

# CBC 2013 - “Innovation” workshop general information document

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## Goals

The CBC 2013 “Entrepreneurship” workshop has a concrete three-step goal:

- **STEP 1** - identifying high impact, exponential technologies (machine learning, cloud computing, 3D printing, digital medicine, etc.) and global ideas which can be challenged by small (3-6 people) international teams
- **STEP 2** - identifying future leaders who are either from the Baltic States, or are interested in working with the Baltic States on the aforementioned problems/opportunities
- **STEP 3** - forming teams around the leaders and proposed ideas to be worked on after the conference.

CBC 2013 “Entrepreneurship” workshop is not an ordinary conference workshop. It aims to attract self-driven, high integrity, technically competent young talent, expects a long-term commitment from the attendees and aims at a concrete output from teams formed during the event. Formed teams will be expected to work for 2-3 months after the conference and to produce tangible results.

## Format

The aforementioned goals of the workshop will be achieved by the five stages of the workshop.

- **Stage 1.** We will start by inviting conference and workshop attendees to propose high impact, global challenges to tackle prior the conference (STEP 1). While innovative and exciting, challenges should be realistic allowing for an initial output to be produced within 2-3 months. Challenges should be submitted via registration system or emailed to [cambridgebalticconference+innovation@gmail.com](mailto:cambridgebalticconference+innovation@gmail.com) and be written in clear and concise English, fitting into a 100-150 word descriptions. An example of such challenge is provided below.
- **Stage 2.** From ten to twenty authors and supporters of the best ideas will be invited to attend an exclusive morning session (STEP 2) before the start of the main conference. During this session further polishing of the ideas will be performed and teams will be formed. The attendees of the morning session will get access to 1-on-1 mentorship with business stars from the Baltic States and local Cambridge/London entrepreneurial ecosystem. A detailed mentor list will be announced closer to the conference.
- **Stage 3.** The main conference workshop session (30-50 attendees) will be spent working in teams formed during the morning session creating a concrete action plan for the further development of their ideas (STEP 3). Attendees who can only join the afternoon session will be integrated into teams of their choice.
- **Stage 4.** Selected teams will be invited to give a 1-2 minute pitch for the general audience. The audience will be voting by expressing their willingness to contribute to the project by providing their printed contact details as a “vote”. The team collected the most votes will be declared the winner of the innovation workshop.
- **Stage 5.** The best teams will keep on working on their chosen projects for the next 2-3 months. They will gain access to high quality mentors from the Baltic States and UK. The results of their work will be presented to relevant governmental and private organisations.

## Programme

09.00-12.00	-	Morning Session
15.45-17.00	-	Main Conference/Afternoon Session
17.00-17.10	-	Pitches in front of CBC audience

## Location

The Morning Session will be held in one of the many Cambridge coffee shops. The exact location will be announced to the invited participants a few days before the event. The Afternoon Session will be held in the Cambridge Union, the same venue as the main conference.

## Audience

Three types of attendees will be involved:

- **Project Leaders** – individuals who will be responsible for running CBC 2013 “Entrepreneurship” workshop projects. They will be required to attend the Morning Session.
- **Core Team Members** – individuals who are passionate about working on one or few projects, yet not willing or capable to take the responsibility of being project leaders. Their keen participation will be crucial for the success of the workshop. They are urged to attend the Morning Session, yet can also join during the Afternoon Session only.
- **Idea Generators and Supporters** – individuals unwilling to invest a considerable amount of time in any of the projects, yet willing to share their ideas and comments to help the core teams. Idea generators and supporters will be engaged via the Afternoon Session and the team pitches to the whole audience.

We expect to attract 20-30 project leaders and team members and engage as many idea generators and supporters as possible.

## Outcome

The success of CBC “Entrepreneurship” workshop will be measured directly by the outcome of the teams formed. Further work done will be presented to relevant governmental and private organisations in the Baltic States and UK.

## Mentors

CBC 2013 “Entrepreneurship” workshop will attract world know Baltic and UK business leaders. More details will be announced soon.

## Example Challenge(s)

### Project 1 – Machine Learning Textbook/Tutorial for School Children

Baltic States are known for their IT infrastructure and talent in physics, mathematics and computer sciences. In fact, a large fraction of academic diaspora of the Baltic States is engaged in doctoral studies in machine learning related subjects such as computer vision, speech recognition, brain imaging, neuroscience and others. As grasping some concepts of applied machine learning, provided a good explanation, is only as hard as learning to program, shouldn't all Baltic States learn and improve upon Estonia's initiative to teach coding by also teaching to solve applied machine learning/data science problems?