

Riga-Cambridge Venture Camp

Cambridge Module

May 24 – June 18, 2021

The Venture Camp Cambridge Module is a 4-week intense program to help develop entrepreneurial mindset and boost market readiness processes of innovative business ideas in various sectors. More than 20 nascent entrepreneurs will participate in the program. It follows the Riga module that was run in Autumn 2020 where participants worked on their business idea set-up, sharpened their business models and prepared towards market readiness and internationalization.

The Program is part of the Riga City entrepreneurship support initiatives to make the City as an attractive place to create and grow competitive businesses.

The Cambridge Module program includes learning and inspiring information workshops, individual and group mentoring sessions, pitch training sessions and the final event to highlight the progress achieved throughout the program. There may be self-financed follow-up module visiting Cambridge in person with those companies that strive to start internationalization efforts.

Program outline

23 HRS ON-LINE plus mentoring

1. 18 hrs – workshops, talks, meetings, visits (**learning sessions** and **information/inspiration sessions**)
 - **Heroes journey, Cambridge phenomenon, Innovation eco-system, Show me the money** – Alan Barrell
 - **Market research** – Chris Lamaison
 - **Intellectual property rights** – Roger Chittock
 - **Games industry** – Jan Storgards
 - **Innovation centres** – Walter Herriott
 - **Creating sustainable value** – Orsolya Ihasz
 - **Torino City Lab smart city approach and opportunities for startups** – Nicola Farronato
 - **How to speak and present on-line** – David Bell, Nick Looby
 - **Finance planning** – Natalja Tocolovska
 - **Pitching your venture** – Claire Button
 - **Communication across borders**
 - **Education across borders**
 - **Walk around Cambridge**
 - **Entrepreneur stories sessions**
 - **Visits to Business and Innovation Centres**



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2. 5 hrs – events (participants are actively engaged)
 - Welcome and intro
 - Elevator pitch training
 - Halfway reflections
 - Final day event, feedback and follow up, closing
3. ~ 7 hrs – mentoring
 - Individual mentoring sessions: choose up to three mentors x 45m sessions
 - Group sessions: choose up to three sessions (out of five available) x 1,5hrs
 - Follow-up session with Chris Lamaison

Technical information

- The Program will take place online in zoom platform. Please get prepared for working in zoom environment. Each session has a unique invitation link which is shown next to the session time. The links for weeks 3 and 4 will be added to the Program and sent by e-mail in due course. Registration is required for each session.
- Joint sessions will be recorded and made available for limited time for those not able to join real time, but eager to catch up as soon as possible.
- Networking, sharing feedback among the delegates is encouraged through a WhatsApp group “Cambridge Venture Camp” – join the group via this link:
<https://chat.whatsapp.com/Kkh6q6h1YRL7qmkaiujkTh>.
- Apply for group and individual mentoring sessions via this link:
<https://docs.google.com/forms/d/e/1FAIpQLSdW7605A0tHYsX1LL3nCwv9-U7Zyv31vG8Pv-5-2RI083oDSg/viewform>.
You will get zoom meeting invitation link after registration. It may be possible that you are rejected participation in some group mentoring session, if these are fully booked. Suggested number of delegates in the group mentoring session is up to 12. If requested, additional group sessions could be arranged.
- Should you have any questions please get in touch by e-mail at info@connectlatvia.lv.

Contact information

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Detailed program. Timeline: May 24 – June 18, 2021

All times are provided in EEST time zone

Week 1 - May 24-28 - Welcome to Cambridge				
Mon, May 24	Tue, May 25	Wed, May 26	Thu, May 27	Fri, May 28
<p>12.00-14.00 zoom Welcome, introductions, networking & ice breakers David Bell The heroes journey Alan Barrell Entrepreneur stories Fiona Nielsen, Janis Jasko</p>	<p>12.00-13.00 zoom Cambridge phenomenon Alan Barrell Walk around Cambridge Szymon Chmielowiec</p>	<p>14.00-15.00 zoom Killer Robots, Baked Beans and Intellectual Property Roger Chittock</p> <p>* 15.00-18.00 zoom Research Network on Citizen Entrepreneurship workshop “Engaging citizens in research: design, methods and data” with Jay Mitra a.o.</p>		<p>11.00-12.00 zoom Market research with task assignment – Part I Chris Lamaison</p> <p>Group mentoring session 16.00-17.30 with Jan Storgards and Zigurds Likums</p>

Week 2 - May 31-June 4 - Impact innovation and eco-systems				
Mon, May 31	Tue, June 1	Wed, June 2	Thu, June 3	Fri, June 4
<p><i>Individual mentoring (to be confirmed individually)</i></p>	<p>12.00-13.00 zoom Games industry Jan Storgards</p>	<p>12.00-14.00 zoom How to support innovative start-up businesses, the role of incubators, innovation centres and science parks Walter Herriot Social business models for creating sustainable value Orsolya Ihasz</p>	<p>Group mentoring session 12.00-13.30 with Alan Barrell</p> <p><i>Individual mentoring (to be confirmed individually)</i></p>	<p>Group mentoring sessions 12.00-13.30 with Modris Ozolins 14.00-15.30 with David Bell and Marcia Baldry 16.00-17.30 with Pawel Dobrzanski and Szymon Chmielowiec</p>

* This is side event of the Venture Camp program, but is open for Venture Camp delegates to attend and will form a basis for a group mentoring session on June 11 offered by Professor Jay Mitra. The delegates are invited to act as “observers”, take notes and on June 11 mentoring session Jay Mitra and delegates will discuss ways in which such an initiative can be adopted in Latvia.



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Week 3 - June 7-11 - Market, people and networking				
Mon, June 7	Tue, June 8	Wed, June 9	Thu, June 10	Fri, June 11
<p>13.00-15.00 zoom My startup experience and Torino (Italy) City Lab smart city approach and opportunities for startups Nicola Farronato Entrepreneur stories Mariam Makramalla, Elvijs Sarkans</p> <p>18.00-19.00 zoom Program so far. Reflections and feedback</p>	<p>13.00-15.00 zoom How to speak and present like an expert in a virtual world & Elevator pitch training David Bell, Nick Looby</p>	<p>17.00-19.00 zoom Visit to St. John's Innovation Centre with David Gill Explaining accelerators, incubators, innovation centres, science parks and technology companies Alan Barrell, Szymon Chmielowiec</p>	<p><i>Individual mentoring (to be confirmed individually)</i></p>	<p>13.00-14.00 zoom Follow-up and feedback mentoring session with Chris Lamaison</p> <p>Group mentoring session 15.00-16.30 zoom with Jay Mitra</p>

Week 4 - June 14-18 - Show me the money and The BIG Pitch				
Mon, June 14	Tue, June 15	Wed, June 16	Thu, June 17	Fri, June 18
<p>12.00-14.30 zoom Finance planning Natalja Tocelovska Show me the money and fund raising Alan Barrell</p>	<p>13.00-15.00 zoom Communication across borders with Katarina Platere, Alan Barrell, Anders Paalzow, Rolands Bogdanovs Education across borders with Latvian Students Society in Cambridge</p>	<p>17.00-18.00 zoom Pitching your venture Claire Button</p>	<p><i>Individual mentoring (to be confirmed individually)</i></p>	<p>12.00-14.30 zoom Business idea pitch contest The BIG Pitch, Closing ceremony and next opportunities with Alan Barrell, David Bell and others</p>

List of mentors

Mentors (and their key areas of expertise) available for teams for individual mentoring sessions upon registration (each session is suggested to last up to 45 minutes):

[Alan Barrell](#) - Healthcare and technology startups, innovation ecosystems, finance plan, providing feedback to founders' business and finance plans - Finland, Poland, UK, China

[Claire Button](#) - Early stage life science and healthtech ventures, designing business and commercial plans, preparing for pitching, finding and accessing relevant support and funds for ventures to grow and thrive - UK, China, Korea, Singapore, Malaysia

[Dainis Senbergs](#) – Finance expert, financial instruments for newly born companies, presentation and communication specialist, experienced in industrial production companies and banking

[David Bell](#) - Communications, IT solutions and technology, business management and leadership, defining business goals, providing outside perspective, training individuals who want to learn how to speak and present like an expert - UK, Spain

[Jan Storgards](#) - Digital and creative industries, Software development, Computer games, Entrepreneurship and technology startups, European and regional funding, Company cluster development - Finland, UK

[Jay Mitra](#) - Professor of Business Enterprise and Innovation and Director of the Venture Academy at Essex Business School, University of Essex, expert on citizen entrepreneurship initiatives, leads the International Entrepreneurship Forum - a unique network and forum for researchers, policy makers and business practitioners working on entrepreneurship, innovation and regional development issues – UK, India, China

[Marcia Baldry](#) - Working in Cambridge and Chelmsford campuses of the Anglia Ruskin University to ensure that students and staff have all the skills, knowledge and creative mindset to become the entrepreneurs of the future

[Mariam Makramalla](#) – Educational researcher with a background in engineering and PhD in mathematics education, co-founder of educational social venture to serve schools in Egypt and in the Middle East

[Modris Ozolins](#) - Needs based new product development, value creation, marketing, marketing research, business modeling, solving technical challenges by applying TRIZ methodology

[Orsolya Ihasz](#) - Researcher in responsible innovation management and sustainability at Cranfield University, lecturer in Entrepreneurship at the Bettany Centre for Entrepreneurship, passionate about sustainable value creation - UK

[Szymon Chmielowiec](#) - gained practical knowledge about turning ideas into startups during his early studies time and running his own companies. His expertise encompasses digital marketing, using



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scalable sales systems. He shares an ideology called "Lean Startup" to help startups founders' building products that fit the market. – Poland, UK

[Walter Herriot](#) - Social entrepreneurship, medical and technology business development, networking and mentoring skills, innovation and incubation centres - Latvia, UK

[Zigurds Likums](#) - Product development in small and large enterprises, GovTech, software and digital transformation - Latvia, UK



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