

Meerkats & Avatars 2011

INNOVATION MEDIA EVENT AND PITCHING SESSION

Entrepreneurs with innovative technologies or near-market products are invited to participate in Meerkats and Avatars 2011, an event organised by St. John's Innovation Centre and supported by the ideaSpace Enterprise Accelerator Funding Programme to help early-stage companies promote themselves to potential investors and the media.

Benefits to demonstrators

- Demonstrate your technology/product to investors, partners and early adopters
- Opportunity to pitch to potential investors
- PR consultancy support to help with positioning and development of story
- Professionally written press release distributed to national, regional and trade media
- Meet key technology and business journalists
- Gain media interview experience

In previous years, demonstrations have included prototype devices, interactive videos, online demos, and even live animals! Participants are encouraged to use creativity to engage their audience and tell their story.

Six companies will also be given the chance to present an elevator pitch to a panel of investors.

Previous events have resulted in coverage in a range of print, broadcast and online media outlets including: BBC News, Anglia News, The Guardian, The Telegraph, The Observer, Cambridge News, TechCrunch, Engineering and Technology, New Scientist, Physics World, Computing, Silicon.com and Medical Device Developments.



Programme

- 08:00 – 09:00 Demonstrators set-up
- 10:00 – 10:30 Media registration, coffee
- 10:30 – 11:00 Welcome by David Gill and presentation by John Yeomans, Director of FirstCapital, a European Investment Bank specialising in high technology
- 11:00 – 14:00 One-on-one interviews with media, buffet lunch
- 14:00 onwards Pitching session to investors (invitation only)
- 16:00 Networking opportunity with the most innovative new companies emerging from the East of England

Supported by:



6 December 2011

St John's Innovation Centre
Cowley Rd, Cambridge
CB4 0WS

www.stjohns.co.uk

Find out more

If you would like to be considered for the event, or would just like to find out more, please contact Rebecca Nesbit at Holdsworth Associates on 01954 202789 or email rebecca@holdsworth-associates.co.uk

To be considered for pitching to investors please be aware you must engage with the Understanding Finance for Business programme.

For further information, please contact Janette Pallas on 01223 421081 or email jpallas@stjohns.co.uk

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CASE STUDY

MEDIA EVENT CATAPULTS AUDIO ANALYTIC TO NATIONAL COVERAGE

Dr Chris Mitchell's creative demonstration at the Meerkats and Avatars 2010 technology media event ensured national coverage for his sound-recognition software, including BBC television and radio. At the event, he staged a break-in of a car outside the Hauser Forum, Cambridge, to demonstrate how his technology could help security guards prevent crimes.

Audio Analytic's unique technology can be used wherever security guards have to watch multiple CCTV screens simultaneously. It will detect sounds of aggression, shouting or car alarms and highlight the appropriate screen, quickly drawing the guard's attention to the problem.

The company, founded by Chris Mitchell, was one of 13 demonstrators who met journalists and investors at Meerkats and Avatars 2010.

Chris found the event beneficial for his company. He said: "Highlights included my interview with Digital Planet, which was broadcast on the BBC World Service, and a film of our demonstration on BBC Click, which introduces exciting new technologies."

Chris began his journey towards becoming CEO of Audio Analytic with a teenage interest in music. This passion encouraged him to study music technology at Anglia Ruskin University, first as an undergraduate and then for a PhD. Audio Analytic's software is based on technology he developed during his PhD.

The software has received significant market traction from a wide range of companies. Shortly after demonstrating at Meerkats and Avatars 2010, Audio Analytic received funding from Cambridge Angels.

Audio Analytic is one of the first companies to be part of IdeaSpace, a hub for early-stage innovation based in the new Hauser Forum. Audio Analytic is now emerging as a world-leader in sound technology.



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