



Established in 1970 by  
Trinity College Cambridge

Winter 2006

# catalyst

CAMBRIDGE SCIENCE PARK NEWSLETTER

## Creating the right chemistry

- > Good genes at Geneservice
- > Hearing solutions from Auriplex
- > Oxygen Healthcare's outsourced chemistry services
- > Mobile marketing from Hypertag
- > The Cambridge 800th Anniversary Campaign
- > Trinity Centre refurb
- > Viewpoint with Finbarr Livesey

## New arrivals



### Datanomic

Datanomic Ltd is a Cambridge-based company focused on developing and delivering the next generation of data quality software, which it feels is an increasingly important element of corporate information management. The company strives to solve data quality and business process problems for its European and North American blue-chip client base across sectors including government, finance, telecoms, professional services and engineering. Customers include AMEC Oil and Gas, GAM, PricewaterhouseCoopers (PwC), KPMG, Alliance & Leicester, Accenture and BellSouth (US).

[www.datanomic.com](http://www.datanomic.com)



### QUALCOMM

QUALCOMM Incorporated is a leader in developing and delivering innovative digital wireless communications products and services based on the company's CDMA digital technology. QUALCOMM'S headquarters are in San Diego, California. QUALCOMM is included in the S&P 500 Index and is a 2003 FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

[www.qualcomm.com](http://www.qualcomm.com)

## Cambridge Science Park Innovation Centre new arrivals

### Agenda Resource Management

Recruitment, security and marketing services to the biomedical industry.

[www.agenda-group.co.uk](http://www.agenda-group.co.uk)

### Avito Ltd

Website video production company for marketing and learning.

[www.avito.co.uk](http://www.avito.co.uk)

### Blue Tree Systems

Delivery of information systems to the transportation industry.

[www.bluetreesystems.com](http://www.bluetreesystems.com)

### Cambridge ICT

Technology transfer on information and communication technology between Europe and Asia Pacific.

[www.camict.org](http://www.camict.org)

### China UK Cambridge Venture Park Co. Ltd

Government joint initiative to promote Sino-UK links in terms of science and technology, investment and trading.

[www.cuc-park.com](http://www.cuc-park.com)

### Cluster Resources Ltd

Provider of workload and resource management software for cluster, grid and utility-based computing environments.

[www.clusterresources.com](http://www.clusterresources.com)

### Design Portfolio Marketing Services

Communications consultancy specialising in design of annual reports for stock exchange quoted companies.

[www.design-portfolio.co.uk](http://www.design-portfolio.co.uk)

### Enval

Develops and commercialises recycling processes to recover valuable materials and prevent waste from being landfilled.

[www.enval.com](http://www.enval.com)

### Prime Meridian Communications

Translation and language services.

### Serentis

Biopharmaceutical company, developing and commercialising proprietary medicinal products.

[www.serentis-pharma.com](http://www.serentis-pharma.com)

### tcm (r&d) Ltd

Developing solutions for vegetation management and ecology through scientific research.

[www.t-c-m-rd.co.uk](http://www.t-c-m-rd.co.uk)

# Expanding the gene pool

Working at the forefront of genomics services and products

*Providing services and products which have resulted from the success of the human genome project, Geneservice is a company working at the forefront of this hugely exciting field. Catalyst spoke to Finance and Commercial Director Roger Turner to find out more.*

Originally set up in 2001 by the Medical Research Council, MRC Geneservice was established to distribute gene products and provide genomic services to a wide academic and commercial audience. Based on the Hinxton campus and also in Babraham, in August 2005 the management team completed a buy-out from the MRC to make it a privately owned company known simply as Geneservice.



“Our aim was always to build a commercially viable business that could be spun out,” explains Roger. “We had been operating like a biotech company within the MRC but had also received some funding to help us build a customer base. By August 2005 we were at the right stage to go independent and to become masters of our own destiny. It feels very good to have taken this step and we’ve made the company consistently profitable from day one.”

Needing to move out of its premises at the MRC within a short timeframe, the team at Geneservice were pleased to find somewhere

central, suitably fitted out and available on Cambridge Science Park to ensure a smooth transition phase. “We’re very pleased to be here as we have four clients and two suppliers based on the Park itself, and of course we are closer to a number of other potential contacts,” comments Roger.

**“We’ve made the company consistently profitable from day one”**

The company provides a range of gene products including gene clones, full-length genes and RNAi resources which are used to disable unwanted gene functions. Geneservice also provides services including DNA

sequencing, RNA expression analysis, genotyping and DNA extraction to its 900 active client account holders.

“At the moment, 90% of our clients are academic institutions and 70% are within the UK,” says Roger. “We provide products and services for universities,

government institutions like the MRC and big charities like Cancer Research. But we’re very much looking at expanding our client base further into the commercial sector and also internationally.”

**“Genetics is such a dynamic field to be working in and the opportunities for us are vast”**

To achieve this, the company has contracted VWR Biosciences to provide valuable new sales leads, and marketing activities are being stepped up. Geneservice has also expanded its offering through an exclusive deal with the

Sanger Institute to distribute their genomic resource products.

“We’ve got a great foundation but the plan is to grow the company aggressively over the next year and beyond,” says Roger. “We’ve already grown from a team of 25 to 33 since we came onto Cambridge Science Park and we’ve taken on an additional building to cope with the increase in demand for our products and services. We have grown our sales by 50% since ‘Independence Day’ and expect this strong performance to continue. Nearly all of our employees are shareholders in the company, so we’re all very motivated to build on the success we’ve had so far.”

With biotech entrepreneur Andy Richards as Chairman and non-executive director working alongside Roger, Thomas Weaver as Chief Executive Officer and Nicholas Leaves as Operations Director, the Geneservice Board is confident that it can create an even brighter future for this exciting young company.

“We realised the need to have our own intellectual property portfolio, so we’ve recently taken on a Research and Development Manager who will lead a small team to look at developing products and services from which we can realise a lot of added value,” explains Roger.

“Genetics is such a dynamic field to be working in and the opportunities for us as a company are vast. It’s up to us to rise to the challenge and make sure we make the most of them.”

[www.geneservice.co.uk](http://www.geneservice.co.uk)



# Hearing is believing

## A new solution for the hearing impaired

*An innovative new product from Auriplex could help to enhance the lives of millions of hard-of-hearing people worldwide. Catalyst spoke to founder and CEO Abol Chizari to find out more.*

It's an ambition that drives forward the team based at Cambridge Science Park Innovation Centre, which is busy marketing their first iEar product – a unique hearing solution which uses wireless FM radio technology to deliver better-quality selective audio to users, working either on its own or in combination with another hearing aid.

"The problem with conventional hearing aids is that they basically don't cope with noisy or group environments," explains Abol Chizari, founder and CEO of Auriplex. "Most devices make no distinction between useful sound, which probably makes up about 10% of what we want to hear in a noisy environment, and background noise. The result is that the hearing-aid user just hears an amplified overall noise which doesn't help anyone."

***"If you give someone with 90% hearing loss an extra 5% of hearing ability, then you have given them a whole new level from which to function"***

In contrast, the iEar works by using a high-quality directional transmitter-microphone which is pointed towards or attached close to a selected sound source; the desired sounds are then relayed back to the iEar earpiece wirelessly through FM signals.

"The beauty of the system is that it is so versatile," says Chizari. "For example, by attaching the transmitter to a specific speaker, the user can focus in on a specific conversation without having to worry about background noise. A mother can attach the transmitter to her child as it plays outside, for example, or a student can ask the teacher to wear the transmitter in a busy classroom or lecture hall.

"Likewise the transmitter can be placed in all sorts of places within a 25 metre radius

to help improve selectivity of hearing – at the centre of a meeting table, on a podium in front of a speaker or in combination with

**Left and below centre:** the iEar product developed by Auriplex



mobile phones, personal music players or a TV set.

"It also works in conjunction with any hearing aid which is T-enabled. It provides a wireless or portable loop around the ear which acts as an interface to communicate with the hearing aid – so it can add extra benefit to existing hearing aid wearers to overcome the shortcomings of their systems."

Having completed clinical trials, Auriplex launched the first iEar in July 2006 via distributors across the UK and also from its own website. It was an important milestone for the company which was first registered one-and-a-half years ago but brings together a

team of specialists that have worked for many years in hearing-loss and related fields.

Initially, the company was financed through



a Research and Development Grant and investments from founders, friends and family. Now, having started the process of selling its product, the team is looking to grow its operations through venture capital financing.

"We've had some extremely positive feedback from people who are using our product, so it's time for us to really develop this brand in the UK and build up our sales and marketing operation in a major way," comments Chizari.

"The company has its first product which introduced us into the market, and funding will help us to build a strong sales and marketing team for the UK, Europe and the USA, and for future development to achieve the full potential

of our intellectual property. The hard-of-hearing market is a global one and Auriplex want to be one of the leading providers of hard-of-hearing solutions.

"We have the experience and knowledge of the hard-of-hearing market as well as confidence in our product and IP that enables us to achieve our aim. Now we feel that we've achieved this key first step, we believe it's the right time for significant outside investment as a means of helping us to realise the company's full potential."

Abol recognises the need for a strong CEO and commercial team at Auriplex to challenge perceptions that hearing loss is an untreatable condition and to raise awareness of its prevalence and impact on society.

"If someone can't hear properly, very often they will withdraw from group situations in which they feel they can't function well," explains Chizari. "This may mean that they do not play a full role in education or at work – the social impact cannot be overestimated.

"We want people with hearing loss to know that there is a solution that can help them in noisy or group situations. By focusing on reproducing and enhancing only the sounds that people want to hear, the iEar can dramatically improve people's lives.

"If you give someone with 90% hearing loss an extra 5% of hearing ability, then you have given them a whole new level from which to function. And this system can be used with all levels of hearing loss, from mild to very profound, because the principle behind how it works remains the same."

As well as the range of hearing disorders the iEar can treat, Chizari is keen to build a broad geographical marketplace for Auriplex products. "Although our first markets are in

the UK, Europe and the USA, we believe that it's very important to look at how we can start getting our products to be used in the developing world," he says.

"Hearing loss is equally if not more prevalent in poorer countries because of a lack of adequate medical facilities – there is a much stronger possibility of falling into poverty because of such a disability in these societies. So we'll be looking at how we can change our pricing structure accordingly to reflect the ability of people to pay in such countries."

***"We believe that it's very important to look at how we can start getting our products to be used in the developing world"***

With a potential market of nine million hard-of-hearing people in the UK alone, Chizari is already receiving very positive feedback on what he believes will be a breakthrough range of products in its field. And although there are smaller headsets available for hearing aid systems, the iEar has elegant lines and a modern styling to make it blend in with the multitude of Bluetooth headsets worn by mobile phone users up and down the country.

"It has been designed to look good in order to remove some of the stigma associated with hearing loss," says Chizari. "But most important is its effectiveness – it can really improve people's lives, that's the key feature of this product."

The team moved into the Cambridge Science Park Innovation Centre in July 2005 and have had a busy few months up to and beyond the UK launch of the iEar in July. "We're delighted to be here at the centre of the Cambridge hi-tech cluster on Cambridge Science Park," says Chizari.

"It's great to be in this environment. As we grow over the next 12 months, Auriplex will be going through commercialisation and development to ensure that we are on the right path to achieve our aim of being one of the leading providers of hard-of-hearing solutions."

[www.auriplex.com](http://www.auriplex.com)

# From India to the world

## Outsourced chemistry services from Oxygen Healthcare

*Operating from Cambridge Science Park Innovation Centre and via its laboratories more than 4,000 miles away in India, Oxygen Healthcare (O2H) is a young company with a mission to become the leader in the multi-billion dollar market for outsourced chemistry services.*

O2H is the brainchild of two brothers, Prashant and Sunil Shah, who remortgaged their houses to set up an operation which now comprises a team of three on Cambridge Science Park and more than 30 chemists providing medicinal chemistry and custom synthesis services from a state-of-the-art laboratory in Ahmedabad on the east coast of India.

"Chemistry is now a global business – it's no longer just about the US and Europe," says Sunil. "Goldman Sachs predicts that pharmaceutical outsourcing in India is set to double to \$50bn by 2007. There's clearly a huge pool of chemistry talent in India and many companies who want to use it."

***"We can offer the same quality of service for about one-third of the price it would cost in the UK"***

In fact, Sunil and Prashant originally founded O2H in May 2003 to provide consultancy services to the biotech and drug discovery market but soon discovered that there was a major opportunity that offered much greater potential.

"We began to see that research budget limitations were limiting many clients' prospects for growth," explains Sunil. "We also started to become increasingly aware of the growing trend in the UK, Europe and America to outsource chemistry services to India because of the major cost savings this can offer."

"Originally we thought about partnering with some Indian companies while we offered the 'front-end' services to clients from a base in the UK. But we started to realise that the only way we could really control the quality of these services was to manage them ourselves with our own processes and infrastructure in

place. Our aim was to offer a level of service which is as good as or better than any top UK provider – that's the only standard we're interested in.

"After a lot of hard work we finally opened our laboratory in Ahmedabad on 1 April 2005 with a team of three scientists and started work on our first client chemistry project. Now we've got around 30 scientists working there in just over a year – it's been really exciting to have such rapid growth."

The team in Ahmedabad, situated at the heart of India's chemistry hub in the state of Gujarat, is linked directly to the Cambridge office via web cameras and video/voice conferencing facilities.

"Our big advantage is that we do all our project management and project facilitation

Sunil and Prashant have also used their professional experiences of working for PA Consulting, Accenture, Pfizer and GlaxoSmithKline to help them build a highly professional approach which they believe sets new standards in contract chemistry services from India.

"Some people perceive that there are certain risks in doing business with India, so we've looked at what these are and how we can create an operation which addresses any potential issues," says Sunil.

"Standards of intellectual property protection and confidentiality in India concern some overseas businesses, but India signed up last year to the same set of new World Trade Organisation regulations as the UK did. We have the same kind of employment contracts in place in India as in the UK and we've also



from Cambridge to ensure that our clients get the level of service they need, but they also have direct access to our team in India whenever they need it," says Sunil. "Our level of performance is very high because we've got some top chemists and a state-of-the-art facility, but we can offer the same quality of service for about one-third of the price it would cost in the UK."

got a retention rate of 100% (vis-à-vis our competition) of our staff so far – so we offer the same level of IP protection as any top UK company.

"Another potential concern of working with India has been project management capability. That's a key area which we focused on at the very start to create a very strong set of processes which encourage strong levels of

# – via Cambridge Science Park

communication at all times – that's of course aided by the fact that clients can actually see what's happening on their projects in our labs via our webcams and they can talk to the people directly involved."

With a compact team of just three working from the UK office, Sunil and Prashant have also realised a childhood dream by moving on to the Cambridge Science Park.

"Both of us were born and brought up in Cambridge, we studied here at school and at the University," says Sunil. "We can remember when the Science Park was being built and saying to each other that one day we'd have a business on it, so we were thrilled when we actually arrived here. Now we carry out projects for companies such as KuDOS and Akubio, so we already feel very much a part of the community.

***"We can remember when the Science Park was being built and saying to each other that one day we'd have a business on it"***

"We love being here in the Innovation Centre. As a small self-funded start-up, we couldn't have afforded to go into our own building on the Park but this facility has meant we've been able to get an entry level position which also offers us the flexibility to grow – it's been ideal."

Having undergone rapid development since opening its laboratory in India last year, O2H continues to expand, with plans to open a new 10,000m<sup>2</sup> laboratory facility in Ahmedabad and recruit up to 15 new chemists in the next 12 months.

"As well as building up our chemistry services, we're also hoping to partner with biotech companies in the UK to carry out longer-term research and we'll actually own any intellectual property that is developed along with our partners," says Sunil.

But despite a very apparent entrepreneurial flair and businesslike approach, Prashant and Sunil have also taken care to invest the company

with a strong set of values which reflects their own enthusiasm and belief that a good business can play a very positive role in wider society.

"We're receiving about 30 good CVs a week in India, so people really want to work for us," says Sunil. "There's a strong team spirit – we actually all go and play a game of cricket together on a Saturday morning whenever Prashant or I are in India!

"We also participate in a community programme called Manav Sadna – we send two of our people for a day every other week to work in slum areas on health awareness and to give science lessons to local children. It's a small contribution to make to the community in which we work, but we think it is an important one."

It's clear that despite numerous challenges in setting up a UK-India chemistry operation, including Prashant suffering from dengue fever at one point, the journey so far has been exhilarating.

"It's not necessarily straightforward or easy to set up a business like this in India, so seeing it grow in this way has been extremely rewarding," says Sunil. "It's very satisfying to have achieved all this from a small amount of self-funded start-up capital – we've grown through revenue so that's given us a stable base from which we hope to keep building for a long time."

[www.oxygenhealthcare.com](http://www.oxygenhealthcare.com)



Left, top and below: work being carried out at the O2H laboratories in Ahmedabad



# Tagging the future

Mobile marketing technology from Hypertag



*From New Order to Nike, some of the world's biggest names and brands are using mobile marketing technology developed by Hypertag to interact with potential customers in exciting new ways.*

"Point, click, receive" – that's the mantra behind the company's eponymous technology. A Hypertag is a short-range wireless device which can be mounted in an installation such as a billboard poster through which mobile phone users can receive rich content such as music tracks, special offers, ringtones or games via their infrared or Bluetooth systems.

"It's a technology that is really snowballing in terms of its impact," explains Jonathan Morgan, co-founder and Director.

"We've run over 100 campaigns in 13 countries across Europe, North America, South Africa and Australia, and we've been working with tier-one advertisers: Procter & Gamble, EMI, Vodafone, O2, Unilever and Ford, among others. We created the market in this type of mobile marketing and we're the number one player in what we do.

"The key with our technology is that it's very simple and intuitive to use – we work with the technologies that are already in people's handsets so people feel comfortable with

them and are keen to try them out. "And what's really exciting is the huge potential for us to diversify and expand into what we call proximity services – that basically means linking mobile phone users to context-relevant information.

"So for example if I'm downloading an HMV voucher from a Hypertag on a poster in London, the voucher might be related to the shop in Oxford Street. If I was downloading the same voucher in Cambridge, it might be related to the HMV in the Grafton Centre. The type and scope of campaigns you can run with proximity services are endless."

What's more, billboard posters are just one aspect of how Hypertags are being used. Mobile users are downloading content from Hypertags in freestanding displays at exhibitions and trade shows, at visitor attractions in museums and galleries, and even from promotional staff wearing the devices at music festivals and events. What's clear is that wherever they are found, they are making a very positive impact – encouraging music stars such as Goldfrapp, Westlife and New Order to promote new material via Hypertags.

"Almost a quarter of a million people have used our system so far," explains Jonathan. "In terms of typical campaigns, we did a

promotion in 2005 with O2 at the Wireless Festival in London, and 20% of people passing by interacted with our tags. In April 2006, we ran a campaign in student campuses in South Africa – 11% who interacted then went on to purchase a product. That's a fantastic response rate which gets our clients very excited."

***"The key with our technology is that it's very simple and intuitive to use"***

The company has certainly come a long way since it started out as the brainchild of a handful of Cambridge graduates and friends back in 1999. "There were four of us who were all engineering undergraduates at St John's College in the same year: myself, Rachel Harker [Director of Sales & Marketing], John Winn and Nick Hardy," says Jonathan.

"We were at someone's house one evening chatting about how it would be great to set up our own company. We threw various ideas around but none of them really stuck. But John, who is the real inventor amongst us, went home that night and puzzled until the early hours before he came up with the idea that would eventually become Hypertag. When he told me and Rachel a few days later, we both thought it was a blinding proposition – everything has led from there really."

After holding down various jobs and working on the company idea in their own time, the four founders formally incorporated Hypertag in August 2001 and eventually were all working full time on the new business by January 2002. Since that time, two of the founders have left to pursue different careers (John Winn into academia and Nick Hardy into computer chip design), but the team itself has grown to a total of 19.

**“Hypertags are helping to revolutionise the way we use our mobiles”**

Until recently Hypertag was based across two separate Cambridge sites, but from August 2006 the team has come together in the Cambridge Science Park Innovation Centre. “It’s a great place for us to be, it’s cost effective and it’s also very flexible so that we can accommodate for future growth as necessary,” comments Jonathan on the recent move.

One of the company’s key ongoing tasks is to keep abreast of forthcoming technological developments in the fast-moving world of mobile communications, something which is clearly aided by being around telecoms specialists in the Cambridge cluster.

“Our technology has to follow what’s in the handsets,” says Jonathan. “We need to know what new technologies will be appearing in phones in half a year, a year, two years and beyond, so that we can make sure we have a development programme and our tags that work with these phones.

“To achieve this, we talk very closely to the network operators, to the handset manufacturers and to people who are influential sources of knowledge on the telecoms industry – local companies such as Cambridge Consultants or Cambridge Silicon Radio for example.

“In the future, mobile phones may have Wi-fi capabilities like many laptops – we’ll adapt our Hypertags to work with this. We’re also very interested in Near-Field Communications technology, known as NFC, which is similar in principle to Radio Frequency Identification, a tagging technology which has been used on barcodes and products in a supermarket, for example.”

Having been featured in publications including *Newsweek*, *The Guardian*, *BBC News Online* and *Metro*, the Hypertag story is clearly one that seems to have widespread appeal as our

mobiles become ever more powerful and integrated into every part of our lives.

“There are other companies out there working in this field, but we are number one in the field because our technology works with more handsets and is easier to use,” adds Jonathan. “It’s helping to revolutionise the way we use our mobiles and we intend to stay ahead by leading from the front – providing new and exciting ways in which Hypertags can be used.

“We’re also looking at a growth in volume in the way our campaigns work. Typically at the moment a billboard poster campaign will feature Hypertags in between 20 and 100 sites. We’re looking at rolling out campaigns in which clients can have Hypertags installed in 500 to 1,000 sites – a full national-sized campaign. Clearly there’s a cost element in producing this number of Hypertags, so we’re always looking at ways of making our product cheaper so that it can be used more often in this kind of way.”

Having already featured at the O2 Wireless Festival, the Six Nations Rugby Tournament, the Party in the Park as well as on countless billboards around the world, it’s likely that you’ll find yourself encountering a Hypertag before very long. And if you do, don’t be shy – as the makers would say, ‘Point, click and receive’ is all you need to do.

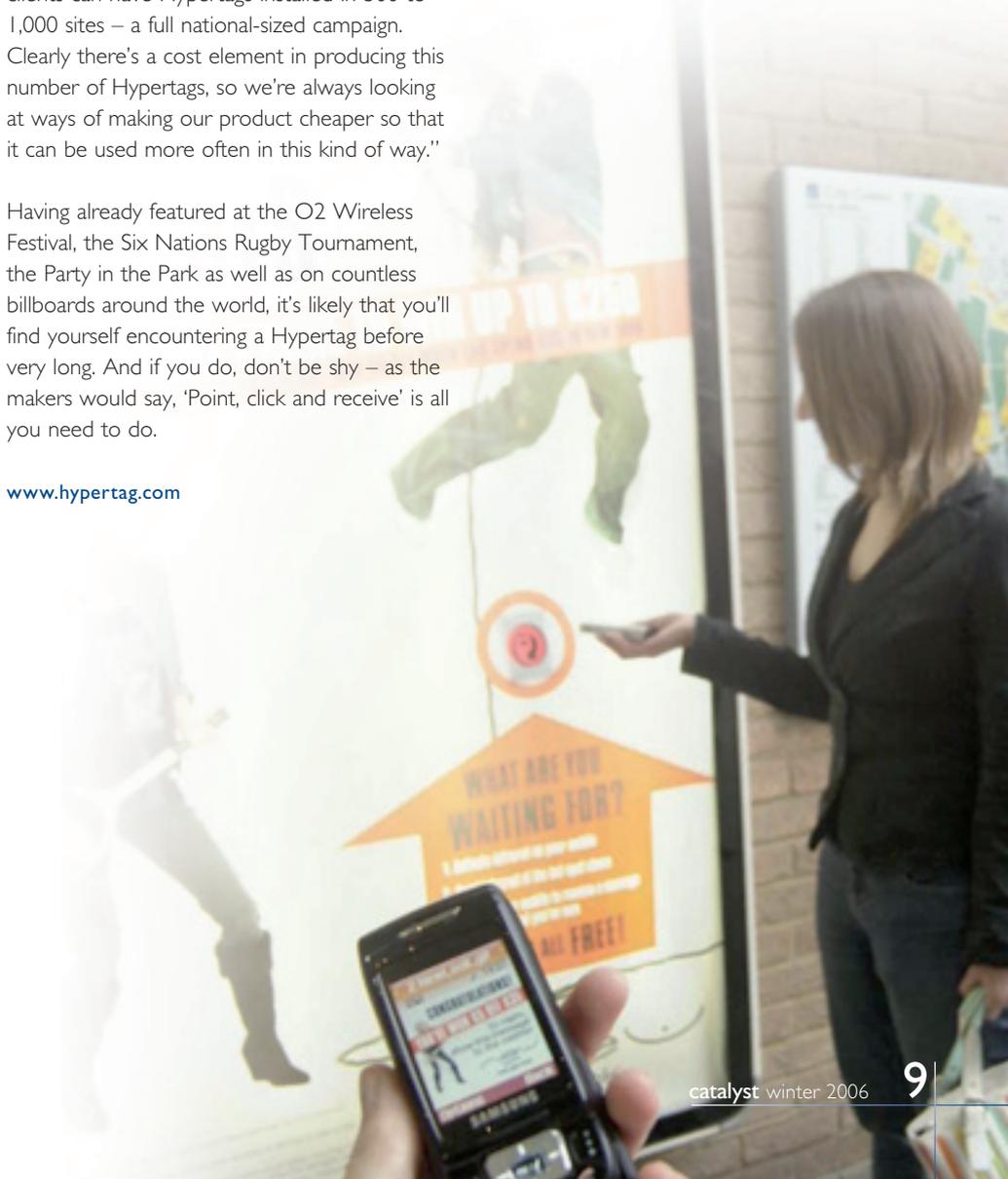
[www.hypertag.com](http://www.hypertag.com)



**Above:** Mobile Hypertag at Arsenal’s last game at Highbury, May 2006

**Left:** Hypertag in use on a promotional poster for Gorillaz album, Australia, October 2005

**Below:** Hypertag in use in a UK promotional campaign for New Look, September 2005



# Cambridge 800th Anniversary Campaign Hong Kong Launch



## Funding the 21st century

### The Cambridge 800th Anniversary Campaign

*A £1bn fundraising campaign by the University of Cambridge is under way as it nears its 800th anniversary in 2009 – and looks to secure its long-term future. Catalyst talked to Head of Campaign Affairs Aniela Shuckburgh to find out more.*

Launched in September 2005, the Cambridge 800th Anniversary Campaign is the largest fundraising initiative ever undertaken by a charitable organisation in the UK – a target of £1bn to be secured by 2012. With more than one-third of this total secured before launch and the recent conclusion of a successful first year of public fundraising, the momentum of the campaign is already matching its major ambitions.

“Cambridge University is a world-leader,” explains Aniela, “it has made a consistent contribution to the advancement of human knowledge and learning across the centuries and continues to remain at the top of university league tables today.

“What this campaign recognises is that despite our rich history, we are nevertheless

at a defining moment as an institution. If Cambridge wants to continue to compete with top universities around the world, to attract the best students and staff, to provide the best infrastructure for research and to maintain its heritage – it needs the major financial investment that this campaign is seeking to provide.

“People may perceive Cambridge as a rich institution, but in fact on an international scale we can't currently compete with top US universities in terms of endowments per student or salaries for teaching staff. If we don't look at how we can address this gap, we will find in time that the division between us and other great universities around the world has grown too large to make up.”

The money raised will be invested in four key areas: students; staff; the freedom to discover; and collections and architectural heritage. The scope of the planned investment is vast and includes:

- substantial increases in needs-based financial support for undergraduates

- providing more fully funded scholarships for graduate students
- creating endowed chairs for distinguished academics and other key posts in the University
- providing seed capital to Schools and Departments to enable innovative research ideas to be developed
- creating more junior research fellowships in the Colleges and post-doctoral fellowships in the University
- establishing endowments to support the University's great collections and architectural heritage.

**“We can't currently compete with top US universities in terms of endowments per student or salaries for teaching staff”**

To achieve these ambitious targets, the Cambridge 800th Anniversary Campaign has created a new approach to fundraising within the unique structure of this ancient university. “This is a fully collegiate campaign, so the Colleges and the University are working

together on this," explains Aniela. "Every penny that is raised either for a college or the University counts towards the overall total. This is the first time the Colleges and the University have co-operated and worked together in this way on such a scale.

"Particularly from an alumni point of view, the message is very important – it doesn't matter whether you choose to support your college or the University, it all is helping to further the 800th Anniversary Campaign."

And it is alumni who form a key target group of the campaign, as Aniela goes on to explain. "One of the major goals of the campaign is to increase radically our alumni participation. When you look at the number of people supporting Cambridge, there's a contrast in particular to our US peers – Harvard, Yale, Princeton, for example – who have alumni participation between 40% and 60%.

"Cambridge in comparison has about 10% alumni participation. We are using the campaign to encourage alumni to give something to Cambridge in whatever capacity they can – that might be a small monthly gift or a multi-million pound donation to support an endowed chair."

***"The purpose of the Cambridge 800th Anniversary Campaign is a celebration of the past in the cause of the future"***  
**Lord John Browne, Group Chief Executive of BP PLC**

"Alongside alumni, we are of course talking to the large charitable trusts and foundations which have been very supportive of Cambridge in the past. Corporates are an important group, but this campaign is a philanthropic one so we're not looking at the kind of participation on specific research initiatives that many large companies are already involved with."

Nevertheless, support for endowed professorships is something that some corporates have already shown their willingness to get involved with – BP and Marks & Spencer are already two major sponsors. Indeed, Lord John Browne, Group Chief Executive of BP PLC, is an influential supporter of the campaign. "Cambridge is one of the world's great universities, respected for its sustained achievement of excellence in both teaching and research. To maintain that position requires investment – in people and facilities. That is the purpose of the Cambridge 800th Anniversary Campaign – a celebration of the past in the cause of the future."

The campaign is very much international in scope, and launch events have taken place in Hong Kong, San Francisco and New York, where there is also a permanent development office for the University from which to run the campaign in the US. The team is also very keen to encourage those closer to home to take a leading role in driving the campaign forward.

"We're very aware that people from Cambridge University have been at the heart of the Cambridge Phenomenon and have played a leading role in setting up many of the hi-tech companies that have flourished in this area," says Aniela. "We have relationships with some of these companies or individuals and we are talking about how they could play a part in helping to ensure that the next generation of inventors, scientists and entrepreneurs have a fantastic learning environment in which to develop ideas and continue to transform the world."

Despite the major ambitions of the campaign, Aniela is also keen to stress that this is not a pre-emptive bid for financial independence from government by the University. "Cambridge University is an independent institution in terms of the way it is run, but we are not looking to make it a financially independent institution," she says.

"If you look at our revenue streams, government funding is obviously an important part of this and will continue to remain so. But government funding is of course subject to political change, so we want to ensure our future is more secure by diversifying our income streams in different areas, so that we are not so dependent on a single source of income. That way we can continue to put in place our long-term plans and strategies without them being subject to the vagaries of economic or political fluctuations."

With an incredible array of scientists, broadcasters, writers, politicians, business leaders and academics already lending their considerable support to the cause, the campaign is building on a very positive start as it enters its second full year. "We've just closed the book on our first public year of the campaign and we're delighted with the level

of commitment we've received from so many different sources," comments Aniela. "In the year ahead we'll be working even harder to spread our message and broaden the campaign even further – I think it's going to be very exciting to see how much we can achieve."

[www.foundation.cam.ac.uk/800-home.php](http://www.foundation.cam.ac.uk/800-home.php)



**Above:** (left to right) Sir David Walker (Co-Chairman of the Campaign Board), Professor Alison Richard (Vice-Chancellor of the University of Cambridge) and Dr William Janeway (Co-Chairman of the Campaign Board)

# Upgraded and improved

## Major refurb at the Trinity Centre is complete

*Brighter, better equipped and more popular than ever before – a major refurbishment of the Trinity Centre is now complete at this hub for Park-based activity.*

An upgrade of facilities has delivered improvements to almost every aspect of the Trinity Centre experience, with repainted walls, new carpeting, and state-of-the-art gym and conferencing equipment.

“Six thousand people work here on Cambridge Science Park and we have many more visitors besides, and the Trinity Centre is the shared focal point for all our users,” said Simon Stringer, Operations Manager for Eurest, which manages the facility on behalf of Trinity College.

*“This extensive refurbishment means we are offering the very best in facilities for everyone who comes here”*

New Head Chef Adam Littlewort is taking advantage of a kitchen refit to introduce new menu offerings, and plans to vary dishes as the seasons pass. In the heat of summer, visitors can enjoy the new outside patio area which looks out on to one of the Science Park lakes.

“We’ve already added some popular new features such as our Thursday lunch barbecues and staying open later on Friday evening so people can relax at the end of the working week before heading back home,” says Simon.

“We want to offer more special or themed events of this type for Park users to enjoy – if anyone has any particular ideas or suggestions they should let us know.”

A major overhaul of the conference facilities includes brand new video-conferencing

“We’re very proud to have overseen a steady and significant increase in use of all aspects of the Trinity Centre – between 30 and 40% overall,” says Simon.

“The completion of this major upgrade means we are continuing to move up a level in terms of the service and facilities we can offer visitors to the Trinity Centre – the difference is noticeable in virtually every aspect of our operations.

*“I’d urge Park users to come down to the Trinity Centre to come and see for themselves”*

“But that doesn’t mean we are going to be standing still. It’s our job to be listening to what Park users want out of the Trinity Centre and how we can continue to improve our services.

“We’ve got so many world-leading businesses based around us that we feel it is up to us to deliver

an equivalent level of service at the Trinity Centre. We’re keen to hear from any users who have comments or suggestions to make.

“In the meantime I’d urge Park users to come down to the Trinity Centre to see for themselves the difference the latest developments and refurbishments have made – I think they’ll be suitably impressed.”

[www.thetrinitycentre.com](http://www.thetrinitycentre.com)



Above: facilities at the newly refurbished Trinity Centre

# PARKLIFE

## Wireless technology to aid diabetes management

Cambridge Consultants has collaborated with Philips to produce an innovative medical device concept for managing diabetes using Near-Field Communication (NFC), the close proximity wireless communications standard, to integrate glucometers and insulin pumps.

The prototype device can streamline treatment by wirelessly linking a glucometer and an insulin pump which is attached to the user's body. The glucometer records the blood sugar reading and then recommends a dose of insulin; if the patient accepts the dose,

they simply swipe the glucometer against the insulin pump (which could be located under clothing), and the drug is delivered. Diabetes is classified by the World Health Organisation as an epidemic that could affect 366 million people worldwide by 2030.

**Right:** glucometer and insulin pump using Near-Field Communication technology



## Cambridge Corporate Gateway opens international doors

This year's Cambridge Corporate Gateway took place from 16 to 18 October, providing major businesses from around the world with a programme of customised meetings with leading University researchers and new technology companies from the Cambridge hi-tech cluster. Among the prestigious organisations attending this year's event were Apple Corporation, Nokia Ventures, Philips, Sony and NXP SemiConductors.

Cambridge Corporate Gateway, which is sponsored by Cambridge Science Park alongside other partners, is organised by Cambridge Network. Chief Executive Peter Hewkin said: "We're delighted that Cambridge Corporate Gateway is bringing the world's best companies to Cambridge and providing our members with the opportunities to make exciting deals. The success of this year's event has prompted us to make it a biannual event from now on."

[www.cambridgenetwork.co.uk/corporategateway](http://www.cambridgenetwork.co.uk/corporategateway)



**Above:** Cambridge Corporate Gateway partners

## Developing the CSP Area Travel Plan

An Area Travel Plan is being developed solely for Cambridge Science Park, to improve the journey to the Park for both employees and visitors. Cambridge Science Park is working in partnership with Cambridgeshire County Council, the Highways Agency and transport consultants JMP to develop the plan.

A travel survey was distributed to all CSP employees by email or in hard copy in October. For further information about the survey or the Area Travel Plan, please contact Esther Bridié at JMP Consulting by email: [esther.bridie@jmp.co.uk](mailto:esther.bridie@jmp.co.uk)



# PARKLIFE

## m-clic wins CSP Innovation prize

The 2006 Cambridge Science Park Prize for Innovation was won in May this year by m-clic, a company which is developing technology to enable mobile users to make purchases on their phones through a simple point-and-click process.

The prize, which forms a part of the Cambridge University Entrepreneurs Business Creation Competitions, is sponsored by Trinity College and provides one year's free office

space and £2,000 start-up cash to the winning entry.

Commenting on its technology, the company has announced: "We are well positioned to exploit the rapid growth in mobile commerce, which is predicted to become an \$88bn industry by 2009."

**Right:** (from left) m-clic's Steve Lilly and Oleg Podsechin with Dr Jeremy Fairbrother, Senior Bursar, Trinity College.



## R&D goes global

Research has been undertaken with Cambridge Science Park occupiers to look at internationalisation of R&D. 67% of the occupiers of Cambridge Science Park have facilities outside the UK, and this figure is projected to rise.

Responses have identified R&D clusters around the world that occupiers are keen to form relationships with. Science Park managers intend to continue the discussion with respondents to facilitate introductions to key locations offshore. Further information can be obtained on the Cambridge Science Park website:

[www.cambridgesciencepark.co.uk/research](http://www.cambridgesciencepark.co.uk/research)



## Prestigious UK biotech award for Domantis

Domantis, the human Domain Antibody (dAb) therapeutics company based on Cambridge Science Park, was the inaugural winner of the UK Innovation in Drug Discovery & Development Award at the UK BioEntrepreneur of the Year Awards 2006.

The award was announced by Andrew Cahn, Chief Executive of UK Trade & Investment, at a ceremony held at the Foreign and Commonwealth Office in London in July.

Domantis Executive Vice President and Chief Scientific Officer Dr Ian Tomlinson said: "Domantis is fortunate to have a team of world-class scientists at its Cambridge, UK, facility. It's a tribute to their skills and creativity that we should be the first recipients of this prestigious award."

**Right:** Chief Scientific Officer Dr Ian Tomlinson accepts the award for Domantis



# 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](mailto:info@biologyinbusiness.org)  
Web: [www.biologyinbusiness.org](http://www.biologyinbusiness.org)

**The Eastern Region Biotechnology Initiative (ERBI)**  
ERBI's 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.

Email: [info@erbi.co.uk](mailto:info@erbi.co.uk)  
Web: [www.erbi.co.uk](http://www.erbi.co.uk)

**Research Services Division (RSD)** helps to identify, secure and manage research funding for the University 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. RSD also organises Horizon, the leading seminar series, which provides participants with a first look at new developments in the most exciting areas of science and technology at Cambridge University.

Contact: **Jo Ryan**  
Email: [jo.ryan@rsd.cam.ac.uk](mailto:jo.ryan@rsd.cam.ac.uk)  
Web: [www.rsd.cam.ac.uk](http://www.rsd.cam.ac.uk)

**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.

Web: [www.geif.co.uk](http://www.geif.co.uk)

## **Cambridge AWiSE (Association for Women in Science and Engineering)**

AWiSE is a multi-disciplinary 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](mailto:camawisemeetings@yahoo.co.uk)  
Web: [www.camawise.org.uk](http://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, but also in London, Boston and Shanghai) and a high-profile website where its 1,300 corporate members publish profiles, news, jobs and events every day.

Web: [www.cambridgenetwork.co.uk](http://www.cambridgenetwork.co.uk)  
Tel: 01223 422362

**Enterprise Link**, a Business Link service for Cambridgeshire, is a membership network providing advice and support for earlystage, 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](mailto:info@enterprise-link.co.uk)  
Web: [www.enterprise-link.co.uk](http://www.enterprise-link.co.uk)

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

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

The next issue will be published in Spring 2007. If you have any comments or suggestions for stories to be included in the next issue, please get in touch with Julie Bushell or Sherri Brazear (see right).



#### **Management:**

Jeremy Tuck MRICS  
email: [jtuck@bidwells.co.uk](mailto:jtuck@bidwells.co.uk)  
Tel: +44 (0) 1223 559333

#### **PR & marketing:**

Julie Bushell  
email: [jbushell@bidwells.co.uk](mailto:jbushell@bidwells.co.uk)  
Tel: +44 (0) 1223 559331

Sherri Brazear  
email: [sbrazear@bidwells.co.uk](mailto:sbrazear@bidwells.co.uk)  
Tel: +44 (0) 1223 559393

#### **Agency letting:**

Jamie Green  
email: [jgreen@bidwells.co.uk](mailto:jgreen@bidwells.co.uk)  
Tel: +44 (0) 1223 841841



Finbarr Livesey - Director, Centre for Economics & Policy, Institute for Manufacturing, University of Cambridge

# Viewpoint

Finbarr Livesey, Director, Centre for Economics & Policy, Institute for Manufacturing, University of Cambridge

UK manufacturing: the establishment of the independence of the Bank of England; R&D tax credits; and the renewal of the Smart scheme, for example.

The challenge now is to ensure clarity of vision on how we move forward. There are a number of different agencies and institutions for economic development here in the East of England, and it's important that these offer companies a clear and coherent idea of what we are aiming for and how we can achieve it. We really need to speak with one voice – not just regionally, but also in how we interact with other regions and internationally as well.

Cambridge Science Park is a very strong example of the value of social capital – how a concentration of talent and expertise in one area can create a snowball effect in terms of the creation and development of successful companies. However, this kind of positive benefit relies on a degree of labour mobility, and I think we can still improve in this area. In the US, it is not uncommon for talented individuals to move easily between the private and public sectors in a way which is still rarely seen over here.

Cambridge Science Park is also interesting in that it is home to companies that represent all the different models of manufacturing, from those that seek to generate intellectual property for sale or licence to those that are in complete control of the production process.

Despite some successful exceptions, there is still a concern that the Cambridge hi-tech cluster is overly weighted towards companies that are based on the IP-only model. Clearly this is a fantastic place for the generation of new and exciting technology, but without any involvement in the manufacturing process the potential of companies to grow and create jobs and wealth is severely restricted.

We think that it's important to have a diversity of models in the Cambridge cluster to ensure its long-term success. That doesn't mean that we think that companies can set up mass production facilities here when a product can be manufactured much more cheaply elsewhere. But having a strong understanding of the whole cycle of manufacturing from development of prototypes through to the technology involved in mass production is something we see as crucial to sustained growth.

***“The crucial question for the Cambridge hi-tech cluster is to what extent it is willing to challenge itself”***

The Institute for Manufacturing has an important role to play in supporting our local hi-tech sector. We've grown from a team of 20 people ten years ago to a multi-disciplinary department of more than 200 people working across a wide variety of fields including manufacturing research, strategy, policy and economics. Since 2002 we've worked with more than 200 SMEs and 70 larger companies, and we continue to look for new and exciting opportunities with businesses across a wide range of different fields.

At this point in its development, I think the crucial question for the Cambridge hi-tech cluster is to what extent it is willing to challenge itself and to develop new ways of working. There has been a huge amount of success achieved so far, but it's important to look at how our business models can evolve to ensure sustainable long-term growth.

[www.ifm.eng.cam.ac.uk](http://www.ifm.eng.cam.ac.uk)

Throughout the 1980s there was a lot of talk about the de-industrialisation of the UK, but at the Institute for Manufacturing we feel that the landscape has changed very much since that time.

We believe that there is a continuing misconception that manufacturing refers just to the production process – we see it as covering the whole life cycle process of a product from research and development through production and on to service and aftercare.

***“The merging of services and production brings new opportunities for UK companies to create and capture value at different stages in the manufacturing life cycle”***

In fact we have seen a merging of services and production that brings new opportunities for UK companies to create and capture value at different stages in the manufacturing life cycle. At the Institute for Manufacturing, we're interested in helping companies to identify these opportunities in the value chain and exploit them for maximum benefit.

There have been a lot of positive developments in the last ten years which have helped to encourage the development of