



# TENANTS NEWSLETTER

## Business Weekly follows its roots

**Business Weekly is now a tenant at St John's Innovation Centre, where the B2B newspaper and digital publisher started life in May 1990.**



David Gill, director of the Innovation Centre was thrilled at the news. He said: "We are delighted that Business Weekly is returning to its roots in moving back to the St John's Innovation Centre. Over its 21-year history, Business Weekly has become firmly established as a-must read for knowing what's going on around our cluster."

Business Weekly chief executive, Tony Quested added: "When we first moved into the centre as Europe's first independent regional B2B publication we invented the word 'disruptive.' Co-tenants were so excited that the community had its own business newspaper that they poured in at all times of day and night to help in production.

"We promise faithfully that those early 'noisy neighbours' days have long gone. In our 21st year, the move represents the dawn of a new era for Cambridge and Business Weekly."

[www.businessweekly.co.uk](http://www.businessweekly.co.uk)

## Altacor offers TLC for eyes

If you sometimes suffer from tired eyes with a gritty or itching sensation, then relief is nearer than you thought. SJIC tenant, Altacor, is a specialist ophthalmic pharmaceutical company with expertise in the phenomenon of 'dry eye', a common problem for computer-users.

Altacor is hosting the 'mingle' on September 7<sup>th</sup>, when it will be giving away samples of its Clinitas eye care products and explaining the causes and treatment for this frequently misdiagnosed condition.

Sales and Marketing Manager Gareth, Thomas comments: "Many people report that their eyes tire easily and feel dry when looking at a screen. This is because you blink less when concentrating and this gives more time for the film of tears, which lubricates the eye, to evaporate creating dry spots on the corneal surface. But the problem is easily remedied."

Altacor's products are clinically proven to reduce the symptoms of dry eye and are available on prescription or from opticians and pharmacies including Boots. More information will be available on the 7<sup>th</sup> September or from:

[www.altacor-pharma.com](http://www.altacor-pharma.com).



## Travel Plan Plus

Remember, employees based at St John's Innovation Park are automatic members of the Travel for Work Partnership.

Not only does this mean access to services such as assistance for employers in creating a Travel Plan, but also all commuters get special discounts on bicycles, bicycle accessories and train tickets.

[www.stjohns.co.uk/accomodation/services-for-tenants/](http://www.stjohns.co.uk/accomodation/services-for-tenants/)

## Tweet of the month:

**Really productive day @uf4b @StJohnsCentre & coaching with @inthehut to refine pitch was insightful. Thank you \*very\* much. #cambridge**

## Advertising

Do you have a new product or service?

Use this space to promote your business FREE of charge to SJIC tenants.

Email [events@stjohns.co.uk](mailto:events@stjohns.co.uk)

## Fire Extinguishers

Please remember fire extinguishers within units are your responsibility. Extinguishers should also be properly serviced once a year.

## Finance Department

We are pleased to welcome Lynn, Finance & Operations Manager and Lynette, Finance Administrator to SJIC.

## Meerkats and Avatars 2011

St John's Innovation Centre is delivering a programme to develop the capability of entrepreneurs' skills and knowledge whilst also gaining practical experience in exhibiting their product.

Following a combination of innovative and intensive support workshops, up to 16 companies will be offered 1:1 support to assist their development of media materials, leading to Meerkats and Avatars 2011 (M&A). At this event, entrepreneurs with disruptive technologies and near market products will be given an opportunity to meet technology journalists face-to-face and to pitch to investors. Exhibitors at similar events have received significant market awareness and extensive national press coverage, including from the BBC and the Guardian.

Email [events@stjohns.co.uk](mailto:events@stjohns.co.uk) to express your interest.



## Designing Demand

Designing Demand is a business development programme run by the Design Council. Government backed and part of the Solutions for Business portfolio, it is a programme that uses design to help businesses unlock their ambition for growth, boost performance, and improve the bottom line. The Design Council wants to identify manufacturing SMEs interested in taking part in the next programme, beginning in September this year. The call for applications opens on 5 September but any company wishing to register their interest can do so **now** by visiting the Design Council website [www.designcouncil.org.uk/business](http://www.designcouncil.org.uk/business).

## Consultancy Blitz

This September, we will again benefit from a visit by a group from the Lake Forest Graduate School of Management, Chicago. These mature MBA students sing for their supper by offering an intensive 3-day consultancy to companies looking to solve a specific problem. The service is free.

If you have a problem you're grappling with, LFGSM provide a diagnostic form describing the issue with an outline of the outcome you're looking for. LFGSM will then arrange for the students to visit on Monday 26th September, after which they work round the clock to solve the problem, put their report together and present to you and the assessors on Thursday 29th September.

If you could benefit from a consultancy blitz contact David Gill – [degill@stjohns.co.uk](mailto:degill@stjohns.co.uk)

## Cambridge Venture Project

The Cambridge Judge Business School's 'Cambridge Venture Project' offers businesses the chance to have a team of five MBAs work on a marketing issue of your choice.

You may be developing a new product, treatment or technology, or expanding into a new market. The deadline for submission of proposals is Friday 9th Sept 2011. You can submit your proposal online here: [www.jbs.cam.ac.uk/projectproposal.html](http://www.jbs.cam.ac.uk/projectproposal.html) or contact [mbaprojects@jbs.cam.ac.uk](mailto:mbaprojects@jbs.cam.ac.uk) for further information.

## The Cambridge Phenomenon Book - 50 years of innovation and enterprise

Richly illustrated with photographs, cameos and anecdotes, The Cambridge Phenomenon tells the inside story of the companies and the people behind them, their successes, failures and lessons learned...

For a limited time only individuals who pre-order copies of the book will have the opportunity to include their name (or the name of a nominee) in a special section.

Pre-order your copy of the book today at a special pre-publication price of £45. [www.cambridgephenomenon.com](http://www.cambridgephenomenon.com)

Reception tel: 0

Conference tel: 1811

## R&D tax credits and Patent Box – maximise the cash benefit, minimise compliance

This workshop will provide an overview of how to maximise the cash available to your business from R&D tax credits, as well as overcoming the dreaded pitfalls such as the impact of grant funding and VC investors.

SME-based case studies will assist you in maximising the cash, spotting the pitfalls and minimising the compliance burden, as well as an update on the on-going Government R&D consultation.

The new Patent Box regime will be discussed as this could have a significant impact for companies in the local area.

Presented by [PricewaterhouseCoopers](http://PricewaterhouseCoopers)

To book your place, please visit [www.stjohns.co.uk/events](http://www.stjohns.co.uk/events) or email [events@stjohns.co.uk](mailto:events@stjohns.co.uk)

## Mingle

The next mingle is August 24th and sponsored by SJIC tenant, Bridge Partners.

Sponsored mingles are available for all tenants as well as local businesses. Please ask Miranda for further information and to book a session.

24th

### 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](http://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