



# TENANTS NEWSLETTER

## Delivering the Art of Science

SJIC tenant **Equinox Graphics** recently appeared on the cover of Science magazine—through the art of 3D illustration.

Managing Director Jon Heras comments: "This is where art, science and Lego combine. Synthetic biology is a field close to our heart."

Equinox Graphics is an animation and illustration studio specialising in scientific visualisations. Concepts are turned into compelling images that not only matches the initial idea but also captures the public's attention.

The experienced team of artists produce custom-made science and engineering images and animations, including 3D computer graphics in High Definition for broadcast, viral marketing, web streaming and print.



## More help for Innovation Businesses

**Growth Innovators Group Ltd** helps companies commercialise innovation, accelerate sales and enter multiple markets simultaneously. They maximise the potential of innovative technology to generate high commercial returns.

Experienced industry sector professionals secure distribution through large companies as marketing partners.

GIG takes payment in earned equity and a margin on sales achieved.

Innovations should be hard to replicate, proven and be capable of being sold across a number of industry sectors or markets.

Key sectors include Clean Tech, Transport, Logistics & Supply Chain, Internet & Security, Telecom Media & Technology, Utilities, Construction, Health Tech, and Consumer.

Contact David Moir [dmoir@stjohns.co.uk](mailto:dmoir@stjohns.co.uk) if you would like further information.

## Business Insights – Research and Market information

**Business Insights** will offer access to their subscription service for research and market information <http://store.business-insights.com/> at a heavily discounted rate to tenants at SJIC if sufficient tenants are interested in taking up the offer.

This can be as low as around £1500 for a 6-month subscription, whereas single reports can cost upwards of £2000. If you are interested in participating in this offer, then please contact Janette Pallas on [jpallas@stjohns.co.uk](mailto:jpallas@stjohns.co.uk)

## Keep Fit at Greens

For a limited time only, you can have a free day at Greens Health and Fitness in Cambridge. Take advantage of the fully air conditioned gym, 25m pool, or try out one of the many classes ranging from zumba and aerobics to yoga, pilates and tai chi.

As an employee working inside the innovation centre you can also **save over 20%** on a membership through our corporate scheme.

To find out more, call James on 07969383398 or email [james.greens@hotmail.co.uk](mailto:james.greens@hotmail.co.uk) and book your free trial!

## Tweet of the month:

Second round of filming well and truly on its way! [@StJohnsCentre](https://twitter.com/StJohnsCentre) has been turned into a filming studio!

[@judithaelliott](https://twitter.com/judithaelliott)

## 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)

## TechWorld

**Are you looking to meet UK technology companies?**

Now in its 6th successful year, TechWorld will take place 16 - 17 November 2011. Further information can be found at [www.techworld.uk.com](http://www.techworld.uk.com)

To take advantage of early bird prices, register today!

## Engineering Enterprise Fellowships

The Royal Academy of Engineering has launched a new scheme, **Engineering Enterprise Fellowships**, which provide funding and support to outstanding entrepreneurial researchers, working in UK universities, to enable them to spend 12 months developing the commercial potential of their research.

Enterprise Fellowships provide up to £85,000 seed funding, business training, mentoring and access to business angels. The deadline for applications is Friday 21 October 2011 and further information can be found at [www.raeng.org.uk/research/researcher/eef](http://www.raeng.org.uk/research/researcher/eef)

## Olympic Business - Could you benefit?

Tender opportunities via [www.competefor.com](http://www.competefor.com) website

Have you looked at the tender opportunities available on the [www.competefor.com](http://www.competefor.com) website? The website is designed for suppliers to Olympics 2012 and all of the tier2 and many other London based contracts including the Metropolitan police.

Current open tenders include are as diverse as: PCB design, an interactive voting system, website design for a college, an online fashion showroom portal and provision of free range eggs and tea bags!

It is worth registering your company from a marketing perspective. Please be aware this can take some time but it is good practice to collate all the information that would be required for any public sector contract.

## Shell Springboard Awards

Shell Springboard is a Shell Social Investment Programme awarding the most commercially viable and innovative business ideas to reduce carbon emissions.

The deadline for the **Shell Springboard** is 5pm on the 4th November 2011.

Submit your entry online at [www.shellspringboard.org](http://www.shellspringboard.org) for one of eight awards of £40,000 on offer this year.

The Springboard team are there to answer any queries and can be contacted at [help@shellspringboard.org](mailto:help@shellspringboard.org) or on 0870 850 7085.



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

Date: Sept 23rd 2011  
Time: 11.00-14.00  
Venue: SJIC  
Cost: Free

### Marketing & PR for Technology Businesses

Date: Sept 26th 2011  
Time: 9.30-11.00  
Venue: SJIC  
Cost: Free

### US Cyber Security Market Opportunities Briefing

Date: Sept 30th 2011  
Time: 11.00-14.00  
Venue: SJIC  
Cost: Free

### Is every sale making you a profit?

Date: Oct 5th 2011  
Time: 10.00-13.00  
Venue: SJIC  
Cost: £20.00

### ECOLINK

Date: Oct 20th 2011  
Time: 14.00-18.30  
Venue: SJIC  
Cost: Free

### Social Media Management

Date: Nov 15th 2011  
Time: 11.00-14.00  
Venue: SJIC  
Cost: Free

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

Reception tel: 0

Conference tel: 1811

### SJIC Christmas Lunch 2011



You may think we have gone mad for this, we like to see it as organised. You are invited to the St John's Innovation Centre Christmas Lunch 2011 which will be held on Wednesday 14th and Friday 16th December. Last year's lunch was fully booked so please book your place by contacting Conference and Catering on 01223 421811 or email [conference@stjohns.co.uk](mailto:conference@stjohns.co.uk)

### Fire Safety

Thank you for evacuating the building on Thursday and Friday morning. The evacuation will be documented as a "drill" preventing any interruption in the near future.

The Fire Alarm was activated by a toaster. We would like to remind all tenants that you should not be using toasters in the building. Over the years we have had a number of fire alarm activations due to toasters. We are sure you will share our opinion that we do not want to waste the Fire Brigade's time.

### Mingle

The next mingle is **Wednesday 7th September** at 10.30am in the Atrium and sponsored by SJIC tenant, Altacor.

Sponsored mingles are available for all tenants as well as local businesses. Please ask Miranda for further information.

7th

### 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