



TENANTS NEWSLETTER

Meerkats and Avatars 2011

Entrepreneurs with innovative technologies or near-market products were invited to participate in **Meerkats and Avatars 2011**. Meerkats and Avatars 2011, sponsored by the Ideaspace Accelerator programme, aimed to help early-stage companies to promote themselves to potential investors and the media through workshops and an exhibition.

John Yeomans, Director of European boutique investment bank FirstCapital, opened the event followed by the exhibition and pitching session. The seventeen exhibitors included a gait analysis tool from European Technology for Business, Skalene Technologies' innovative black box for cars and a unique dependency tracing software tool from Ellexus.

Zappar brought print to life with an augmented reality app, Cambridge start-up Fonleap showed us how to work on any computer as though it was your own, without relying on remote access and Whey Forward provided a unique nutritional supplement that aims to improve immune function and combat the ageing process.

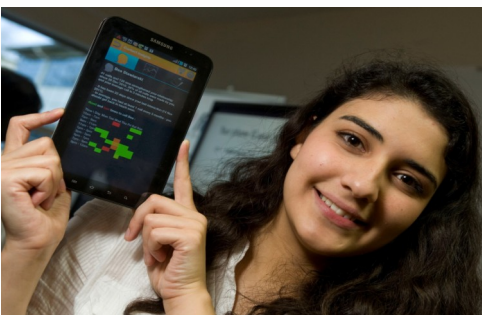
With press in attendance from the BBC, The Economist and Growing Business and lots of tweets using the hash tag #Meerkats11, the exhibition was full of energy and proved to be a huge success. Later in the evening, a networking session hosted by Cambridge Network provided local businesses the opportunity to interact with the exhibitors and others with a passion for technology. For a full list of exhibitors and further information, please visit www.stjohns.co.uk/business-support/meerkats-and-avatars-2.



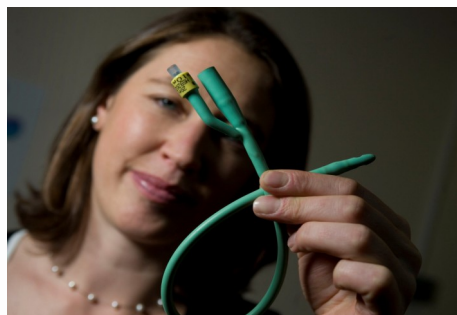
Ellexus



Zappar



Handy Elephant



Camstent

UltraSoc on path to growth

SJIC tenant UltraSoC Technologies, the pioneering company developing advanced debugging technology for embedded electronic systems, has recently announced the appointment of Matthew Trowbridge as Non-Executive Chairman. Matthew will play a key role in the development of the Company as it continues to grow and develop its innovative and much needed silicon IP platform, UltraDebug®, to a licensable product. www.ultrasoc.com

Tweet of the month:

Yup..smart people do exist at Cambridge. Currently being confused about startups. I'll figure it out somehow
[@StJohnsCentre](https://twitter.com/StJohnsCentre)
[#meerkats11](https://twitter.com/meerkats11)
[@HunterSkipworth](https://twitter.com/HunterSkipworth)

Children in Need Support

ViewRanger helped The One Show's Matt Baker & his Rickshaw Challenge for Children in Need by providing real-time location tracking. Using the BuddyBeacon feature of the ViewRanger mobile app, Matt's supporters and the public were able to follow live progress of his epic journey by rickshaw, from Edinburgh to London. Matt's journey can be viewed at <http://www.matt.viewranger.com/>.

Advertising

Star service tenant? Do you have a product or service you wish to advertise in this box? Send a logo, web address & short sentence to events@stjohns.co.uk

SJIC Support Regional companies to raise over £16M

SJIC has successfully delivered the regional "Understanding Finance for Business" and "Coaching for High Growth" programmes, helping companies in the region to raise over £16M in grant, equity and bank finance.

Over 1100 companies attended workshops delivered around the region, and over 250 companies received 1:1 mentoring or coaching support to help them to grow their business recruiting over 80 employees to support the growth. A number of SJIC tenants have benefitted from the in-house expertise. Funding for these programmes has now come to an end.

However, SJIC tenants will continue to benefit from on-site expertise through our involvement as a strategic delivery partner for the newly announced Business Coaching for Growth Programme which will commence delivery February 2012. We will be notifying tenants as soon as the programme is launched, but if you wish to express an interest please email jpallas@stjohns.co.uk

Mathematica - 50% off

St Johns Innovation Centre has teamed up with Wolfram Research, the makers of Mathematica, to offer SMEs, Start-Ups and Entrepreneurs up to 50% discounts on commercial licences of Mathematica. Mathematica is a product that launched modern technical computing and has now become the world's most powerful global computation system. Used heavily in software development, research, design, pharmaceuticals and engineering, Mathematica is the only development platform fully integrating computation into complete workflows, moving you from initial ideas all the way to deployed solutions. The Computational Knowledge Engine, www.wolframalpha.com, is built on Mathematica and reflects the company's commitment to communication and education. For further details contact Rupert Mayhew (rupertm@wolfram.com) on 01993 885038).

SJIC Christmas Lunch



The Restaurant will be serving Christmas Lunch on Wednesday 14th December and Friday 16th December. Please contact ext 1811 to book your place.

Mid Month Mingle

Join us on Wednesday 21st December at 10.30am in the Atrium for the last mingle of the year. Lynn Morgan, the Chief Executive of the Arthur Rank Hospice Charity will be in attendance to receive a cheque, totalling the support from the centre during the last 18 months. Tuck into mince pies and show us your Santa inspired outfits as we celebrate the festive season.

Christmas Charitable Spirit

Absolute Sense Independent Financial Advisers have donated £250 to Arthur Rank House this year instead of sending Christmas cards and calendars to clients.

www.absolutesense.org

Charity of the Year 2012

Arthur Rank Hospice Charity has been our Charity of the Year for the past 18 months and we are now looking for a new charity to support for 2012. As tenants of the centre, we are keen to hear your suggestions, so please visit the SJIC LinkedIn group and let us know your thoughts.

SJIC Christmas Opening Hours

The Centre will be closing at 12noon on 23rd December and re-opening on Tuesday 3rd January 2012.

Post will be sorted on 28th, 29th and 30th December. There will be no collection.

A little note from the MD...

Year-end is chance to reflect on how Cambridge seems to move in a different orbit from much of the UK economy. The gloom we see on the national news is not mirrored in the performance and optimism of most companies who talk to us here at St John's. Who is right? "Everything is inheriting everything", as the Cambridge poet, Ted Hughes, wrote; so perhaps the downturn in the rest of the UK will hit the innovation ecosphere as well in 2012. Orperhaps the can-do approach of the innovators, which mainstream commentators often see as irrational, will infect other parts of society: "Mad is he? Then I hope he will bite some of my other generals," as King George II said of the young Brigadier James Wolfe. Keep biting!

Events

January 11
Growing your Team - £10
St Neots, 9.30 - 11.30

January 27
Raising Finance for Business - £10
Huntingdon, 9.30 - 11.30

Please visit www.stjohns.co.uk/events for further information and to book your place.

Mingle

The next mingle is December 21st 2011 at 10.30am in the atrium.

Cacha Photography and Mass Integrated Marketing' would like to thank tenants for attending their sponsored mingle, Nov 23rd 2011.

www.cachaphotography.co.uk

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Monthly Mingle

An informal opportunity for tenants to say hello to each other over cakes and coffee in the Atrium.

SAY HELLO!



Follow us on Twitter
www.twitter.com/StJohnsCentre



Connect with us on LinkedIn: St John's Innovation Centre

Reception

Opens at 8am and closes at 5:30pm.

Last post of the day is 4:15pm

Useful Numbers

Out of hours Security:
0845 0612220

Maintenance (Glen): **1067** or
07921582999

Conference: 1811