

The Lent Changemaker Virtual Residential, Mar 23rd – 24th 2021

Entrepreneurialism, Intrapreneurialism & Innovation

Session Descriptions and Faculty Details

Overview

This programme is for anyone who has ever thought ‘that could be done better’. ‘What we need here is.’. ‘I could do that’.

Entrepreneurialism is sometimes seen as becoming a Founder, competing to start a company, or building a social enterprise. And it can be that. It can also be a new word for an old aptitude - building something, changing something, making something happen, in any sphere - from arts to business to ideas and service.

What exactly is an entrepreneur? What are the challenges faced in an entrepreneur’s journey? When and how do you innovate? Is it only about becoming a Founder? Or a CEO? How about leading change from within an organisation? What do you need? Creativity, perspective, networks, champions, emotional intelligence, strategy? And how do you build those? Is it all about you? What about collaboration? What is success in this context? How do you become not only effective but more effective at the right, most meaningful, things? And where does this fit in terms of the uncertain, challenging context of climate emergency and massive social change?

This two-day intensive will help you ask better questions and equip you with new thinking and skills: how to ‘get good’ at enterprising change and changemaking.

The programme moves from the personal to the practical and covers models of entrepreneurialism, including frugal innovation, intrapreneurialism, social innovation and leadership. As always, it doesn’t promise answers but instead works to challenge your thinking, assumptions and questions.

Our work together will include the following: large group presentations and discussions: breakout room discussions in small groups or pairs; peer-coaching circles; and solo exercises. Further readings, references and slides will also be available via the CM Teams Channel following each session.

Tuesday Mar 23rd

10-11.15am

Setting Intentions. & Entrepreneurialism in the age of Crisis: Self, Others, World

Dr Alison Wood, Academic Director, Homerton Changemakers

Here we set the scene for our work together during the 2-day programme:

- interrogating and refining our definitions of entrepreneurialism, success, and innovation
- examining more closely our ambitions and expectations
- digging deeper into strategies for change in the context of profound system disruption & inequity, alongside enormous opportunities

11.15-11.30 Break

11.30- 1pm *Demystifying social innovation*

Dr Belinda Bell, Programme Director of Cambridge Social Ventures, at the Cambridge Judge Business School Centre for Social Innovation.

You've probably heard the term social innovation, and possibly wondered what it **really** means! This session will try to answer your questions and give you some pointers about how to get involved in social innovation here and now in Cambridge as well as in the rest of your career.

1-5pm - offline. A break, reflection and reading, and a coaching circle discussion to be arranged by students' groups.

5-6 pm *Precise Observations and Deep Listening*

Dr Alison Wood. Academic Director, Homerton Changemakers

Change-leaders are most effective when a) they know how to really listen and b) when they understand that the work of innovation is never all about themselves. This session is a practical hour for honing your skills in understanding problem sets and challenges; increasing your ability to perceive accurately; and refining your reflective, deep listening skills.

7.30-9 pm *Entrepreneur story/journey: the stories and lessons learned by entrepreneurs*, led by the following:

Dr Fiona Nielsen, CEO of Repositive, 'From bioinformatics scientist to entrepreneur'

Dr Jessica Ocampos, CEO of Camnexus, 'Bridging the Gaps in Sustainable Development: A tech transfer journey of a female engineer - entrepreneur.'

Dr Chibeza Agle, CEO of Obrizum Group, 'The lifecycle of a start-up CEO. The talk will focus on the changing nature of a CEO's roles and responsibilities as a new Company grows and develops. There will be particular emphasis on learning how to lead and add value to a wide variety of diverse business areas/disciplines.'

Wed Mar 24th

10am-11.15 am *Frugal Innovation: How the Globe is Learning to do More (and Better) with Less*
Prof Jaideep Prabhu, Professor of Marketing at Judge Business School, University of Cambridge.

Over 3 billion people in the developing world live outside the formal economy and face significant unmet needs in core areas such as health, education, energy, food, and financial services. For years this large population was either the target of aid or came under the purview of governments. More recently, however, private sectors firms and NGOs, both large and small, have begun to develop market-based solutions to meet the unmet needs of these vast millions.

Meanwhile in the developed world, declining real incomes and government spending, accompanied by greater concerns about the environment, are making consumers both value and values conscious. Further, more and more people in the West are now empowered to do with limited resources what only large firms could do in the past. Ubiquitous tools such as smart phones, cloud computing, 3D printers, crowdfunding, and social media, have given rise to grassroots innovation and entrepreneurship exemplified by the maker movement and the sharing economy.

11.15-11.30am Break

11.30am-1pm *The Rise of Intrapreneurship in Academia, Corporations and Beyond*
Davide Turi, Founding Partner of Studio Zao

The world is changing faster and more unpredictably than ever. The need for transformation has never been more pressing yet many organisations lack the crucial entrepreneurial capabilities required to thrive. For this reason, now it is time to pay attention to and empower intrapreneurial individuals — the leaders of the future.

Join our conversation with Davide Turi, Founding Partner of Studio Zao to learn about the rise of intrapreneurship in the academic setting and in corporations. We will cover:

- What is an intrapreneur?
- Differences between intrapreneurship and entrepreneurship.
- Why organisations need intrapreneurs now more than ever.
- The I.M.P.A.C.T Framework: How to succeed as an intrapreneur.
- Practical Exercise to get your intrapreneurial journey started.

1-5pm - offline. A break, reflection and reading, a coaching circle discussion

5-6pm. **SUMMATION**

Reflecting on the Learning

Afterward: Teams Channel, CM online resources, Wiki, Readings available for the rest of the academic year

BIOGRAPHIES of FACULTY

Dr Beza Agley

Chibeza Chintu Agley holds a first-class BSc (Hons), and the University Prize for best Research Project, from Brunel University. As an undergraduate Chibeza was co-founder of a cloud platform for students to share and consume information about University life. Chibeza went on to complete an MSc in Human and Applied Physiology at King's College London for which he received a Distinction and finished at the top of his class. For his MSc research Chibeza was awarded the Colt Foundation Prize for 'best research project'. Chibeza then moved to King's College London for his PhD in physiology and adult stem cell biology. For his PhD thesis on adult stem and progenitor cells in human muscle Chibeza was awarded the Tadion-Rideal Prize for the outstanding doctoral research in the molecular sciences. After finishing his PhD, Dr Agley began his postdoctoral work in biophysical control of cellular reprogramming at the Cambridge Stem Cell Institute, University of Cambridge. Dr Agley was subsequently appointed as a Fellow of Homerton College, Cambridge. He has authored and co-authored c.10 peer-reviewed publications, including in top tier journals like 'Nature'. Dr Agley has also patented a biotechnology/therapeutics product range with Cambridge Enterprise.

In 2015 Chibeza co-founded Obrizum Group Ltd (then called CamBioScience Limited) with two other colleagues from the University. Dr Agley led the Company from its origins as an interdisciplinary academic-to-industry knowledge and technology brokerage business, into a fully scalable international technology business supporting multinational corporations in a variety of industries worldwide. Obrizum Group's core offering is an Artificial Intelligence powered software platform called OBRIZUM® that allows large companies working in any vertical, to automatically create, personalise and measure digital learning and assessments at scale. Dr Agley was instrumental in orchestrating the Company's transition into a sector agnostic technology solution; as part of this process, he installed the pillars of 'automation, adaptability and analytics' to define the Company's direction with respect to its technology, mission and culture.

Dr Belinda Bell

Dr Bell is the Programme Director of Cambridge Social Ventures, at the Cambridge Judge Business School Centre for Social Innovation.

Belinda is a social entrepreneur and has established a range of social ventures including those focusing on finance, ageing and young people. She has acted as a mentor and advisor to many social entrepreneurs and has developed a broad knowledge of business models for social innovation. Belinda sits on the University's Environment and Sustainability Committee and away from the University is Chair of charity Mermaids which supports transgender, nonbinary and gender-diverse children, young people, and their families and a trustee of international NGO Peace Direct, which supports local peace builders. Belinda's academic research has explored social finance. She holds a professional Doctorate by public works, a Master's Degree in Community Enterprise and a Bachelors degree in Social Anthropology.

www.cambridgesocialventures.org

Fiona Nielsen, CEO and co-founder of Repositive

Fiona is a bioinformatics scientist-turned entrepreneur. Having worked at Illumina developing tools for interpretation of next-generation sequencing data and analysing cancer genomes, Fiona realised the main bottleneck for genome interpretation and precision medicine is accessing the right data. Therefore, she decided to disrupt outdated practices with the aim of accelerating drug discovery. In 2013, Fiona founded DNAdigest as a charity to promote best practices for efficient and ethical data sharing, and in 2014, she co-founded Repositive to develop an online community platform and global exchange for genomic data. Fiona's familiarity with the industry ensured that Repositive's

platforms would provide data access solutions while also respecting the industry need for privacy, data governance and IP protection. Repositiv built the innovative Cancer Model Platform and international network of providers and biopharma partners to compile the world's largest directory of cancer models. Early partners including AstraZeneca, Boehringer Ingelheim, XenTech and Shanghai LIDE Biotech has positioned Repositiv as the go-to global marketplace to accelerate translational cancer research. Fiona features on the [2018 WISE100 list](#), an index of the UK's 100 most inspiring and influential women in social enterprise, and she regularly speaks on invited panels on the subjects of genomics, the future of medicine, and ethical data sharing.

Dr Jessica Ocampos

Dr Jessica Ocampos is co-founder and CEO of Camnexus; start-up of the University of Cambridge and technology transfer platform that responds to global challenges for sustainable development through digitalisation and smart transformation in key productive sectors. Both, the company and Dr Ocampos, have received several grants and awards, including grants from Innovate UK (Demonstrate Impact Fund in 2019), Research England (University of Cambridge Global Challenge Research Fund, 2018 and 2020), "Future 20" Tech for Good Entrepreneur Allia Future Business Programme (2019) and the Highly Commended Cleantech Company of the Year 2019 prize by the Science and Technology Awards of Cambridge Independent, who also recently nominated finalist for CEO of the Year 2020. Based on her inspiring work, Dr Jessica Ocampos was invited to give a TED talk about inclusive innovation in 2019 (<https://bit.ly/3h8GeP2>) where she described how the global challenges can be tackled in a collaborative, inclusive innovation approach, without making a separation between developed and developing countries, "Innovation is not just about technology. It is about people."

Her solution, Camnexus-IoT©, is a response to her motivation to bridge the gap between developing and developed regions, providing inclusive connectivity and data with sense. Dr Jessica Ocampos holds a PhD in Chemical Engineering from the University of Cambridge, a degree in Biotechnology Engineering from the University of Chile, and a Bachelor of Science in Engineering from the University of Chile.

Prof Jaideep Prabhu

Jaideep Prabhu is Professor of Marketing at Judge Business School, University of Cambridge. He has published in and is on the editorial board of leading journals such as the *Journal of Marketing*.

He has appeared on BBC News24, BBC Radio 4 and Bloomberg BusinessWeek, and has been profiled in *BusinessWeek*, *BBC World Service*, *The Economist*, *The Financial Times*, *Le Monde*, *The New York Times* and *The Times*. He has consulted with executives from Bertelsmann, Barclays, BP, BT, GE, IBM, ING Bank, M&S, Pearson, Roche, Raymonds, Shell, Siemens, Unilever and Vodafone. He is the co-author of *Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth*, described by *The Economist* as "the most comprehensive book yet" on the subject of frugal innovation. His follow up book *Frugal Innovation: How to do More with Less* was published in February 2015 and won the CMI's Management Book of the Year Award 2016. His most recent book *Do Better with Less* was published by Penguin Random House India in April 2019.

Davide Turi | Founding Partner of [Studio Zao](#).

Davide is an enterprise innovation strategist and venture builder, helping organisations prepare for uncertainty — and unleash their intrapreneurial superpower to create new revenue streams and launch disruptive propositions. Davide founded [Studio Zao](#), a boutique innovation and talent



development studio who work with global organisations and academic institutions across a range of industries, such as Sony Music Entertainment, EY, NHS, UK Civil Service, Target Corporation, Wellcome Trust and the Institute of Cancer Research, as well as the UK's leading academic institutions like Imperial College London, University College London and the London School of Economics.

LinkedIn Communications, [Studio Zao](#) and [Davide Turi LinkedIn Account](#)

Dr Alison Wood, Director Homerton Changemakers

Alison directs Homerton's pioneering programme on whole-person education, combining two decades of experience building cross-sector and cross-disciplinary initiatives (from healthy ageing to nineteenth-century studies to research leadership) with a research career in the history of intellectual institutions and universities. She recently led a British Academy Network on 'Critical University Studies' and is now working with colleagues - in the US, Germany, Italy, South Africa, and India - on the relationship between the future of higher education and sustainability; on scenario planning for the future university; and the future educated self.

Before joining Homerton Alison was the Mellon/Newton Interdisciplinary Post-Doctoral Research Fellow at CRASSH (Centre for Research in Arts, Social Sciences and Humanities) at the University of Cambridge (2013-2018); and a Research Associate in the Faculties of English and Divinity, also at Cambridge (2011-2013). She holds a BA and MA (Res) in English from the University of Adelaide, and a PhD from King's College London. She's worked in 7 different disciplines, including medicine; spent 10 years as a musician and music teacher; and has long-standing interests in psychotherapy, performance, leadership, meaningful work, and institutional reform.

Facilitated by:

Dr Maja Spanu (Tutor for the two-day residential)

Maja works at the intersection of academia, creativity and policy. She is a Research Fellow in International Relations at Homerton College and Affiliated Lecturer at the Department of Politics and International Studies in Cambridge. She is also a professional trainer for Cambridge's Public Engagement Unit. Over the years, Maja has been involved in many creative projects – from co-directing an initiative promoting international justice through the arts to currently doing her own film and podcast series on the consequences of wars in the former Yugoslavia. Maja is passionate about making a positive impact on society. She thinks that academic knowledge and expertise should not be kept within universities but can be used to foster social change. She is currently setting up her new social venture which will connect researchers with professionals from the public and private sectors, supporting specifically the inclusion of women, sexual and ethnic minorities. Maja loves cinema, travelling and discovering new food. In her spare time, she practices boxing and yoga.

Dr Soraya Jones, Senior Programme Lead, Homerton Changemakers

Soraya Jones is the senior Programme Lead for the ambitious and innovative Homerton Changemakers Programme. After many years as part of the senior leadership team of Tribal Technology (part of Tribal Group Plc), Soraya became the first CEO of Cambridge Wireless (CW) from



2007 to 2015, where she was successful in growing the business from a one-person company to a membership cluster of over 425 companies and 20 industry-focused Special Interest Groups Forums, making it one of the premier tech clusters in the UK. She stepped down in 2015 to pursue other ventures including becoming an entrepreneur-in-residence at St. John's Innovation Centre and setting up her own consultancy business. She is also on the board of UEA Innovation Advisory board and is also the INNOVATEUK Ambassador for Women in Innovation. Born in Malaysia, Soraya holds BSc and MSc degrees from Indiana University, USA, and a PhD from the University of Cambridge (Education). She is driven by her passion to promote innovation and entrepreneurship, especially amongst the next generation.

Dr Alison Wood, Academic Director Homerton Changemakers (see profile above)