targets into phase II clinical development, it was time to look to a new stage in the company's ongoing progress.

"Taking three compounds into phase II requires significant amounts of capital, the kind of investment which you can probably only get in a public market environment," says Dr Jhoti. "But given the current economic conditions, in this sector it's very difficult at the moment, if not impossible, to conduct a successful Initial Public Offering as a means of generating investment. We've been considering this approach for a number of years, but it's not been seen as feasible.

"So this merger with SuperGen is a fantastic opportunity: it really allows us to navigate our way through that funding challenge and become a publicly listed company," he says. "As part of the merger with SuperGen Inc., we'll become listed on the NASDAQ exchange in the US in what's by far the largest healthcare market in the world with the most significant amount of resources and capital.

"There are a lot of synergies with SuperGen which make it a very good fit. They have a strong oncology focus, which is our main therapeutic area of focus. SuperGen has particular strengths in the development and regulatory processes, which are areas in which we are less experienced. Conversely, they can draw on our proven expertise in discovery and research, which has been evidenced by our high-profile pharmaceutical partnerships. So both companies complement each other very well, providing different areas of expertise.

"SuperGen has a significant cash position of around $120 million and also a strong revenue stream from its oncology product Dacogen® which is marketed in the US by Eisai and in the rest of the world by Johnson & Johnson. So we'll be able to leverage this to continue to drive our pipeline development forward. We think that bringing these two companies together will create one of the world's foremost oncology discovery and development companies."

"Bringing these two companies together will create one of the world's foremost oncology discovery and development companies"

The completion of the transaction is subject to approval by the shareholders of both companies and achieving successful US and UK regulatory review and clearance, a process which is hoped to be completed in July 2011. If achieved, the combined company, which is to be called Astex Pharmaceuticals Inc., is expected to be listed on NASDAQ under the symbol ASTX and aims to continue its top-tier partnerships with GlaxoSmithKline, Eisai, Johnson & Johnson, Novartis and AstraZeneca.

"If we can successfully close this transaction, we plan to run the company in a cashflow neutral way and continue the growth that we've seen to date. At the moment, we have 84 people working here at Astex on the Cambridge Science Park and we've added 18 people to the team in the last year-and-a-half. We expect that kind of growth to continue."

Although the new company will be listed on the US market, Dr Jhoti is clear that Cambridge Science Park will remain the company's UK base for the foreseeable future.

"It's a great location at the heart of what is clearly the leading biotech cluster in Europe," he says. "I think that's become more and more reinforced over the last couple of years with the amount of investment coming in from big pharma, which is beginning to deconstruct some of its own R&D functions and seeking more partnerships with biotech companies.

"You've also got the great investment in the Addenbrooke's campus, and one of the world's leading universities on our doorstep, to which we retain very strong links. For us, it's definitely the place to be."

www.astex-therapeutics.com

Deep thinking

A spin-out from the Kodak European Research Labs, Deep Visuals is developing new ways for users to interact with their digital image collections. Catalyst spoke to co-founder and company director Alan Payne about how the company came into operation and some of the different applications of its innovative imaging software.

"The Kodak European Research Lab moved to Cambridge Science Park in 2006, but the company was already in the process of re-evaluating its business model now that photography is almost exclusively digital. Unfortunately, at the end of 2008 it was decided to consolidate all Kodak research into the US, and the Cambridge Lab closed at the end of June 2009," explains Alan, who was Laboratory Director at the time.

"My co-founder, Peter Fry, was leading the 'intelligent imaging' group before the closure, and we were both of an age where we didn't particularly want to go hunting for new employment.

"What really made us think about starting a business was the project that Peter had been leading at the time for the main photographic business unit in Kodak in the US. When the news of the closure was announced internally, I had a call from one of the senior managers in the US to say that, from his perspective, it was really bad news, firstly because he believed the European Lab had so much to offer in general, and secondly because he was really keen on the project we were working on.

"So that got us thinking and we decided to go back to him and make him an offer that we could continue the development work for his unit from our own small company. We did that literally within 24 hours. I called him the next evening and said I'd been thinking about the conversation, and about how we could still deliver this project with a small group of people leaving Kodak and forming our own company. All went quiet on the phone and then after a few seconds he came back and said 'Alan you've made my day, this sounds great!' Because we could still deliver the project and almost certainly do it for lower costs to his unit, as we wouldn't have anything like the same overheads."

Having spent their final day at the Kodak European Research Lab on a Friday in June 2009, Alan and Peter continued working for Deep Visuals in the Cambridge Science Park Innovation Centre the following Monday. The company had already secured 12 months of funding from Kodak to continue its imaging software research, looking at new ways in which consumers could enjoy their digital photo collections.

"We built up the first prototype of a browsing system and I managed to show it to some people at the Scott Polar Museum here in Cambridge"

"Lots of people are building up large photo collections in various places, on your PC, on your phone, on your camera, on CDs, networked around the home," Alan explains. "Some people do a really nice job of bringing them all together in an organised collection, but of course most people don't.

"We tend to organise things very sporadically and not particularly consistently. So partly we were looking at developing software that provides easy ways to organise and manage collections. But more importantly, it was about developing new ways to enjoy the collection. Most people spend time looking at the most recent shots they've taken but, by and large, the older photos are lost somewhere on your system and probably won't get looked at again.

"So we were working at ways to bring your whole collection back to life and make some links between your most recent pictures and your whole collection. The kind of software we're developing means that when you start looking at your most recent pictures, you'll suddenly get taken off to look at some of your older pictures as well in some interesting ways."

The initial 12-month contract has been followed by further contracts whereby Deep Visuals has provided concept demonstrator models for Kodak, some of which have since fed into the company's new range of products and software that can now be found on the market. The funding agreement that Deep Visuals had agreed with Kodak stipulated that it couldn't develop similar products for direct competitors in digital photography, so Alan and Peter began thinking about which other markets Deep Visuals could tap into.

"It occurred to us that museums and galleries now have large collections of digital images, and this was an area Kodak wasn't interested in," Alan says.

"Many museums and galleries have been creating and organising digital images of their collections in recent years, and will usually have some useful and interesting descriptions to go alongside each image. So what interested us was devising exciting new ways in which users could navigate their way through these collections.

"We built up the first prototype of a browsing system and I managed to show it to some people at the Scott Polar Museum here in Cambridge, who had been through a pretty extensive process in which they'd digitised 20,000 of their photographs. However, they were a little frustrated with the ways in which users could access that information."

Deep Visuals set about developing its ViziQuest imaging software, which is currently in use at the Scott Polar Museum as an in-gallery exhibit, focusing on a particular part of the collection: the 1930 British Arctic Air

Intelligent image-browsing software from Deep Visuals

Route Expedition. Users work their way through the image collection intuitively via software that intelligently maps similarities between the image selected and other related images.

"For any digital collections of images that have textual descriptions, our software offers something different"

"If, for example, you had a picture of an iceberg, close to it you'd see some other pictures of ice and polar landscapes," explains Alan. "But then you might see some pictures of some dogs on the ice or explorers on the ice. If one of those fascinates you, you select that picture which is moved to the centre and then surrounded by new pictures related to the one you've selected. In that way, you're taken on an intuitive journey through the collection based on your selections."

Aided by a research grant from the East of England Development Agency, Deep Visuals has extended this basic system. Working with Dr Julio d'Escriván from Anglia Ruskin University and a team from the Scott Polar Museum, multimedia features have been added from a further image collection, this time from the British Graham Land Expedition of 1934–1937. So, for example, spoken word excerpts from the expedition diaries, movie clips and ambient background music have been incorporated to significantly extend the visitor experience.

A popular feature at the Scott Polar Museum, Deep Visuals has since secured an order from the prestigious Fitzwilliam Museum in Cambridge for its ViziQuest semantic browsing system which will be applied to around 5,000 digitised images from its Applied Arts collection.

"It's great that we've already had a proven success at the Scott Polar Museum and are now working for a much larger and well-known institution such as the Fitzwilliam Museum," adds Alan. "Although it's a tough time for galleries and museums in terms of funding, we're talking to as many institutions as we can to tell them about what we can offer.

"Museums and galleries are only one sector we're looking at. We've recently completed a really interesting project with a local school. For this project, our software was used to help children develop their communication skills by writing a story to accompany a selection of pictures which they chose via the Deep Visuals browsing system. So that's been a really interesting project and a new area we can look at.

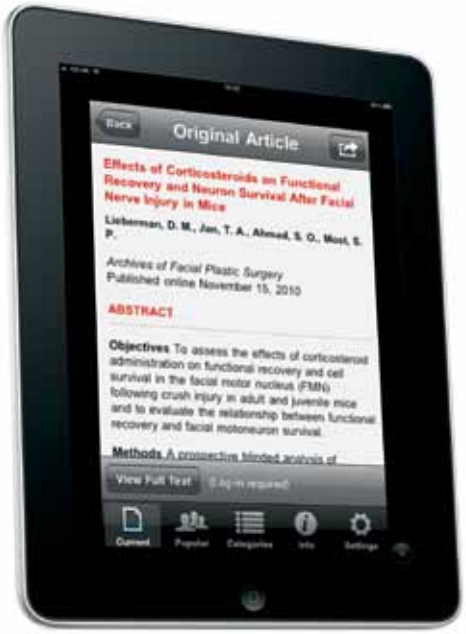
"But really for any digital collections of images that have textual descriptions, our software offers something different. For example, creating new ways to explore online retail catalogues could be a really exciting potential opportunity for us. We've already shown people what we can do in the museum and education sectors, so we just want to build on that reputation and establish ourselves as a really credible company that can deliver something unique."

www.deepvisuals.com

Above left: A screenshot of the ViziQuest user interface being used to explore football photographs (images owned by MirrorPix)
Above: The Deep Visuals user interface for exploring a collection of photographs from the British Graham Land Expedition of 1934–1937 (images owned by the Scott Polar Research Institute)
Below: A visitor to the Scott Polar Museum in Cambridge uses the Deep Visuals touchscreen interface to explore photographs from the British Arctic Air Route Expedition of 1930

Upwardly mobile

Integrated mobile and web technology from Roundpoint



Established in 1998 as a spin-out from Cambridge Consultants, Roundpoint has become a world leader in the integration of web and mobile phone technology. Catalyst spoke to Marketing Manager Emma Stevens about the company and the ways in which it is helping diverse clients stay one step ahead in the digital 21st century.

Roundpoint, originally known as NewsVenturer, was awarded a European patent for its mobile browser technology in 1999. One of its first early adopter customers was *The Economist* with an app-based service for PDA users across the globe.

"We've been making *The Economist's* content accessible by mobile since 2003," says Emma. "Initially, readers paid a subscription to get the publication in this way. Then in 2006, we developed our geo-targeted Roundpoint Adserver which allows clients to gain revenue by displaying ads on their mobile sites. Many publications adopted this model, providing free content to subscribers because they could generate significant income from advertising on their mobile website. This has helped increase the number of mobile subscribers by more than 3,000% in just two years. Today the model seems to be shifting towards pay for subscriptions as the user base has grown to millions."

Roundpoint also developed a mobile site for *The Lancet* in 2002 and updated it again in 2010 to provide a much higher level of functionality. The mobile site now offers advanced search, a dedicated locker for readers to store relevant articles personal to the reader's interest and the ability to email those articles to the PC. This functionality is specifically designed to provide a new level of convenience to busy clinicians.

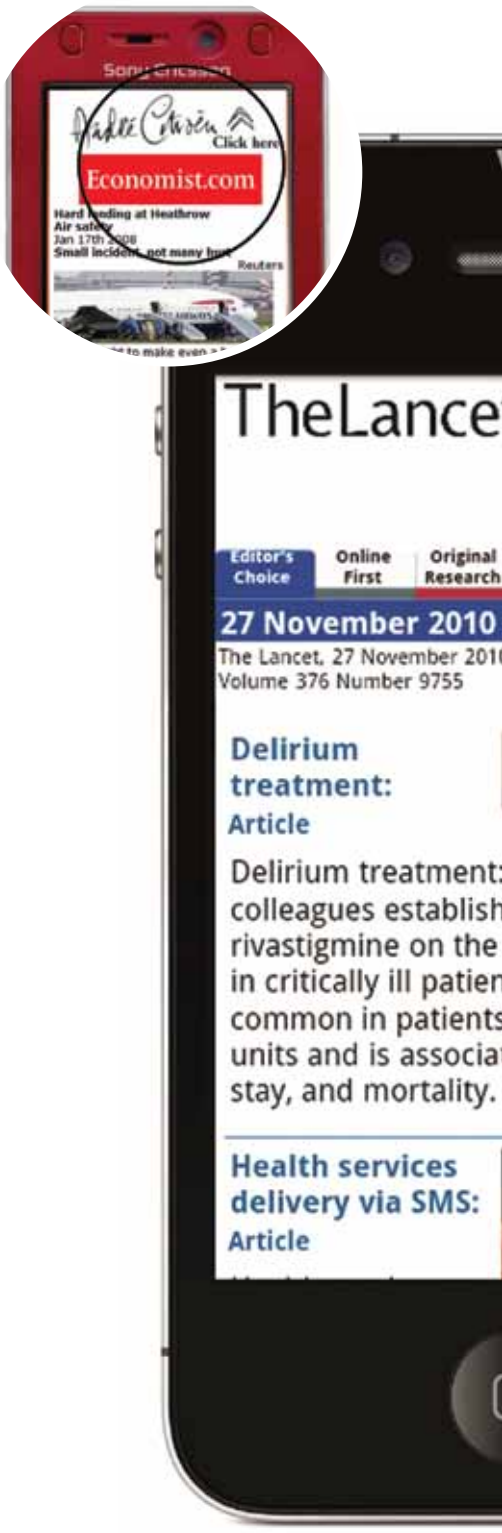
A clear objective for Roundpoint is to help clients generate as much revenue as possible from digital. In 2007, Roundpoint created a digital platform for PR Newswire to enable SMEs to send out press releases to journalists all over the world. The service, known as MEDIAgility, has also attracted large companies through its cost-efficient model for news distribution. Hundreds of companies now use the platform, and the service continues to grow.

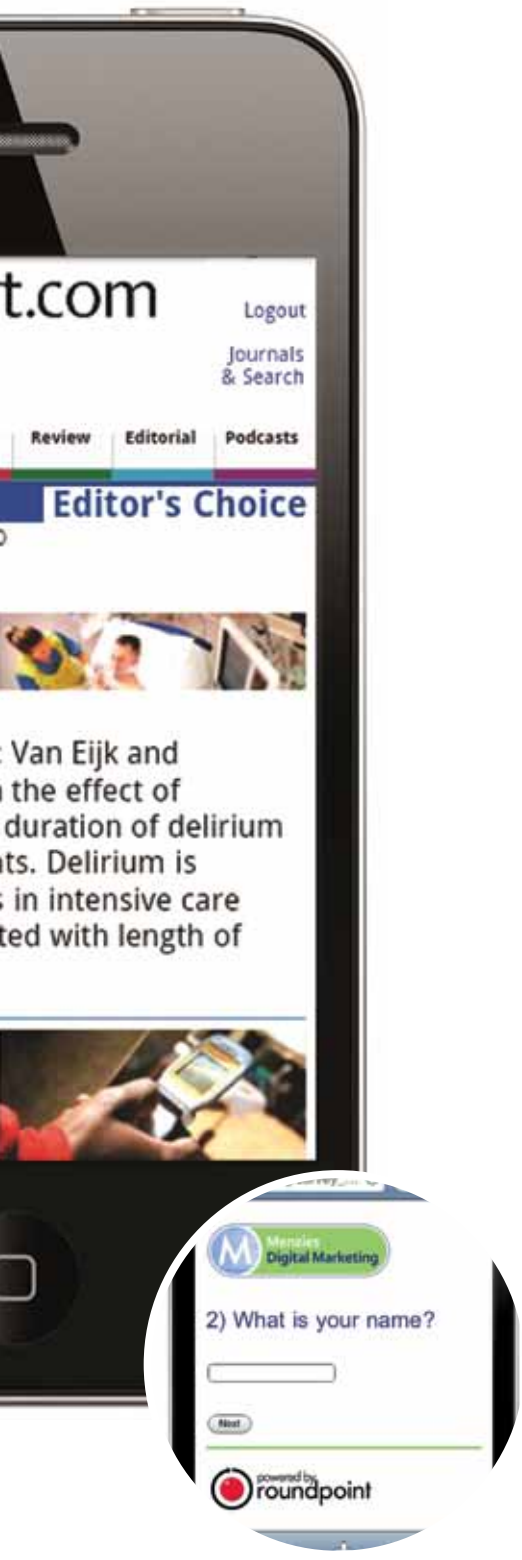
> *"Mobile phones will become the primary method of connecting with the internet by 2014"*

Generate, meanwhile, is a platform specifically designed to facilitate mobile fundraising for charities – and one which many Science Park employees have already used. "We provided the web, mobile and texting platform free of charge for use in the Science Park Fun Run last November," explains Emma. "Over 40 teams used the platform to raise more than £7,000 for Children in Need, and helped increase the amount raised from £18,300 in 2009 to over £24,000 in 2010."

Roundpoint has also developed an interactive voting platform whereby viewers can vote or make a selection via their mobile at events. For example, people were able to vote for their favourite mobile internet site using Roundpoint technology at *The Webby Awards*. The voting system allowed voters to see who had entered the competition in the categories of entertainment, gaming, listings and updates, mobile marketplace and services, news, social networking and sports. Voters could then vote for their favourite mobile internet site via the mobile internet or SMS messaging.

Roundpoint wants its clients to get the best from mobile. "Often we'll design a microsite by taking some content of a client's website and optimising it for the mobile phone," says Emma. "We can then blend that core content with new functions that leverage the power of





mobile from the many devices now available. Mobile customers can be sent a link to that site by SMS and they can forward that information to a friend or they can buy something on their phone through our secure m-commerce technology. QR codes are a great way to receive information to mobile; going forward we believe these will be seen in increasing numbers.

"One example of this kind of project was a campaign for the publication *Runner's World*, which is owned by The Hearst Corporation, who have a strong track record in digital. They wanted to be able to sell their *Complete Guide to Running* which could be ordered on a mobile as well as on the web. We designed a mobile microsite for them and created a form so that people could fill in their details and then they could buy the book from their mobile. That was sent out to thousands of people by text message."

"We are seeing a paradigm shift away from the PC"

Roundpoint was able to make the m-commerce site accessible from all mobile phones by developing a secure Java app, so that readers could buy the book from older phones as well as smartphones, thereby increasing the reach of the campaign.

"Morgan Stanley has predicted that mobile phones will become the primary method of connecting to the internet by 2014," adds Emma. "We have now entered the next wave of computing and mobile devices which offer tremendous opportunities for companies to connect and engage with their customers. We are seeing a paradigm shift away from the PC.

"Mobile voting enables a company to really engage with an audience and make an event more interactive and interesting – although it doesn't necessarily have to be tied to an event; you can gather votes from wherever people go with their phones.

"Our mobile survey platform – Engage – allows clients to get feedback quickly from customers or prospects. People can respond either by mobile website or by text, and response rates are better compared to general self-completion questionnaires."

With the massive growth of smartphone sales, Emma points out some of the differences between creating an application for a smartphone versus creating a mobile internet site.

"If you're creating an app that you want people to download, you have to create one for all the different operating systems used on mobile phones – so that can obviously increase costs in comparison to making a mobile website," she says. "But with apps you can make them more dynamic and more interactive than a website. And if people download it, your organisation has then got a permanent presence on the phone, which can generate strong brand loyalty.

"Obviously the challenge for us is that we've constantly got to keep up with ever-changing mobile technology and deliver solutions that work with all the different operating systems in use. We are developing now in HTML5, which allows customers to have a mobile site with the look and feel and functionality of an app but it is easier to change and does not have to be reissued with an upgrade. This provides cost savings and convenience for our clients.

"Many of the world's largest companies are now offering mobile sites, and apps and digital are essential elements of a marketing campaign for the major brands. We are excited about the future as mobile moves from early adoption to mainstream – it provides opportunities to add value and maximise revenue which we help our clients achieve."

www.roundpoint.com

Far top left: Archives of Facial and Plastic Surgery iPad app
Top left circle: *The Economist* uses Roundpoint's Adserver
Centre: *The Lancet*
Bottom right circle: Roundpoint's web and mobile survey platform

PARKLIFE

Cambridge Consultants wins second Queen's Award

Cambridge Consultants has been awarded a second Queen's Award for Enterprise, this time in the Innovation category, for its groundbreaking through-wall radar, Prism 200. The award follows on from the Queen's Award for International Trade in 2009.

Prism 200 received the award due to its revolutionary handheld through-wall radar technology, which has been designed to be used by police, special forces or the emergency services. It provides quick and covert intelligence on the movement and location of people in a room or building – without the need for invasive sensors.

Commenting on the award, Dr Brian Moon, CEO of Cambridge Consultants, said: "We are delighted to have been bestowed with this prestigious award not once, but twice. Innovation is what drives this company and has been paramount to our success over the last 50 years."

www.cambridgeconsultants.com

Above: Cambridge Consultants' Prism 200 through-wall radar

TV success for Cambridge Temperature Concepts on *Britain's Next Big Thing*

Above: Filming at Cambridge Temperature Concepts for *Britain's Next Big Thing*

Following a successful appearance on BBC2's *Britain's Next Big Thing*, Cambridge Temperature Concepts' (CTC) unique fertility monitor technology is now available online from high street retailer Boots.

CTC's DuoFertility product helps couples to conceive by continuously monitoring a woman's temperature and highlighting the most fertile time during the ovulation cycle. Inventor, CEO and co-founder Dr Shamus Husheer successfully pitched this groundbreaking product to a team of buyers from Boots, as seen on programmes broadcast on BBC2 on 19 April, 10 May, 17 May and 24 May.

Dr Husheer said: "Featuring in BBC's *Britain's Next Big Thing* has dramatically increased exposure of our product, and was at least partially responsible for our successful launch in Boots. It was also a great opportunity to showcase the kind of in-depth research and development at which Cambridge excels and how this can be taken to the high street."

www.duofertility.com

Travel Plan Plus (TP+) Project

The TP+ project promoting sustainable travel to the 200 employers and 7,500 commuters in and around the Cambridge Science Park has been on site for over a year now and is making significant progress.

The team consisting of Gary Armstrong and Tammy Liu based in the Cambridge Science Park Innovation Centre (Unit 23) has been engaging with employers and commuters from across the area, organising and running promotions, incentives and events.

Activity has been undertaken across a wide variety of areas including improvements to cycling infrastructure, the launch of an Electric Pool bike scheme, development of a site-specific bus map, 38 commuter events held at employer premises where the team has engaged with over 1,000 commuters, development and launch of the TP+ website, the establishment of an area-wide Bicycle User Group, plus much more.

The Travel to Work survey run in October 2010 saw 52 employers take part, with responses from over 1,200 participants, and provided some encouraging results. Of the same employers who took part in both the 2009 and 2010 surveys, cycling was up by 4%, walking up by 2% and drive alone commuting down by 5%.

www.travelplanplus.org.uk

Above: One of the Travel to Work Electric Pool bikes in use

PARKLIFE connections

Biology in Business (BiB) is a Cambridge-based non-profit organisation with more than 1,700 members that bridges academic and commercial life science to promote career development and technology transfer through events, online resources and networking opportunities.
Email: info@biologyinbusiness.org
www.biologyinbusiness.org

One Nucleus' objective is to facilitate and accelerate the growth of biotech in Cambridge and the East of England. Its core activities include: hosting networking events, special interest groups, training, partnering and member promotion, publications, regional and national initiatives.
www.onenucleus.com

The Research Office helps to identify, secure and manage research funding for the University of Cambridge from regional, national and international sponsors. It encourages collaboration between the University and industry, and fosters long-term research partnerships between companies and academics for mutual benefit.
Email: croenquiries@admin.cam.ac.uk
Tel: 01223 333543

The Great Eastern Investment Forum (GEIF) is a leading UK business angel network located in Cambridge which exists to introduce ambitious, innovative companies seeking funding to business angels and other early-stage funders seeking quality investment opportunities.
www.geif.co.uk

Science Technology Network (STN) is an online database service that provides global access to an integrated network of the most important and comprehensive chemistry, sci-tech and patent databases from the world's most respected producers.
www.stn-international.com

Cambridge AWiSE (Association for Women in Science & Engineering) is a multidisciplinary membership organisation composed of individuals, businesses, associations, institutions and other organisations, all of whom share the common goal of advancing the interests of women in science, engineering and technology. The Cambridge branch holds regular meetings and events; for details see the website or get in touch.
Email: camawisemeetings@yahoo.co.uk
www.camawise.org.uk

The Cambridge Network is a membership organisation with the mission to link like-minded people from business, finance and academia to each other and to global partners for the benefit of the Cambridge region. It helps Cambridge raise its game by delivering over 40 networking, partnering and special interest group events per year (mostly in Cambridge) and a high-profile website where its 1,300 corporate members publish profiles, news, jobs and events every day.
www.cambridgenetwork.co.uk
Tel: 01223 300148

Enterprise Link, a Business Link service for Cambridgeshire, is a membership network providing advice and support for early-stage, entrepreneurial/aspirational businesses. It holds a variety of networking events and seminars at the St John's Innovation Centre in Cambridge, and also sends out regular bulletins to members with information, advice and opportunities. It can also arrange access to sector specialists.
Email: info@enterprise-link.co.uk
www.enterprise-link.co.uk

i10 provides large and small businesses with easy access to the expertise, resources and innovation within universities and higher education institutions in the East of England.
Contact: Catherine Atkins
Email: c.atkins@i10.org.uk
Tel: 07738 455166

East of England International (EEI) is the official regional organisation that provides business support to companies seeking to trade internationally and assists foreign-owned businesses looking to invest in the East of England.
Contact: Alice Boulton Tel: 01223 450450
Email: aliceboulton@eeia.com
www.eei-online.com

The Cambridge Science Park is managed by Bidwells on behalf of Trinity College.

Catalyst is a forum for companies on the Cambridge Science Park.

If you have any comments or suggestions for stories to be included in the next issue, please get in touch with Joanne Uttley (see right).

www.cambridgesciencepark.co.uk

Management:

Jeremy Tuck
Email: jeremy.tuck@bidwells.co.uk
Tel: +44 (0) 1223 559333

PR & Marketing:

Julie Bushell
Email: julie.bushell@bidwells.co.uk
Tel: +44 (0) 1223 559331

Joanne Uttley
Email: joanne.uttley@bidwells.co.uk
Tel: +44 (0) 1223 559393

Agency letting:

Michelle Cantwell
Email:
michelle.cantwell@bidwells.co.uk
Tel: +44 (0) 1223 841841

Viewpoint

Claire Ruskin, CEO Cambridge Network

Formerly a Board Director at Cambridge Consultants and Arthur D Little, Claire Ruskin has 30 years of experience working in the Cambridge hi-tech cluster. She has been a member of PA Consulting Group's Management Group for the past ten years and is currently on part-time secondment as Chief Executive Officer of Cambridge Network.

The way in which Cambridge has developed as a hi-tech cluster over the last 50 years is really a fantastic success story. Over 1,400 new hi-tech businesses have been created and over 40,000 jobs – so it has boosted the economy as well as giving us pride in Cambridge ideas, products and technologies that have helped shape the world we live in today.

Of course, the presence of one of the world's leading universities here is a major contributory factor to how this cluster has developed, acting as a magnet for talent and a breeding ground for new ideas. But the whole infrastructure has built up to amplify and sustain the effect of early success, and we now have nine businesses that have grown to valuations of $1billion.

The most crucial factor seems to have been the emergence of a range of technology consultancy companies that started here from the 1960s onwards. Because these were businesses rather than government-funded entities, there has always been a focus here on developing ideas that had commercial potential and could generate revenue. Consulting companies including Cambridge Consultants, PA Technology, TTP, Sagentia and a dozen more have all come out of that ethos, having to earn a living from making technology development successful in the commercial world.

It's an exciting time to take on this role of CEO at Cambridge Network. I've always been passionate about the value of bringing people together to share ideas and expertise and achieve things that wouldn't have been possible working in isolation. From a technically specialist beginning, my interests have broadened because the most interesting things often happen in the places where sectors and disciplines converge and new ways of thinking emerge.

"There is a really strong collaborative and open ethos here in Cambridge and it's very much part of how we've become Europe's leading hi-tech cluster"

Right now at Cambridge Network, we are focused on five areas where we think we can provide the most benefit to our members. We are keeping a slightly low profile while we develop a robust website which will be the gateway to some better services that our members have asked for.

The first area of focus is events, trying to bring people together and get that cross-fertilisation of ideas which is so important. The second is the collaborative learning that we run – we provide opportunities for our members to learn with and from each other and share best practice in peer sessions; it's a way of raising our game here in Cambridge and making sure our professionals and companies have the skills and expertise they need to succeed.

The third is new, looking at how we can support recruitment here in Cambridge without poaching from each other. Most of our members have an ongoing need to attract high-quality talent from around the world, so we're developing a new resource that will really help to meet this need.

The fourth area of focus is helping our members to find the people, service or expertise they need through our directory service. We've got 1,500 members and they cover a huge breadth and range, from individuals through to massive entities such as the University of Cambridge or Addenbrooke's. So at the moment we're working on revamping our directories so that it's easier for people to find what they need, to search for talent, expertise or even intellectual property. And of course we continue to publish news for and about members.

As our fifth area, we can offer a shared service for other networks, making sure that we collaborate as a network of networks. We will offer other organisations (and government bodies if required) an efficient back office service and help make the connections that people want.

There is a really strong collaborative and open ethos here in Cambridge and it's very much part of how we've become Europe's leading hi-tech cluster. So for us at Cambridge Network, I believe that having these five areas of focus is a great opportunity to add value and help Cambridge organisations continue to prosper.

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