

## PROGRAMME OVERVIEW 2020

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*“Conception X has been amazing for my startup journey! There are so many things that need to go right in starting up a business & Conception X has provided support in all of those key areas including mentoring sessions to help validate the tech and investment strategy, networking opportunities within the life science and investment sectors and the training sessions on financial & business concepts that aren't covered in my PhD.”*

**Itse Onuwaje - CEO, In-Neutro, PhD Candidate in Pharmacology and Tissue Engineering, UCL**

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### What is Conception X?

Conception X is a venture builder that creates deep tech startups from PhDs.

In our model, the university is the incubator. We empower students to explore entrepreneurship as a viable and exciting career choice, in tandem with their degree.

Our process and resources are unique and have been designed to fit the intensive research schedules of PhD students.

Conception X launched in UCL Engineering but is now open to PhDs from all top universities. We are student founder-friendly, and make it our mission to help some of the brightest people in the world become venture scientists.

### What makes our programme different

Empowering the brightest students to explore entrepreneurship as an exciting career choice during their degree.

- We take **no equity**
- Our programme is **non-residential**
- **Compatible with research degree** - runs alongside PhD
- **Sector agnostic**
- We are **student-founder first**
- We plug you into our **strong mentor and investor networks**
- **Venture fundraising support**

Over the past 1.5 years, **20 teams** completed the programme. In 2019, **5 teams raised an average of £750k each, for a total of £3.5M / US\$4.5M.**

We have designed our programme based on insights gained by working closely with over 80 students, as well as our experience supporting hundreds of entrepreneurs in the last 10 years.

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"*Conception X connects PhD students to London's rich startup ecosystem. It has been an invaluable resource for expanding my network of advisors and investors and offered much else besides - including mentorship, courses and events.*"

Tom Robbins - CEO, Pinfold Technologies, PhD Candidate in Electronic and Electrical Engineering, UCL

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## How Conception X works

Duration	-> 9 months (February - October 2020)
Location	-> Central London

**Our programme consists of four core elements:**

### **Business and Technology Coaching (monthly; both in-person and online)**

- One on one consultations delivered by our in-house Entrepreneur-in-Residence and Chief Technologist to provide bespoke tech recommendations and business strategies.

### **External Mentorship (over a period of 6 months; both in-person and online based on mutual agreement)**

- Individual mentoring where mentors work with startup over a period of 6 months.
- We engage with industry specific experts and investors who commit to spend with you 4 hours per month to help you on your entrepreneurial journey.

### **Deep Tech Entrepreneurial Training (over a period of first 4 months)**

- Our unique training is delivered by world class experts in their field and encompasses theoretical information, interactive elements and the opportunity for practical application to each startup. It includes:
  - -> Commercial Readiness of your research; The entrepreneurial journey
  - -> Deciding where to play; Strategy
  - -> Value Proposition; Customer
  - -> Sustainable Business Model; Designing and Building a Product
  - -> Learning to Pitch; Building a Team
  - -> Sales; Soft Skills
  - -> Brand; Marketing
  - -> Finance; Funding

### **Show and Tell Sessions & Community Events**

- Community sessions designed for the startups to showcase their progress and test their pitching skills in an informal setting.

### Plus: Finalist Demo Day

- This is a high profile event, attended by a wide network of London’s top tech investors, industry contacts, academics, and mentors to provide startups with an invaluable opportunity to pitch to some of the best and receive feedback.

### Timeline\*

Applications Open	-> 31 October 2019
Applications Close	-> 17 January 2020
Interviews	-> 10-29 January 2020
Students informed	-> 5 February 2020
Programme Starts	-> 25 February 2020
Training Dates	-> 25Feb, 10Mar, 24Mar, 21Apr, 5May, 19May, 3Jun, 16Jun 2020
Internal Coaching Starts	-> March 2020
External Mentoring Starts	-> April 2020
CX Internal Evaluation	-> w/c 20 April 2020
Evaluation Panel 1	-> w/c 26 May 2020
Evaluation Panel 2	-> w/c 14 September 2020
Finalist Demo Day	-> w/c 2November 2020

\*Please note dates are subject to change.

\*We expect all participants to commit to at least **75% of the training sessions** and **100% of the coaching, mentoring and Show & Tell sessions**.

\*Evaluation sessions are part of the programme, during which our team and a panel of experts assess your progress.

### Who can apply

To be eligible for Conception X programme, students must:

- be registered at a university at the time of application as a PhD student;**
- be working on an innovative technology based on their research;**
- be willing to attend training sessions in London;**
- be able to commit to at least 75% of the programme training sessions (8days) and 100% of other activities, including coaching sessions (approx. 2hours/month), mentoring sessions (up to 4hours/month) and Show & Tell sessions (3xhalf days). Total of approx. 14days during the 9-month programme.**

## How to apply (APPLICATIONS NOW CLOSED)

1. All applications are to be submitted online **here**.
2. Please note you will be asked to register an account via the online tool, in order to submit your application form.
3. A guided 3 step application process leads you easily through the application form, allowing you to double check, save along the way, and return to your application form multiple times before submitting it.
4. Once submitted, you will receive a confirmation email, and a final version of your application will automatically be sent to Conception X team.

## Why join Conception X?

Expert Training designed for deep tech	-> Key knowledge to help you start
Practical, interactive sessions	-> Apply learnings directly to your idea/startup
1:1 Monthly Business and Technology Coaching	-> Tailored support to help you grow professionally and personally
Creating an actionable plan	-> Set up goals and stick to them!
Advice from expert mentors and investors	-> Your startup supported by professional expertise, how and when you need it
Building an amazing network	-> Plugging you into the ecosystem -> Meeting like-minded founders
Plus Legal Support, Peer to Peer Learning, Community Events, Pitch Practice, Networking Opportunities and so much more!	

Programme Value: £75K per student

*"The Conception X team felt like a family to us – We felt we were continuously learning during the programme as any questions we had were promptly addressed by the team, and if the team did not have the answer, they would direct us to relevant experts."*

Phoebe Heseltine - CEO, Enteromics, PhD candidate in Mechanical Engineering, UCL

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