

Residential programme – 25th to 30th of September 2022

Sunday 24th September

7pm – (non compulsory) Dinner in hall – picking up food at the servery.

We will meet at 7pm at the Servery of King's (behind the dining hall). Mention that you are there for the E-lab dinner at the till so you can be put on our accounts and eat for free.

Monday 25th September

From 8.30am – Breakfast available in hall

9am to 12.30 - Chetwynd & Keynes Room

- Icebreakers
- Introduction session
- What is entrepreneurship?
- Innovation and why creating a company (Dr Elena Punskeya, Christ's College)
- Basic approaches to competitive advantage

1.30pm to 3pm - Chetwynd & Keynes Room

Guest: Patrick Horsley on the Cambridge Ecosystem

Rest of the afternoon: Independent work.

Tuesday 26th September

From 8.30am – Breakfast available in hall

9am to 12.00pm - Chetwynd & Keynes Room

- Feedback session on your ideas
- What's innovation? Industry lifecycles
- Competition Analysis and IP
- Consumer demand

1.30pm to 3pm - Chetwynd & Keynes Room

Guest: Alex McPherson (Partner at Ignition Law) & Emma Clough (Senior Consultant, Corporate & Commercial), Key Lessons for Start Up

Rest of the afternoon: Independent work.

3.40pm to 5pm (to be confirmed) – Feedback clinic for those who have not presented, with Dr Elena Punskeya

Wednesday 27th September

From 8.30am – Breakfast available in hall

9am to 10am – Chetwynd and Keynes Room

Feedback session

Business model canvas

10.30am to 12.30pm –

Guest: Sheelpa Patel, VP Marketing of Oxbotica

6.45pm - King's Entrepreneurship Prize Award Ceremony 2023

7.30pm - King's Entrepreneurship Lab Annual Dinner 2023 in the King's Dining Hall

Thursday 28th September

From 8.30am – Breakfast available in hall

9am to 12.30 – Chetwynd and Keynes Room

Feedback sessions on your ideas

- Projecting financials
- Financial challenges
- Marketing and storytelling

1.30pm to 3pm - Chetwynd and Keynes Room

Guest: Vishal Patel & Divya Mehta (IP consultants at Basck) On the challenges of intellectual property

Rest of the afternoon: Independent work.

Friday 29th September

From 8.30am – Breakfast available in hall

9am to 12.30pm - Chetwynd & Keynes Room

- Feedback session on your ideas
- Barriers to entry
- Imitation risk
- Adoption
- Entrepreneurial teams
- Growth

1.30pm to 3pm - Chetwynd & Keynes Room

ENTREPRENEURSHIP LAB

KING'S COLLEGE
CAMBRIDGE



Guests: Panel of Cambridge entrepreneurs: Dr Franck Courbon (CEO and founder of Ethitronics) and the Team of CAUSE (Gabriel Brown, Morgan Saville)

3pm to 5pm (to be confirmed) – Feedback clinic for those who have not presented, with Dr Elena Punskeya

Map of where to find Keynes & Chetwynd

