



Creating Impact from Academic Research

Supporting global institutions to enable research commercialisation through tailored training, advice and programme design.



Innovation.
Partnership.
Impact.

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Foreword

Cambridge Enterprise is the innovation arm of the University of Cambridge. We support the translation of the University of Cambridge's research to create globally leading economic and social impact.

The University of Cambridge is a place of ambition, innovation and imagination. University research and expertise continues to deliver life-changing outcomes with world-changing impact. A report by London Economics measured the University of Cambridge's impact on the UK economy in 2020-21 and identified that £23.1 billion a year was generated from the University's research and knowledge exchange activities (including commercial companies spun out from, or closely associated with, the University and other commercial activity carried out at the University).

The experienced and knowledgeable team at Cambridge Enterprise develop Cambridge's next-generation ideas, expertise and spinouts, forming collaborations with organisations and industries in the Cambridge ecosystem and beyond.

Often regarded as one of the best knowledge transfer operations in the world and positioned at the heart of a world-leading innovation ecosystem, Cambridge Enterprise is frequently approached by universities, innovation agencies and governments around the globe looking to effectively commercialise their research and knowledge base.

Motivated by creating impact, we work in partnership with international clients to build capacity, develop capability and unlock innovation for the benefit of economies and societies. Leveraging our experience and expertise, we work to create solutions that are bespoke to your individual contexts and challenges.

From providing tailored support for ecosystem reviews and innovation strategies, helping establish University investment funds, and upskilling technology transfer teams, we have worked with academic and government partners worldwide in Europe, Africa, Latin America, China and ASEAN countries.

Caroline Hyde
Head of Ecosystem Initiatives
and Partnerships



About our services

With our training and consultancy services, we look to share Cambridge Enterprise's experience and expertise with international partners to build capacity and develop capability in research commercialisation, unlocking innovation on a global scale.

We work with clients to address their specific challenges and opportunities, and create solutions tailored to these individual contexts.

Why choose Cambridge Enterprise?

- You will gain insights and best practices from the University of Cambridge's extensive experience in world-leading research commercialisation operations.
- You will access expert guidance and support to drive innovation and economic development in your own environment.
- You will develop skills, knowledge, and strategies to succeed in academic entrepreneurship and knowledge exchange and technology transfer initiatives.

Who is this for?

We are committed to help empower organisations around the world with the tools and skills they need to leverage their own innovations.

Whether you are an academic institution, technology transfer office, government entity or innovation agency, our range of programmes will help you drive impactful change.



Key topics

Our training and support focuses on six key areas:

Innovation and entrepreneurship at the University of Cambridge

The University of Cambridge is a unique hub of entrepreneurship and innovation. In 2024 alone Cambridge has spun out 26 new IP-rich companies and is regarded as one of the top three UK universities for spinout numbers. Learn how the university creates an entrepreneurial culture, the policies & practices that support and drive this, and how CE is established to support the translation of ideas to business.

Intellectual property (IP)

Intellectual property forms the backbone of transferring innovations from research institutions to market. Identifying, protecting and managing inventions to ensure that intellectual assets are legally safeguarded is core to the work of a technology transfer office.

You will learn to develop and implement IP strategies and policies that align with your institution's mission and goals, while gaining insights into effectively managing IP portfolios to drive economic growth and advance technological progress.

“Visiting Cambridge Enterprise and learning about the Cambridge Phenomenon has given our clients valuable insights into the key factors underpinning a successful university ecosystem and its broader community. The Cambridge Enterprise team has always been welcoming, knowledgeable, and professional. We have greatly enjoyed collaborating with them on a range of projects over the past decade and look forward to strengthening this partnership in the years ahead.”

Allen Hao,
CEO of CL Global

“The whole exchange with Cambridge Enterprise professionals has been of great value for Inova-Unicamp and for myself... I had the opportunity to learn different ways to tackle invention disclosures and how to identify and ask critical questions that enabled me and the rest of the team to assess a given disclosure more precisely. We were introduced to new tools and learned about the importance of using other very well-known methods. I'm confident that the results of the Inova technology transfer unit has been positively impacted by these interactions.”

Elias Borges de Athayde Drummond,
Technology Transfer Agent at Inova Unicamp

www.cam.ac.uk/news/cambridge-continues-to-be-the-most-intensive-science-and-technological-cluster-in-the-world



Innovation ecosystems

Cambridge was named as the global number one science and technological cluster by the 2024 Global Innovation Index. As an ecosystem, it does not fit any conventional mould – a relatively small city in a rural setting with a population of around 150,000, Cambridge has evolved into a world-class innovation hub.

Explore critical moments in the evolution of this ecosystem, the innovation framework that underpins it, its unique strengths, and lessons and comparisons that can be learned to nurture local innovation ecosystems to support sustainable growth.

Technology transfer offices (TTOs)

The role of university TTOs has evolved significantly over the past 5 years, expanding beyond traditional patenting and licensing functions to become integral players in the broader innovation ecosystem. TTOs are increasingly focusing on fostering startup creation and entrepreneurial activities, providing support for faculty and students to commercialise their research through mentorship, incubator programmes and access to venture capital.

Understand the evolving roles and functions of TTOs in facilitating research commercialisation and explore how these changes are reflecting a more holistic and inclusive view of technology transfer that aligns with evolving economic and societal needs.



“Technology transfer is essential to achieve greater articulation between the public and productive sectors, and in this sense, the Cambridge Enterprise course proposes a highly innovative approach.”

Silvina Talamoni, PhD Candidate in Public Politics, Technology Engagement, INTI Córdoba. Cambridge Enterprise training participant.



Research commercialisation and technology transfer

Technology transfer holds immense value, serving as a catalyst for economic growth, innovation and societal advancement. For universities, technology transfer generates revenue and creates jobs; it enhances reputation and attracts funding and talent; it fosters a culture of entrepreneurship amongst students and faculty. For developing countries, it can help leverage intellectual capital, drive sustainable development, and improve the quality of life for their populations.

Learn from the University of Cambridge’s 60 years of engagement in technology development and licensing. Understand the fundamental concepts and strategies for translating research into market-ready products and services.

For more experienced technology transfer professionals, you will build upon existing skills by staying updated with evolving trends in areas such as arts, humanities and social science commercialisation, software and AI spinouts, research tools and more.

Venture creation

Company creation is a key part of enabling universities to generate impact through the work of their students and faculty, and TTOs are frequently tasked with supporting the formation of academic ventures.

Spinning out companies from university research can directly translate cutting-edge discoveries into marketable products and services, fostering a vibrant ecosystem of innovation. This not only creates job opportunities and stimulates local economies but also attracts investments and partnerships.

Explore the processes of establishing spinouts and startups, including the challenges of academic company creation.

Gain insights into establishing and managing a university investment fund and handling equity investments in your institution’s startups and spinouts.

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Experiential Learning Visits



Our experiential learning visits offer a unique opportunity to see, learn from and engage with the Cambridge ecosystem.

We deliver a dynamic combination of expert talks from Cambridge Enterprise staff and leading ecosystem actors, intense training sessions and visits to accelerators, incubators, science parks and other institutions from within Cambridge's successful innovation cluster.

You will be able to explore the history and evolution of the Cambridge ecosystem and learn about the pivotal moments that were instrumental in its development. In addition to gaining new insights, you will connect with key individuals and expand your professional network.

Visits to the Cambridge cluster can be tailored to align with your particular interests and objectives. You can choose to focus on critical sectors such as life sciences, deep tech, or sustainability.

We will also ensure that you get the opportunity to soak up the unique charm and history of the University and the city itself through walking tours, College visits and dinners and punting on the river Cam.

“Solid knowledge, world-class tutors, hands-on tutorials complemented with numerous visits to science parks and the fantastic atmosphere of the Cambridge-Oxford-London triangle. After returning to my University, I knew how to create real impact and boost our entrepreneurial spirit.”

Grzegorz Liskiewicz, Assistant Professor at Lodz University of Technology



5-day Cambridge experience

Our 5-day immersive experience provides an overview of the Cambridge ecosystem and University of Cambridge activity.

- **Introduction to the Cambridge innovation ecosystem:** You will explore critical moments in the evolution of this ecosystem, the innovation framework that underpins it, its unique strengths, and lessons and comparisons that can be learned to nurture local innovation ecosystems to support sustainable growth.
- **The University of Cambridge's research commercialisation strategies:** Understand how the University has encouraged and supported an entrepreneurial culture through policy

and practice. Learn about the role and structure of Cambridge Enterprise, including academic consultancy, technology development and licensing, venture creation and investment.

- **Entrepreneurship and venture creation:** Discover how the University supports an entrepreneurial culture through a variety of programmes and activities, from entrepreneurial skills development to ideation and accelerators. Learn how Cambridge Enterprise Ventures operates its investment funds, how we support University spinouts and startups, and how we work with other investors. Hear from academic founders about their experiences.

- **Visit the Cambridge innovation cluster:** Cambridge is home to over 30 science and business parks. From Cambridge Science Park (Europe's first science park) to the incredible Cambridge Biomedical Campus, home to Cambridge University Hospitals Trust and AstraZeneca's global R&D headquarters. Combine visits with meetings with key stakeholders to understand the pillars of a successful innovation ecosystem.
- **Cultural experiences:** Immerse yourself in Cambridge's rich history with guided tours of University Colleges and academic departments and enjoy a relaxing punt along the iconic river Cam.



3-day specialised sector experience – life science focus

A Cambridge experience with a particular focus on the life sciences cluster. This service is also available for alternative sectors, including deep tech, sustainability, Arts, Humanities and Social Sciences (AHSS), software and AI.

- **Introduction to the Cambridge life science ecosystem:** Generating over £4 billion in turnover, our life science and healthcare businesses have exhibited impressive growth, achieving an annual turnover increase of 19% over the past three years. This success is marked by unprecedented levels of venture investment, corporate transactions, property investments, and product development. The region, home to 17 Nobel Prize winners in life sciences since

2000, has been pivotal in advancing transformative fields such as Precision Medicine, AI/Machine Learning in Healthcare, and Medical Robotics, transitioning from academic theory to practical application. You will be introduced to the key components and fundamental drivers behind Europe and the UK's leading life science cluster.

- **The University of Cambridge's research commercialisation strategies:** Understand how Cambridge Enterprise supports research through technology development and licensing and venture creation. Learn about the pathways that transform pioneering discoveries into marketable solutions and discuss best practices in licensing and commercialisation with our teams and industry experts.



- **Explore Cambridge's life science cluster:** Discover the world-renowned Cambridge life science cluster with visits to the Biomedical Campus, Babraham Research Campus, the Office for Translational Research, Cambridge University Health Partners and Co-Labs, while cultivating an understanding of how the ecosystem collaborates to be one of the most effective places in the world to take research from lab to market.
- **Consultancy and professional development services:** Gain a deeper understanding of the University of Cambridge's consultancy and professional development offerings, experiencing firsthand the impactful work of Cambridge University Technical Services (CUTS) and the Cambridge University Medical Education Group (CUMEG).



3-day specialised experience – entrepreneurship and venture creation

- **Entrepreneurship and venture creation:** Discover how the University supports an entrepreneurial culture through IE Cambridge and offers a variety of programmes and activities – from entrepreneurial skills development to ideation and accelerators – to support the academic community with startups and spinouts.
- **Connect with entrepreneurship programme leaders and support providers:** With nearly 130 different programmes, activities and events to support innovation and entrepreneurship across the Collegiate University, you can meet Programme Managers and learn about different initiatives, including i-Teams, the Impulse Programme, EnterpriseWOMEN and Founders at the University of Cambridge, to gain insight into their unique offerings and support for early-stage entrepreneurs.
- **Cambridge Enterprise Ventures:** Investing University of Cambridge capital into high-impact, high-growth Cambridge spinouts and startups. Cambridge Enterprise Ventures support the entrepreneurial academics, students, graduates, and recent alumni from Cambridge by providing early-stage equity investment as well as leveraging the many benefits of the Cambridge ecosystem. Learn how we operate our investment funds and how we support University spinouts and startups and work with other investors. Hear from academic founders about their experiences.

- **Cambridge's entrepreneurial hubs and spaces:** Explore innovation-driven spaces such as IdeaSpace, the Bradfield Centre, St John's Innovation Centre, Canopy and The Glasshouse to see how ventures are supported in different ways.
- **Attend events:** Join some of the most significant events regarding innovation and entrepreneurship happening in Cambridge, such as Cambridge Tech Week, Innovate Cambridge Summit and BioCentury. This will give you the chance to network with entrepreneurs and industry leaders, learn from their experiences, and gain insights into the successful event practices that could contribute to your own innovation ecosystem.
- **Meet key investment players:** Connect with influential investors in the Cambridge ecosystem, such as Cambridge Enterprise Ventures, Cambridge Innovation Capital, Deeptech Labs, and Cambridge Angels.

Training and Professional Development



We draw on our experience and knowledge of working with leading global partners to design and deliver training programmes focused on tailored learning and useful, practical outcomes.

Our trainings offer an opportunity for deep learning within a condensed timeframe, ensuring an immersive and interactive educational experience. You will gain knowledge, practical insights, and explore real-life case studies from the University of Cambridge.

Training programmes can be delivered online or in person, either in Cambridge or in country. Below is a list of available training programmes. It is also possible to customise our courses based on your interests and requirements.

Creating impact from research

A 5-day training programme which provides a holistic overview of research commercialisation to create social and economic impact.

Focus areas:

- Ecosystem development and its role in innovation
- Engaging with academics and creating an entrepreneurial culture
- The commercialisation journey – from disclosure to impact
- Academic consultancy – creating effective knowledge exchange strategies
- Research tools – commercialising non-patented technologies
- Technology development and licensing for patentable IP
- Negotiating licensing agreements
- Supporting and investing in university spinouts
- Developing and managing a university investment fund



Fundamentals of technology transfer

With this course, you will develop fundamental knowledge and skills in technology transfer thanks to a comprehensive introduction to key operational processes.

This training is offered as a 2 or 3-day course, covering the same content but with different levels of detail.

Focus areas:

- Technology transfer at Cambridge Enterprise – an operational guide
- Developing, de-risking and protecting IP
- Engaging with academics
- Technology marketing and managing relationships with industry
- Negotiating licensing agreements
- Understanding challenges and opportunities, and lessons learned from practical case studies

“This intensive course was an amazing opportunity to learn and develop new skills in area of technology transfer as well as spin-out creation. The content was very engaging and informative, full of many practical exercises and case studies from Cambridge Enterprise, one of the world’s most successful technology transfer offices... if you want to be part of the bridge between the academic world and the commercial world, I would definitely recommend this course.”

Dominika Soriano, Venture Operations and Ecosystem Lead, Cambridge Future Tech



“We had very focused objectives for the training programme with Cambridge Enterprise. Our goal is to become economically independent, so it is vital that we maximise the opportunities we have to commercialise the outcomes of our work. Supported by expert practitioners from Cambridge Enterprise, the CV Rez team was able to benchmark the organisation’s practices against those of a leading technology transfer office, and to learn from professionals in one of the most successful technology clusters in the world.”

Dušan Štric, Head of the Technology Transfer Office at Centrum výzkumu Řež s.r.o.

Commercialising research – arts, humanities and social sciences

This training will help you understand the practicalities of developing commercial avenues for research in the fields of arts, humanities and social sciences (AHSS). We provide a 1-day introductory course as well as a 3-day programme for a more in-depth training.

Focus areas:

- Supporting AHSS academics to understand the wider impact of their research and promote an entrepreneurial culture
- Developing IP policies and operational processes for AHSS commercialisation
- Initiatives to support AHSS researchers to explore commercialisation opportunities
- Understanding markets, commercialisation models, impact measurements and investment opportunities



Commercialising software

A condensed, 1-day course for those interested in the fundamentals of commercialising software and information assets developed in academia.

Focus areas:

- Developing and protecting academic software and assets to share with industry
- Global best practices – TenU and its University Spin-out Investment Terms (USIT) guide for software
- Handling software licensing – lessons from practical case studies

Creating university spinouts

This training provides participants with an understanding of the process of spinning out companies from university. We deliver the content as a 1-day overview programme or a 3-day advanced course.

Focus areas:

- Decision making – why, when and how to spinout
- Licensing IP to the new business
- Technicalities and key considerations when creating a new venture
- Investment terms, funding and equity distribution



Licensing and negotiation

This course focuses on the technicalities of marketing and licensing IP developed at the university. We designed this 2-day training to offer a holistic view of this complex and critical process.

Focus areas:

- Understanding the lifecycle of IP licensing – patenting, marketing, agreements, negotiations, due diligence, auditing and more
- Valuing IP accurately and fairly
- Attracting licensees
- Negotiation strategies – positive and negative scenarios
- Licensing for all parties' benefit and highest societal impact

Creating university investment funds

A key element of supporting university spinouts is the development of a venture fund that can handle early-stage, risky investments in university IP. With this 1-day training, you will explore best practices in creating a venture fund to ensure successful spinouts in your institution.

Focus areas:

- Investment at the University of Cambridge – introduction to the University Venture Fund, the University of Cambridge Enterprise Fund (UCEF) and the University Discovery Fund
- Relationship building with partners and co-investors
- The importance of evergreen venture funding



Fundamentals of supporting academic consultancy

Academic consultancy is an important and effective way for the University to share its knowledge and expertise from across all disciplines with government, industry and public organisations.

With our 1-day course, we explain how the University of Cambridge provides managed services to support academics to undertake consultancy projects. Our 3-day training dives deeper into the practical considerations in creating a university managed consultancy offering.

Focus areas:

- Exploring the role of academic consultancy in knowledge exchange
- Explaining the University of Cambridge policy for academic consultancy and how this is managed by Cambridge Enterprise
- Understanding technicalities of setting up a managed consultancy service for a research institution
- Understanding the importance and role of consultancy contracts and their terms
- Learning from relevant case studies and developing best practices

Commercialising research tools

University of Cambridge 'research tools' are generally fast moving, non-patented assets with multiple interested parties and are licensed out non-exclusively. These assets can be reagents, data, software, and more. Our 1-day training programme on research tools helps to share our expertise in this field.

Focus areas:

- Dealing with non-patentable IP – asset development and protection
- Licensing research tools non-exclusively – understanding the benefits and challenges
- Lessons learned from case studies

Strategic Support



Research commercialisation enables universities to solve real world problems and fulfil unmet needs, creating significant societal and economic value. We can help to build capacity and develop capability at both institutional and country level.

We have a wealth of experience across research commercialisation, covering technology transfer, academic consultancy, creating university spinouts and developing investment funds. We are also able to share our knowledge and experience of the Cambridge Cluster, a world-leading entrepreneurial ecosystem.

Our approach to strategic support involves working closely with you to recognise and address your specific challenges by using appropriate analytical frameworks and supplying practical tools that promote beneficial change.

Over the last 10 years we have helped with:

- Ecosystem development and its role in innovation
- Engaging with academics and creating an entrepreneurial culture
- The commercialisation journey – from disclosure to impact
- Academic consultancy – creating effective knowledge exchange strategies
- Research tools – commercialising non-patented technologies
- Technology development and licensing for patentable IP
- Negotiating licensing agreements
- Supporting and investing in university spinouts
- Developing and managing a university investment fund

Examples of some of these strategic support projects can be found below. It is also possible to customise our services based on your interests and requirements.

IP strategy and policy development

Creating the right policy framework and environment is essential in universities to support researchers to achieve increased commercial and social impacts from the outputs of their research.

Combining Cambridge Enterprise insight with global experts from the technology transfer world, we can work with you to review current policies and make recommendations for policy development as well as operational structure and resource requirements.

Our work takes into consideration the local context, including your mission, values and vision as well as the relevant current policies, practices and support initiatives, against the backdrop of global best practice in science and technology commercialisation.

“The programme had a big impact on all participants... One of the objectives for iNNpalsa was to encourage networking across university technology transfer managers in Colombia, and Cambridge Enterprise encouraged us to think collaboratively. Through the programme we were able to develop much more effective commercial strategies for our technologies, and more importantly we built personal networks which meant we could share ideas and concerns as we tried to build our business propositions. These personal networks are also invaluable for building strategies to help embed an understanding of the commercialisation process in researchers and university administrators.”

Cesar Guerrero, President of CIMA, Director del Centro de Investigación en Ingeniería y Organizaciones UNAB, Colombia - iNNpalsa



Innovation ecosystem review

We work with institutions to undertake an assessment of the innovation governance within a university and of its role within their innovation ecosystem.

The assessment is based on our own methodology and involves the characterisation of the university in terms of the innovation and knowledge exchange activities, the innovation governance and leadership, their alignment with existing capabilities and activities in knowledge exchange, technology transfer and innovation, and their role within the innovation ecosystem. We work together with you to gain insights into the local context and access information and resources that would be unattainable for us alone.

The assessment provides a report and gap analysis along with recommendations and guidance to address those gaps.

Setting up a managed consultancy service

We collaborate with you to establish a managed consultancy service at your institution, from establishing the team, developing your offer, training staff and sharing practical strategies and providing access to Cambridge Enterprise' expertise.

We aim to help develop an understanding of the integral role that academic consultancy plays within the broader educational context and demonstrate how it can elevate your institution's research profile.

We help you develop frameworks to ensure that academic consultancy adds value and boosts the impact of your research and knowledge exchange efforts.

Establishing innovative clusters

We produce viable strategies to support the development of innovation ecosystems. Thanks to Cambridge's strong networks, we can create advisory panels of experts on technology commercialisation, science park development and management, business incubator management, economic development and innovation policy.

Expert panels review and analyse the economy, technology markets and existing innovation capabilities of a local region. We work with you to undertake critical examinations which can include commercialisation offices, business incubation facilities, science and technology parks, prototyping centres and investment funds.

As a result, we produce recommendations on key focus areas of the innovative cluster as well as on its mission, relevant legislation, operational models, governance, staffing, physical layout and sizes of the facilities, phasing, funding options, marketing strategy and likely impacts.

“Cambridge Enterprise’s long experience and readiness to understand the challenges of very early-stage technology transfer and innovation in a very different culture have been a major asset in getting started. Their readiness to bring in a range of expertise from outside Cambridge Enterprise itself so that they could address the broad scope of this assignment was particularly significant.”

Mrs Anne Lonsdale, former Deputy Vice Chancellor of the University of Cambridge and former Provost and member of the Board of Trustees of Nazarbayev University

University of Cambridge collaborators

At Cambridge Enterprise, we provide training and consultancy services based on our expertise: university knowledge exchange and research commercialisation. However, as part of the University, we can leverage expertise from a variety of different fields and areas to further enhance our offer and satisfy our clients' needs.

Below are two key groups with which we work in partnership.

Cambridge University Medical Education Group (CUMEG)

CUMEG is part of the University of Cambridge School of Clinical Medicine. Their team is comprised of world leading doctors, medical educators, scientists and academics providing medical education assistance appropriate to clients' needs. They offer bespoke medical education services, including:

- Advice on the development of new medical schools
- Changing/enriching an existing medical school
- Reviewing and advising on existing organisations curriculum, frameworks or staff development needs
- Faculty and professional development
- Curriculum design and support
- Specific courses such as: clinical reasoning, communication and practical procedures, ethics, palliative care and public health
- Development of quality assurance framework
- Assessment design and training

Relevant links for further information and contact can be found below.

Website: www.cumeg.cam.ac.uk

Email: info@cumeg.cam.ac.uk

Phone: +44 (0) 1223 331042

IfM Engage - Institute for Manufacturing

IfM Engage is an initiative of the Institute for Manufacturing (IfM), a division of the Department of Engineering at the University of Cambridge.

Through IfM Engage, the Institute for Manufacturing partners with organisations to support them in solving complex challenges, offering services based on university research and enriched with extensive industrial expertise. These services include consultancy projects, executive education, access to industry networks and memberships, and more. IfM Engage supports with:

- Business strategy
- Supply chain configuration
- Digitalisation and automation
- Industrial innovation policy
- Healthcare innovation
- Technology and innovation management
- Sustainability in manufacturing

Website: www.engage.ifm.eng.cam.ac.uk/

Email: ifm-enquiries@eng.cam.ac.uk

Phone: +44 (0) 1223 766141





Contact Cambridge Enterprise

If you are interested in any of the services outlined in this brochure, please contact our Global Outreach team. We will be happy to discuss your needs and provide further information

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