



We invite you to get involved by helping build three new ventures with the potential to generate £10m to help beat cancer

in aid of  
CANCER RESEARCH UK

As part of their Open Innovation strategy, the Cancer Research UK Radical Innovation team is about to launch a significant project – a competition that aims to deliver several new £multi million ventures in aid of Cancer Research UK. The ‘Open Ventures Challenge’ is in collaboration with mo.jo and is being generously supported by a grant from NESTA.

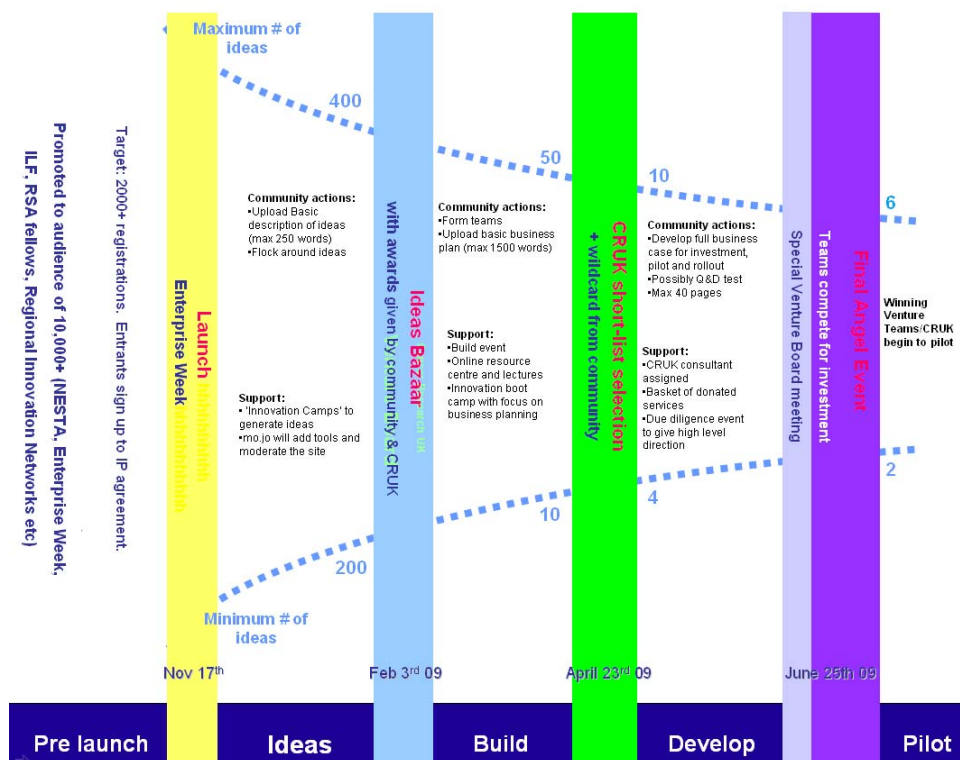
Open Ventures Challenge is a 'venturing' competition that challenges individuals from the external innovation community to come up with new fundraising ventures worth millions p.a. Across the course of the challenge, teams will be encouraged to submit ideas and form teams around them via offline and online events (including brainstorming days, boot camps and ideas pitching market-places).

Once formed, we hope that the teams will progress their idea to a venture stage where they will be ready to present a full pilot business plan. To support them through this, Cancer Research UK intends to work with experts to offer a basket of training and donated services (for example, qualitative research groups or a half day's consultancy with a branding agency).

The challenge will culminate with a 'Dragons Den-esque' event where finalist teams will pitch their ventures in front of Cancer Research UK's CEO and angels ready to invest their time, money, reputation.

The winning ventures are expected to be a combination of ventures being run on behalf of Cancer Research UK by the winning teams (potentially existing businesses or social enterprises) and donated concepts that will be implemented by Cancer Research UK themselves.

### Open Ventures Challenge Hopper



To find out more get in touch with the project team:

**Website**  
Provisional website: <http://ovc.mo.jo>

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