

Arts, Humanities, Social Sciences & social enterprise



UNIVERSITY OF
CAMBRIDGE
enterprise

Creative Cambridge

Creative Cambridge is a conference designed to bring together Cambridge academics, knowledge exchange facilitators, and professionals from the creative sector, including museums, theatres, creative agencies, design, gaming, media and more. The aim is to make visible a community of experts and practitioners who are open to collaboration and conversation.

A profound takeaway from the first conference was how valuable it is to open our networks to each other. Exciting possibilities become apparent as technical, academic and creative skills and experiences mix.

"Creative Cambridge was the first of a series of events to reach into the humanities sector of the university and encourage the latent talent there to look at ways of engaging with Cambridge Enterprise and the local start-up culture.

Talks explored creativity across media, games, education, museums and immersive experiences and demonstrated the world-leading abilities the University has in these sectors. We are already seeing ideas from this event being worked up into propositions that can apply to us for seed funds, and we hope many more will follow."

Chris Doran
Entrepreneur in Residence, Cambridge Enterprise





Dish Life

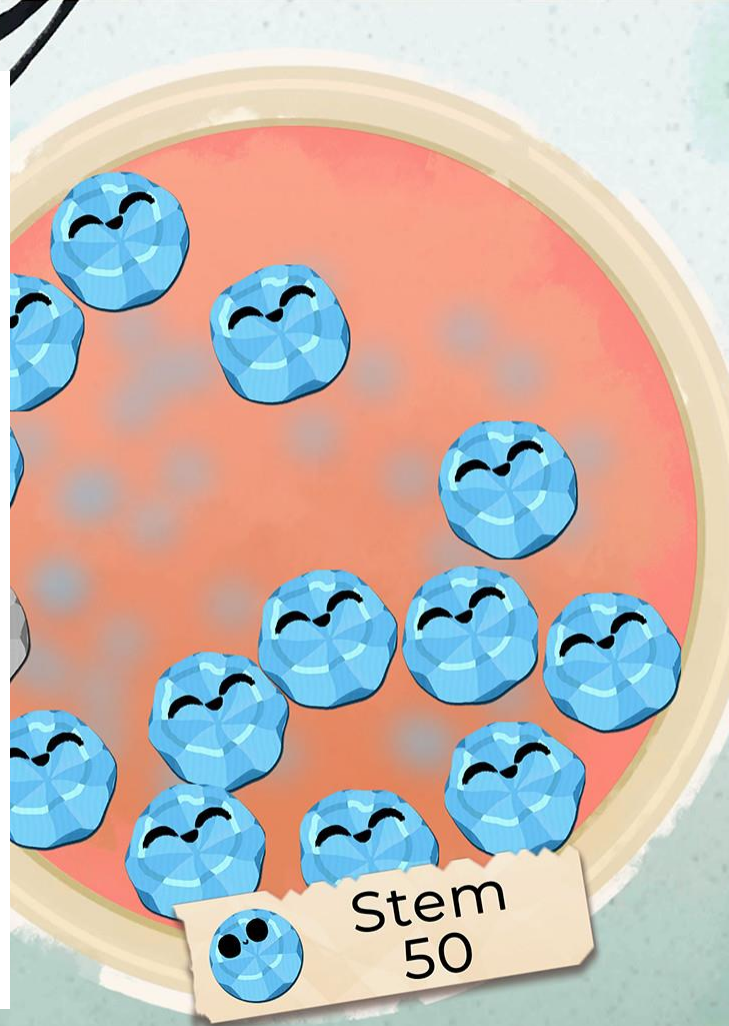
"The route to scientific discovery can feel like a mystery to many of us," said Dr Karen Jent from the ReproSoc group in Cambridge's Department of Sociology.

Following on from a short film released in 2016 also called Dish Life, Dr Karen Jent wanted to "use gaming to have a different kind of conversation about science".



Dish Life, the game, requires players to create their own scientist, grow the stem cells, develop the lab and deal with a range of dilemmas that occur while working in research. Such dilemmas include workplace issues such as bullying and maternity cover, through to societal dramas—for instance, media controversies and government committees—and ethical quandaries encompassing animal testing and CRISPR.

With stem cells set to change healthcare, Jent and her team want to make biotechnology more accessible by showing how science is really done.



The game was released in February 2020 and was featured on BBC Look East News.

Versed AI

Supply chain risk management is a highly inefficient market as current mapping methods are expensive, slow and static.

Versed AI uses Natural Language Processing to automatically map organisation supply chains and relations from millions of news articles and business reports. Its software analyses supply dependencies and predicts potential supply links. The extracted information is aggregated into vast knowledge networks that are presented in a user-friendly graphical interface.



Beyond manufacturing, key organisations that can benefit from this product include finance and insurance providers that need to assess their clients' supply chain risks, as well as governmental organisations that oversee regulation compliance and profile risks in key industries and sectors.

Versed AI was founded by Simon Baker who won the Cambridge Enterprise Postdoc Business Plan Competition in 2019.



"The market research we had to do for the competition helped us accelerate our start-up tremendously. We were also put in contact with the most amazing mentor: a very experienced industry veteran who helped with business strategy, long term funding advice, and even client relations. The connections we made with Cambridge Enterprise will take us beyond what we have achieved in the competition alone."

Simon Baker
Versed AI

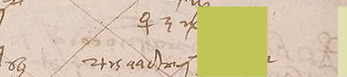
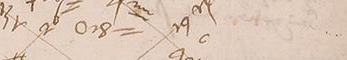
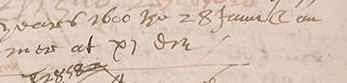
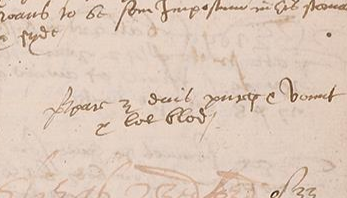
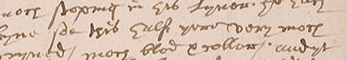
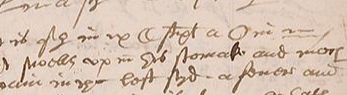
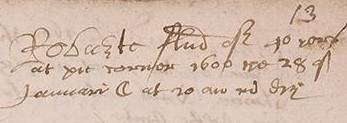
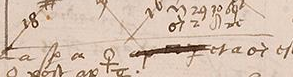
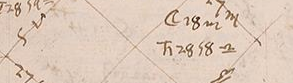
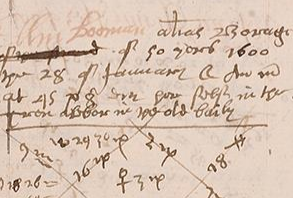
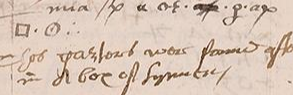
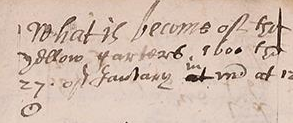
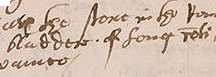
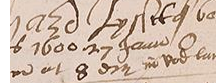
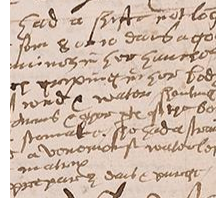
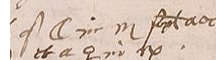
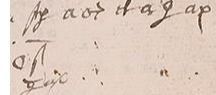
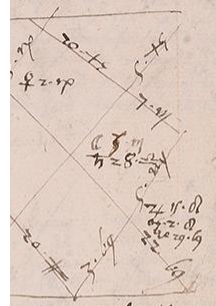
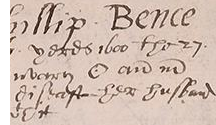
Postdoc Business Plan Competition
Winner 2019



Astrologaster

In the decades around 1600, astrologers Simon Forman and Richard Napier produced one of the largest surviving sets of medical records. The Casebooks Project, a team of scholars led by Professor Lauren Kassell, has transformed one of these papers into an accessible digital archive.

In 2015, independent game developer Nyamyam decided to create a video game in which players would assume the role of Forman and help him win a medical licence.



Through a consultancy project supported by Cambridge Enterprise, Kassell and the Casebooks team acted as historical consultants for the game, reading drafts of the character summaries, storylines and scripts, and checking for historical accuracy.

Astrologaster, the narrative-based comedy game born from this collaboration, brings Forman's cases and Shakespeare's London to life in a new and accessible way.



With a number of awards and nominations to its name, this academic collaboration has been credited in laying out a new, more sophisticated genre for computer games in general.

Around 100 billion articles of clothing are made every year. This comes at a huge cost to the environment, from the raw materials used to the industrial production processes. According to the World Bank, textile dyeing accounts for around 20% of global industrial water pollution.

Co-founded by Dr Jim Ajioka and Dr Orr Yarkoni, Colorifix has developed a novel approach to the dyeing process using synthetic biology which removes the need for harsh chemistry in the creation or deposition of dyes.



Using DNA sequencing, Colorifix works out the encoding of natural pigments and then translates the message into engineered microorganisms which can be used to grow and transfer the colour.

The microorganisms can be used directly in place of dye liquor, requiring no additional specialist equipment or toxic chemicals and one tenth of the water used by standard processes.



Useful Links:

Creative Cambridge	<u>Blog: Creative Cambridge - Learning from, with and between academia and the creative industries</u>
	<u>Creative Cambridge 2019 schedule and speakers</u>
Dish Life	<u>News: 'Lab in your phone' lets you play the scientific life</u>
	<u>Dish Life website</u>
Versed AI	<u>News: Versed AI wins the 2019 Postdoc Business Plan Competition</u>
	<u>Versed AI website</u>
Astrologaster	<u>Case study: Astrologaster - A story-driven astrological video game set in Shakespeare's London</u>
	<u>Astrologaster website</u>
Colorifix	<u>Colorifix website</u>