Silicon Valley comes to the UK

“There are new ways of thinking and new incentives”

Sherry Coutu CBE

In noting the reasons for Cambridge's success, Coutu notes that the prize goes not to the person with the idea, but to the person who had an idea and then finds a team to take advantage of that opportunity.

Daniel Kraft

Healthcare is still based on old models and old ways of thinking. In a new age, we can shift our thinking from ‘sick-care’ to ‘health-care’. We are very reactive and we should be more “continuous and more proactive in our healthcare”. “There are new ways of thinking and new incentives”. Americans are being paid more to keep people healthy. Further, Kraft says that health prevention can lower our costs. An example of innovation in the health industry includes the way in which we can see how meditation can impact our brain. We can also predict Alzheimer’s 10-20 years earlier. Moreover, many of these technologies are already here.

Catherine Mohr

Surgical robotics allows the surgeon to be able to do everything that they would be able to do with their hands, but with robotic hands. While this is a big, complex robotic system, there are lots of other robotic technologies that can go onto platforms like this. Robotics are poised to change the way that we do interventions. When you shift one part of the medical eco-system, all the other parts start to move. Dogs’ noses can be trained to smell cancer and so likewise with chemical detection systems. With 3D printing we can promote the possible realities of self-organising organs at some point.

John Katzman

Healthcare has been in the process of embracing technology for the past several decades, unlike in education which has been moving slowly. The war being fought now is between a one-size-fits-all education system group and one which embraces the reality that different things work for different people. The notion of a lecture and school traditionally can be flipped with async materials as opposed to lectures. These async materials are now like a compelling series of modules.

Corinne Vigreux

Company of 4 people became one of 20 over a very short period of time, followed by turnovers of 40 million to 1.8 billion in 5 years. If intuition tells you that you have a good idea, then everything else is in the execution. Vigreux notes how a close team of people is important. Many companies joined the market but they had the ‘first-mover’ advantage.

Rahul

Rahul, explaining some new companies which he thinks will be tremendously successful in the future, puts it down to factors such as whether it is ten times better than other products, and whether it can go viral. For example, if you want to send the same email to all your users at different times when they’re doing things in your product, such as a welcome email, then there is no off the shelf product to do that - before the company sendwithus. Bartender is another example. It must also be rapidly useful, entertaining and gratifying. Giving a piece of advice, Rahul said that the most important cheque is your first cheque.
Hilary Michael

Importance of focusing on making your start-up the next billion dollar success. You must look at your existing product and ask whether there are things that need to be removed for it to be more compelling, “what is the meal and what is the snack?” - that the crucially important part of success in a company.

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For footage of the event go to https://www.youtube.com/user/cambridgeunionsoc