

Leading the way



“Cambridge Enterprise has been tremendously supportive over the last 20 years, and has been instrumental in helping me to create two companies and achieve a successful exit from the first. I really value the relationship that we have built together based on trust and a very high level of personalised input.”

Professor Sabine Bahn
Department of Chemical Engineering
& Biotechnology



Long term support

Cambridge Enterprise's work does not end when a new licence is signed or a new company spins out of the University.

After intellectual property (IP) is licensed, Cambridge Enterprise remains involved, sometimes for decades. As spin-outs grow and commercial contexts change, we continue to help inventors and founders realise their vision.

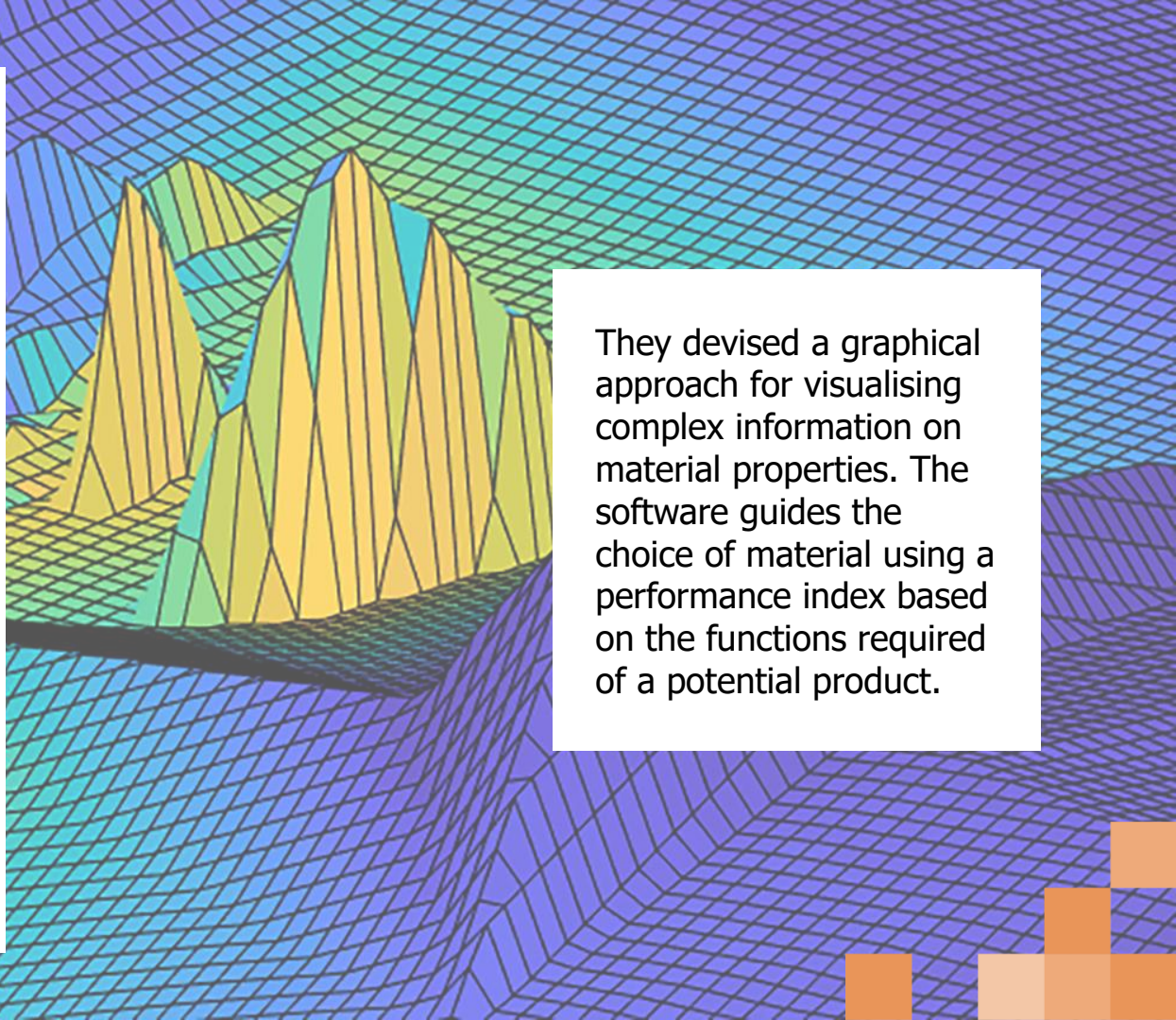
Two examples of this are materials software pioneers Granta Design and CASTEP, two of our longest-standing cases, with whom Cambridge Enterprise has worked for over 25 years.



Granta Design

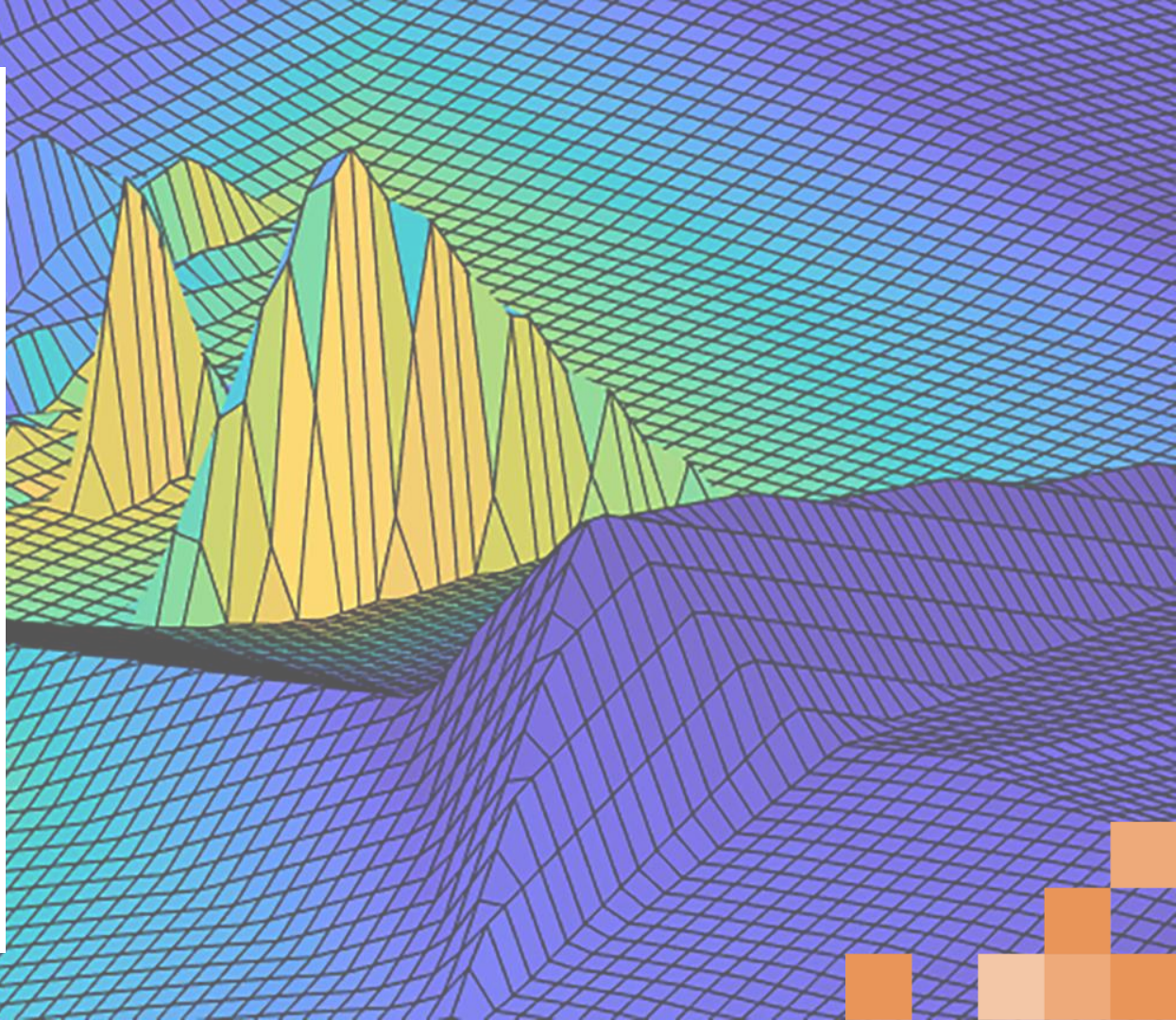
Professors Mike Ashby and David Cebon revolutionised materials selection in product development. Granta Design's materials information management software uses extensive material information to enable optimal decision-making on design, manufacture, maintenance and recycling.

They devised a graphical approach for visualising complex information on material properties. The software guides the choice of material using a performance index based on the functions required of a potential product.



Former Deputy Director of Cambridge Enterprise, Dr Richard Jennings, steadfastly supported Granta Design through its spin-out and development and served on its board for 25 years:

“Granta represents the best of technology transfer. Its acquisition confirms the outstanding quality of the technology and once again enables the work of leading Cambridge academics to have a true global impact.”



1994

Granta Design was spun-out of the University. For several years it focused on the educational sector, producing the world's leading teaching resource for materials engineering, science, processing and design.

Having achieved successful organic growth in product range, turnover, staff and sites, the founders looked to the next stage. James Viggers, an investment banker and angel investor, approached Cambridge Enterprise to offer his expertise and worked with the founders and management to prepare and guide the company for sale.

2019

The completion of a successful exit to ANSYS, with whom Granta Design had collaborated for some years. The sale of Cambridge Enterprise's equity returned a large sum to the Department of Engineering and the University of Cambridge.

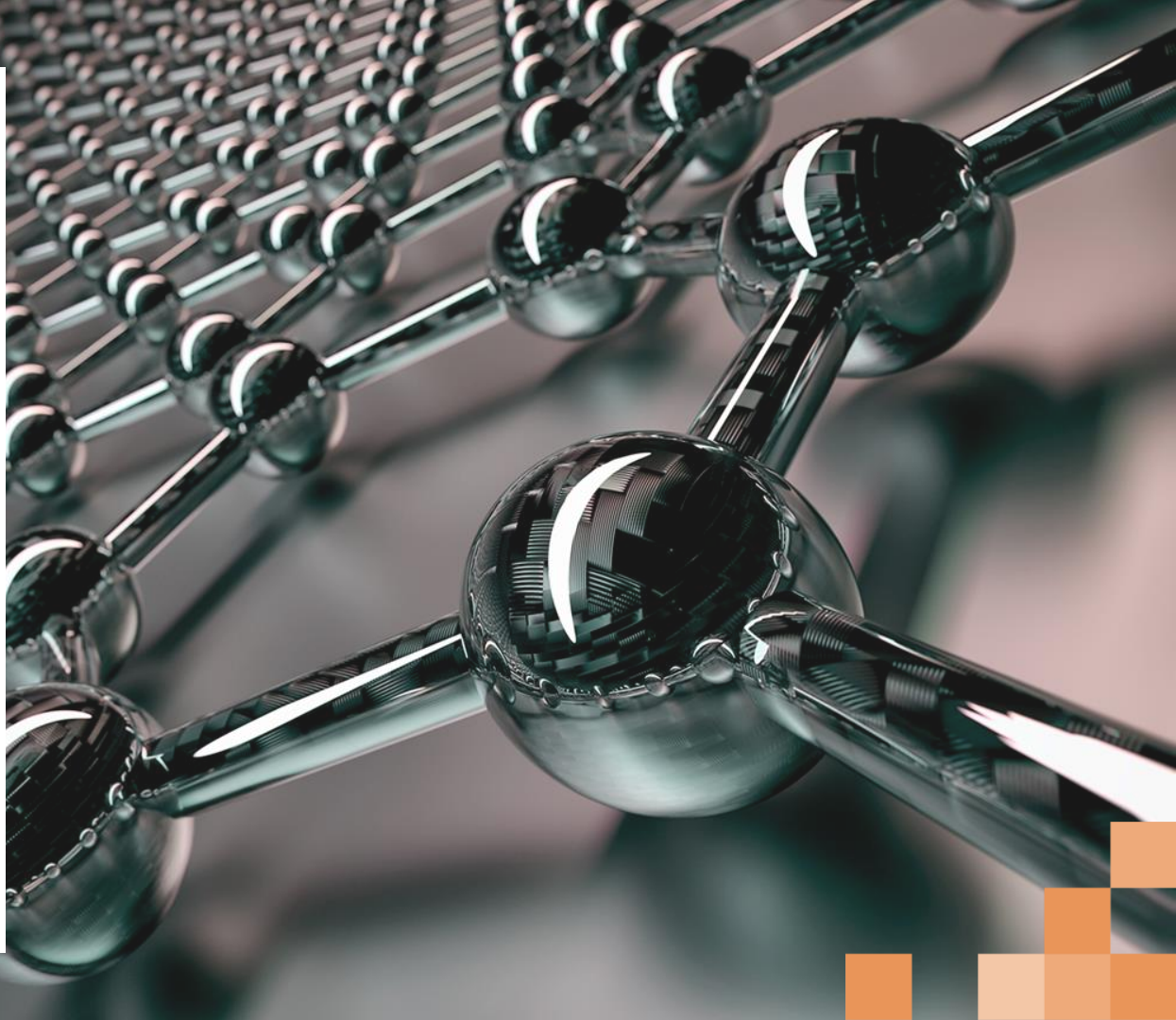
2000

Granta Design moved into the industrial market, with investment from ASM International. A Cambridge Enterprise contact, scientific software entrepreneur Patrick Coulter, joined as Chief Operating Officer.

CASTEP

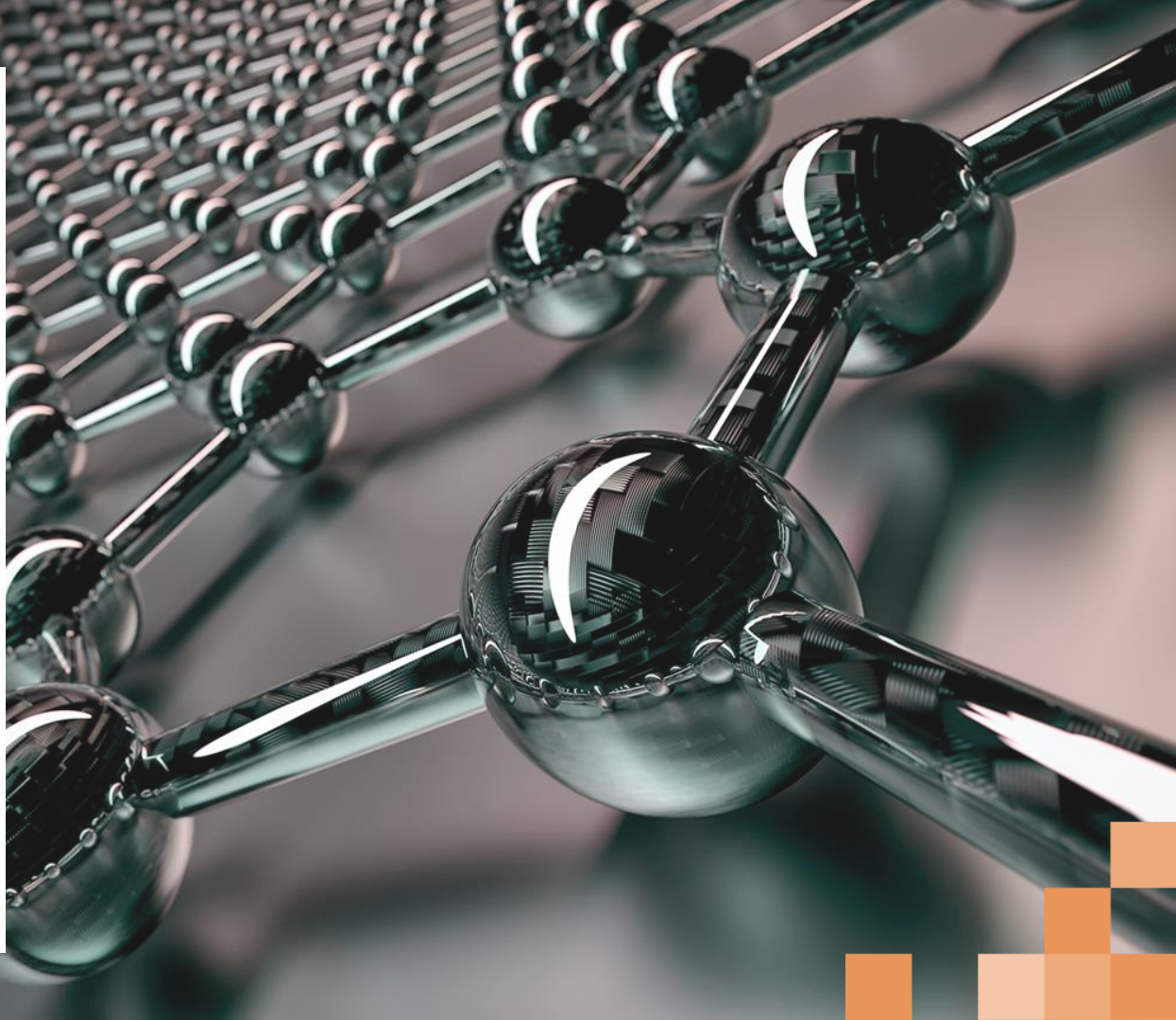
Based on the research of Professor Mike Payne, CASTEP is a computer code that utilises quantum mechanics to predict the behaviour and properties of novel materials before creation and offers a unique 'atom by atom' perspective.

The code is developed by the CASTEP Developers Group, consisting of academics from the Universities of Cambridge (Professor Mike Payne, Professor Chris Pickard and Dr Matthew Segall), York, Oxford, Daresbury and Royal Holloway.



CASTEP software can simulate a wide array of material properties, including energetics, structure at the atomic level and vibrational properties.

The software is used across industries to screen, model and develop new materials; to design products with improved performance and energy efficiency; and to help identify failures in devices.



1994

Available as shared source code to researchers, CASTEP was first licensed in 1994 to Molecular Simulations International

2014

Accelrys acquired by Dassault Systèmes

2019

Cambridge Enterprise worked with Dassault to conclude new licences that came into effect at the start of 2019, paving the way for the broader application of CASTEP for years to come.

1995

Acquired by Accelrys who handled sales of CASTEP for nearly 20 years. Cambridge Enterprise negotiated revised terms for CASTEP, as well as subsequently licensing new and complementary software packages to Accelrys.

"It's hugely gratifying to see Cambridge Enterprise's growth and achievements in knowledge transfer since its small beginnings in research commercialisation. Cambridge Enterprise has built on fortunate early successes by developing exceptional colleagues experienced in knowledge transfer as well as fostering long-term support from both the University and the Cambridge community."

Dr Richard Jennings
Former Deputy Director,
Cambridge Enterprise



PraxisAuril, AUTM & ASTP

Cambridge Enterprise has been a key player in the creation and development of PraxisAuril. It is also a regular contributor to AUTM, a global organisation for technology transfer professionals, and to ASTP, which is fostering best practice in knowledge transfer in Europe.



ASTP
A World of
Knowledge
Transfer

TenU Collaboration

Cambridge Enterprise is a member of a collaboration of ten universities working across the UK, EU and the US, called 'TenU'.

This group of research commercialisation experts works together and with UK and US governments, to debate and develop best practice and to provide longer term insights that can be used to inform policy and develop best practice across the ten universities and the sector.



International Outreach

Through its International Outreach Programme, Cambridge Enterprise offers its international clients tailored training, consultancy and mentoring programmes, ranging from one day to several months or more.

Since inception of the Programme in 2011, Cambridge Enterprise has helped many academic and government partners worldwide.

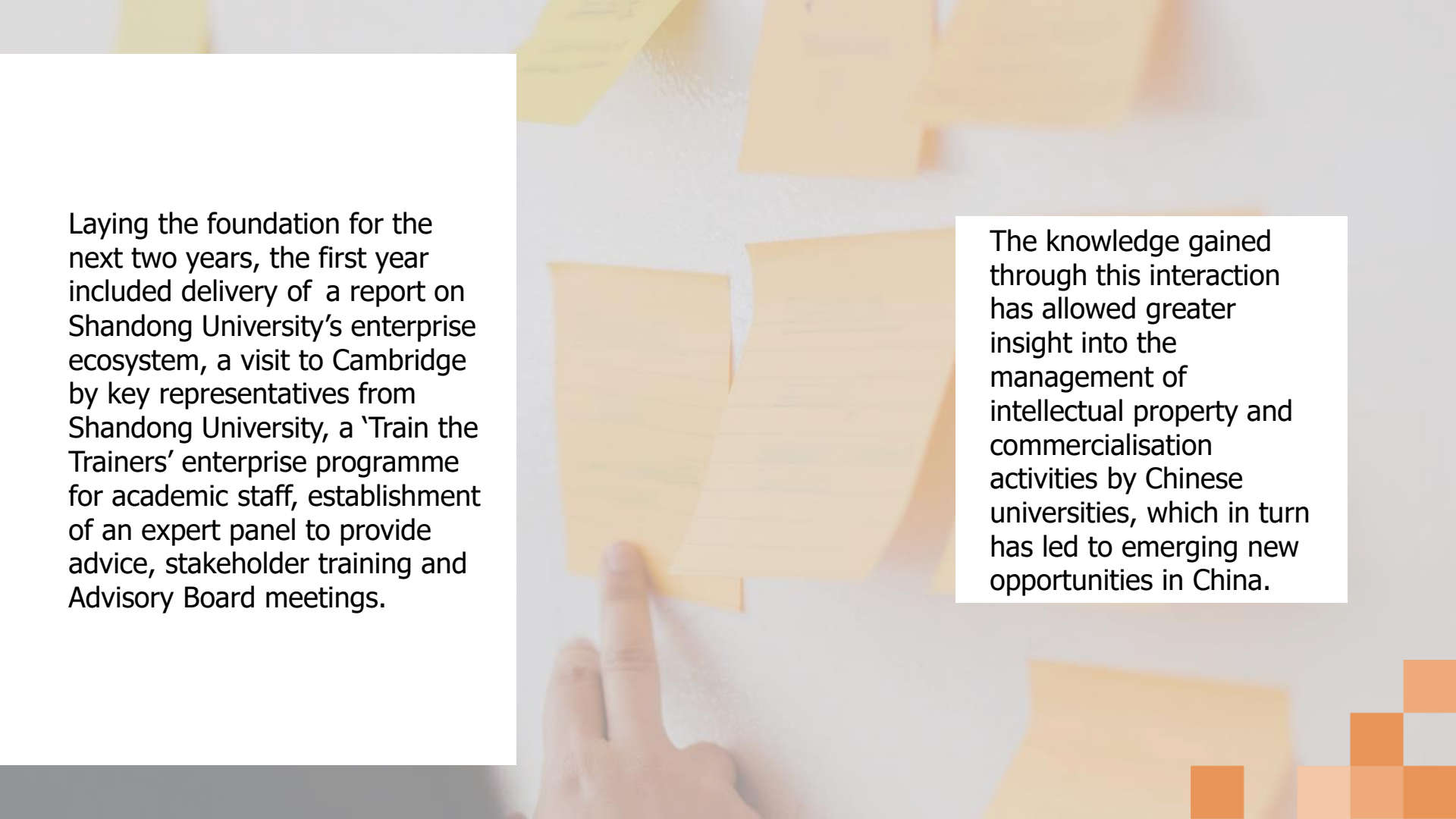


Countries include:
Botswana, Brazil, Chile,
China, Colombia, the Czech
Republic, Finland,
Kazakhstan, Lebanon,
Mexico, Mozambique,
Namibia, Norway, Pakistan,
Poland, Saudi Arabia,
Serbia, South Africa, Spain,
Thailand, Trinidad and
Turkey.

Supporting innovation and entrepreneurship in Qingdao

In 2018, Cambridge Enterprise signed an agreement with Shandong University and Shibei District of Qingdao, China, to provide consultancy and training advice for the establishment of the Shandong University School of Innovation and Entrepreneurship.





Laying the foundation for the next two years, the first year included delivery of a report on Shandong University's enterprise ecosystem, a visit to Cambridge by key representatives from Shandong University, a 'Train the Trainers' enterprise programme for academic staff, establishment of an expert panel to provide advice, stakeholder training and Advisory Board meetings.

The knowledge gained through this interaction has allowed greater insight into the management of intellectual property and commercialisation activities by Chinese universities, which in turn has led to emerging new opportunities in China.

"I became Head of International Relations and Outreach in March 2020. During this time I have been struck by the undiminishing desire and demand, despite the current climate, to learn from the incredible work that Cambridge Enterprise undertakes. Globally, other institutions and governments are still keen to develop their ecosystems and strategies based on our expertise and experience.

We continue to work with partners to find new and innovative ways to share our skills and knowledge, and I look forward to seeing the results of this richer and more varied approach to our international outreach."

Caroline Hyde, Cambridge Enterprise



Useful Links:

Granta & CASTEP	<u>Case study: Granta Design and CASTEP – Supporting materials software pioneers for 25 years</u>
PraxisAuril, AUTM & ASTP	<u>PraxisAuril website</u>
	<u>AUTM website</u>
	<u>ASTP website</u>
International Outreach	<u>Cambridge Enterprise International Outreach</u>