

cofinitive.

#21toWatch

Showcasing the people, companies and 'things' on the cutting-edge of innovation and entrepreneurship in Cambridge & across the East of England.

People, companies and the 'things' they create, across Cambridge and the East of England are setting the standards in innovation and entrepreneurship across the globe. #21toWatch is a dedicated campaign to showcase and highlight the maybe lesser known, recognising those exciting new entries across all market sectors, and celebrating the very best work going on today in the region. With such diversity and ingenuity amongst the #21toWatch cohort, the attributes each submission is assessed on are Innovation, Challenge, Influence, Viability and Memorability.

We collate a list of the people, the companies and the 'things' throughout the year – these are the key dates you need to know. The longlists are updated on a rolling basis, with a nomination window open until 15th January each year, the shortlist is announced at the start of February, with the annual #21toWatch Top.21 unveiled in a unique event the first Thursday in March.

Many on our list (not just the Top.21!) have gone on to achieve great things, including enhanced promotions, additional investment, new clients and a variety of other opportunities. Our sponsors and partners also view the cofinitive #21toWatch campaign as a key investment for them as they support new ventures and opportunities.

90%

of attendees made good connections

83%

of attendees planned to follow up with all or a few of the Top.21

52%

of attendees believed they would secure new business immediately after the event

In 2020 we were proud to be supported by the following companies and organisations:

arm

Birkett's

BOOST&Co

Cambridge
Independent

Entrepreneurship
Centre
UNIVERSITY OF
CAMBRIDGE
Judge Business School

CAMBRIDGE NORWICH
TECH CORRIDOR

EngageEast

Foresight
FOR A SMARTER FUTURE

HSBC UK

Impact
WOMEN'S NETWORK

Invested
Investor

PENNINGTONS
MANCHES

Price Bailey
CHARTERED ACCOUNTANTS

pwc

ST JOHN'S INNOVATION CENTRE

TECH
EAST

TECH
NATION

THE
BRADFIELD
CENTRE

If you would like to be part of the campaign, contact us to sponsor today

21toWatch@cofinitive.com



Sponsor benefits

A select number of companies will be specially invited to sponsor the Top.21 event, giving them pride of place at the event, and the opportunity to meet and build relationships with the Top.21.

Benefits to sponsors include:

- **Logo placement** on #21toWatch microsite
- **Extensive coverage** of sponsors across cofinitive's social media channels from sign up until April 2021
- **Inclusion in press coverage** of the campaign and event from sign up until April 2021
- **Logo placement** on media wall and screens at Top.21 #21toWatch event
- **2 x tickets** to the Top.21 #21toWatch event
- **Logo inclusion** in videos of event
- **Opportunity to provide** a workshop or 1-1 session with the Top.21
- **First refusal** for inclusion as sponsors of 2022 campaign and event

The cost to each sponsor is a fixed fee of **£795**.

To confirm your participation please complete the form below and return it to your cofinitive contact or email it to 21toWatch@cofinitive.com

“ Thanks for a great evening... great energy in the room, really good to see so much passion for what people are doing. Felt like there were new people to meet, so really enjoyed that. ”

100%
of attendees would come again

“ Excellent event well done! ”

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I/We agree to sponsor the 2020/21 #21toWatch programme for a fixed fee of £795 + VAT.

Name	Company
Title	
Email	
Finance Contact (if different from the above)	
Address	
PO Number as relevant	Payment terms are 15 days from the date of invoice