

Cambridge Judge Business School
Entrepreneurship Centre

ACCELERATE CAMBRIDGE

Events Schedule

Summer 2025

Entrepreneurship
Centre



UNIVERSITY OF
CAMBRIDGE
Judge Business School

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What is Accelerate Cambridge?

Accelerate Cambridge is a startup “accelerator” established by Cambridge Judge Business School in May 2012. The School is situated in the centre of Cambridge, at the heart of the University of Cambridge and the Cambridge Cluster, the city’s academic and business networks, both of which have a long tradition of entrepreneurship. Many of the businesses in the cluster were established by the University, its staff, and alumni.

Our mission is to enable and nurture venture creation out of the University of Cambridge.

Coaches are essential to the development of ventures at an early stage as they provide both specialised and general advice. They support businesses and help them grow. It is their expertise and investment that will help to create the next generation of meaningful ventures out of Cambridge.

Strong support is essential for the success of early-stage ventures. Our structured programmes:

- accelerate maturation and growth
- prevent common mistakes, including becoming side-tracked
- connect people and resources

We help teams of entrepreneurs turn an idea into a business, launch, and then keep going. Accelerate Cambridge is part of an ecosystem of support for entrepreneurs in Cambridge and will help you to navigate your way through it and find the resources you need.

Our Accelerate Cambridge programmes will provide you with expert advice and coaching on topics including:

- ideation, idea shaping and initial screening
- discovering the most promising applications for your knowledge or technology
- research and customer development
- protecting your intellectual property
- developing a compelling customer value proposition
- sales and traction
- branding and marketing
- establishing evidence of genuine customer demand
- understanding the competitive landscape
- accessing resources within the value chain
- building a team
- bootstrapping and fundraising
- raising financial capital and dealing with investors
- designing your business model
- pitching your idea and crafting a fundable business plan

Event Summaries

Pitch & Judge

Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to practise their business pitch in front of a friendly audience of peers. Accelerate Cambridge Coaches and Mentors will provide feedback and highlight areas where the pitch could be improved. As a member of the audience, this is a chance to learn more about the programme and pick up any tips that could help improve your own business pitch.

If time permits, we will allow non-Accelerate Cambridge entrepreneurs to practice their pitch too – please express your interest using the registration forms on our website linked in the events schedule below.



Networking Lunches

Our Accelerate Cambridge networking lunches are open to members of the public who are considering applying to or those who would like to learn more about the programme. Lunches are attended by current participants, alumni, coaches, mentors, and speakers of the Accelerate Cambridge programme and are a great place to ask any questions you may have.

Please register and let us know about any dietary requirements as soon as possible.

Accelerating Local Businesses

The Accelerating Local Businesses Day evolved from a collaboration with the Indie Cambridge community, offering cross-learning opportunities between these two long-standing entrepreneurial initiatives.

This year, the event will be open to all Cambridge business owners and will provide an opportunity to connect and learn from fellow entrepreneurs.

Attendees can join a panel discussion, book one to one mentoring sessions with Accelerate Cambridge mentors, and take part in the afternoon's Pitch & Judge event - getting a taster of what the Accelerate Cambridge programme offers.



Cambridge Wide Open Day

Cambridge Wide Open Day offers a unique insight into the city's world-renowned science and technology. Welcoming visitors from across the Cambridge community - from scientists, techies, people working across different sectors to residents - to explore the innovations in Cambridge.

Founded by o2h co-work labs in 2023, the programme has gone from strength to strength and will now offer an entire week of open-days, events and tours across Cambridge and beyond.

This year Cambridge Wide Open Day will showcase the Accelerate Cambridge programme with a venture pitching event.

Judge & Jury: The Startup Pitch Trial

Judge & Jury is a unique and dynamic pitch competition where startups defend their business ideas in a courtroom format, with fierce criticism from our Coaching & Mentoring teams acting as the Prosecution. This unique format challenges Ventures to think on their feet, improve their ability to handle objections, and strengthen their overall pitch. Additionally, the exposure to a live audience and the opportunity to gain recognition in categories such as "Best Pitch" and "Most Innovative Solution" can lead to increased visibility, potential investor interest, and valuable networking opportunities.

Female Founders Day: Peer Mentoring

Female Founders Day highlights the significance of female-led mentoring to support entrepreneurs and the impactful results it can achieve. Join a panel discussion exploring the challenges and issues raised during mentoring. This event also offers the opportunity to book 1:1 mentoring sessions with accomplished female founders who have reached key milestones and are eager to share their insights. Additionally, participants can connect with experience female mentors from diverse backgrounds, specialising in areas such as strategy, leadership, funding, and team building.



Scan the QR code to find our Accelerate Cambridge events page



Accelerate Cambridge Summer 2025 Events

Accelerate Cambridge Event Schedule	
Week 2	Thursday 8 May 2025
16:00-17:30 Chen-Tsao Lecture Theatre Register	Pitch & Judge #1 Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to pitch their business ideas to an audience made up of their peers, coaches, and the wider business community. Followed by a networking drinks reception.
Week 4	Thursday 22 May 2025
13:00-14:00 CJBS Foyer Register	Accelerate Cambridge Lunch #1 Learn more about the Accelerate Cambridge programme and connect with programme participants, alumni, coaches, mentors, and speakers over a sandwich lunch!
16:00-17:30 Fadi Boustany Lecture Theatre Register	Pitch & Judge #2 Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to pitch their business ideas to an audience made up of their peers, coaches, and the wider business community. Followed by a networking drinks reception.
Week 6	Thursday 5 June 2025
12:00-13:00 Lecture Theatre 1 Register	Accelerating Local Businesses Panel Discussion Local Cambridge business owners take part in a panel discussion sharing their experiences and lessons learnt along their business journeys. Focusing on early challenges, team dynamics, financial management, customer acquisition and more!
13:00-14:00 CJBS Foyer Register	Accelerating Local Businesses Accelerate Cambridge Lunch #2 Connect with Accelerate Cambridge participants and local Cambridge business owners over a sandwich lunch! Attendees also have the opportunity to set up stalls and showcase some of their products and services.
16:00-17:30 Lecture Theatre 1 Register	Pitch & Judge #3 Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to pitch their business ideas to an audience made up of their peers, coaches, and the wider business community. Followed by a networking drinks reception.
Week 7	Monday 9 June 2025
13:15-14:30 Lecture Theatre 2 Register	Cambridge Wide Open Week Cambridge Wide Open Week offers a unique insight into the city's world-renowned science and technology. Welcoming visitors from across the Cambridge community - from scientists, techies, people working across different sectors to residents - to explore the innovations in Cambridge. The Accelerate Cambridge programme will be showcased with a venture pitching event. Visit the CWOD website to find out more >
Week 7	Thursday 12 June 2025
16:00-17:30 Lecture Theatre 2 Register	Judge & Jury: The Startup Pitch Trial Four Accelerate Cambridge ventures will present their business ideas as if defending them in a courtroom under fierce scrutiny from our team of coaches and mentors acting as the prosecution! Followed by a networking drinks reception.

Week 8	Thursday 19 June 2025
11:15-12:45 Lecture Theatre 2 Register	Female Founders: Peer Mentoring Panel Discussion Join our panel session discussing topics around female-led mentoring, the challenges female entrepreneurs and female-led ventures face, and scaling support for female founders.
13:00-14:00 CJBS Foyer Register	Accelerate Cambridge Lunch #3 Learn more about the Accelerate Cambridge programme and connect with programme participants, alumni, coaches, mentors, and speakers over a sandwich lunch!
16:00-17:30 Lecture Theatre 2 Register	Pitch & Judge #4 Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to pitch their business ideas to an audience made up of their peers, coaches, and the wider business community. Followed by a networking drinks reception.
Week 10	Thursday 3 July 2025- Accelerate Cambridge Fayre <i>More details to follow</i>
Week 11	Thursday 10 July 2025
13:00-14:00 CJBS Foyer Register	Accelerate Cambridge Lunch #4 Learn more about the Accelerate Cambridge programme and connect with programme participants, alumni, coaches, mentors, and speakers over a sandwich lunch!
16:00-17:30 Lecture Theatre 2 Register	Pitch & Judge #5 Pitch & Judge is an opportunity for Accelerate Cambridge entrepreneurs to pitch their business ideas to an audience made up of their peers, coaches, and the wider business community. Followed by a networking drinks reception.
Week 12	Thursday 17 July 2025 End of Term
11:00-12:30 Chen-Tsao Lecture Theatre Register	End of Term video presentations Watch and feedback on the video projects our Pre-Accelerate ventures have been working on throughout the summer programme.
12:30-13:30 CJBS Reception Foyer Register	Accelerate Cambridge End of Term Lunch Join us for our final lunch to say goodbye and thank you all for your support!



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