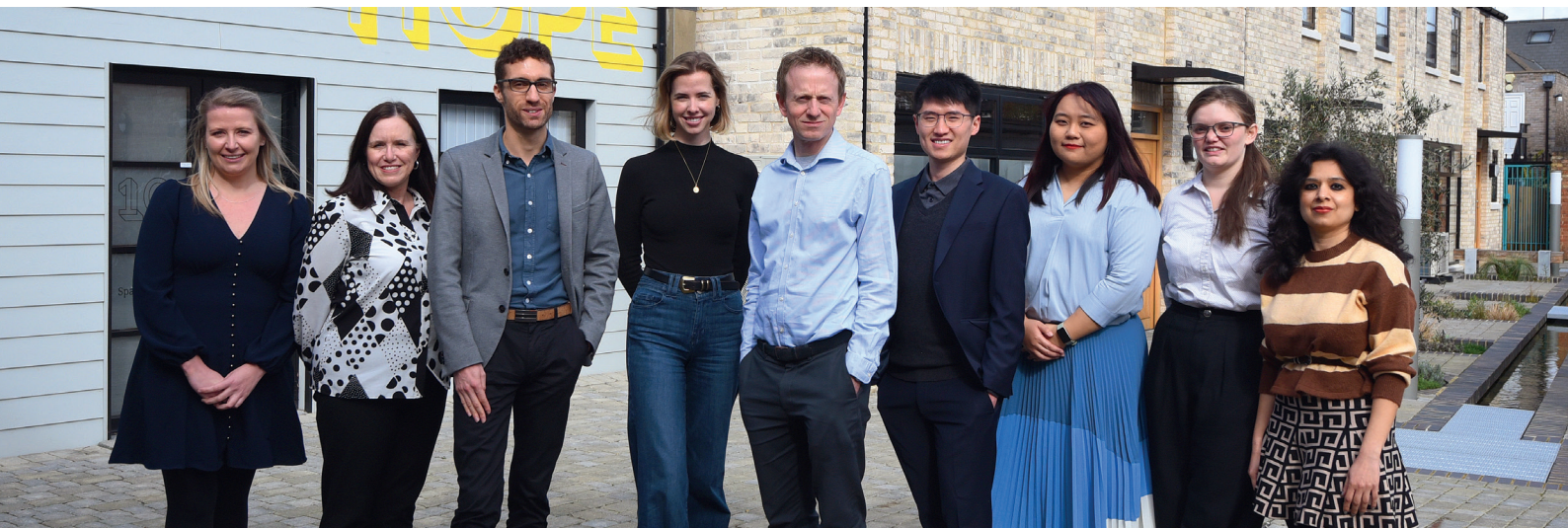


## Royce Sponsorship on the *impulse* Programme kickstarts Sparxell

Dr Benjamin Droguet, Founder and CEO of Sparxell, the UK-based developer of high-performance, sustainable, plant-based pigments was sponsored by Royce Cambridge on the *impulse* Programme in 2020. Sparxell are now a 12 person company, and have been awarded \$350K from the prestigious Morgan Stanley Sustainable Collaborative Prize and the 2023 Ray of Hope Award from the Biomimicry Institute.



Royce Cambridge supports commercialisation activities by sponsoring places on the Cambridge *impulse* Programme for technology entrepreneurs. This programme is for University of Cambridge researchers including PhD students and postdoctoral researchers working in advanced materials.

The core of *impulse*'s approach is a network of passionate mentors and experienced entrepreneurs who act as role models through providing valuable guidance from this highly respected, unique Cambridge innovation cluster. The aim is to equip participants to each develop a business plan and deliver a practice investor pitch, as

## THE CHALLENGE

“Traditional chemical colourants are causing major environmental harm through every stage of their lifecycle, from manufacture to degradation. Over 10,000 fossil-based chemicals are used in current colouration processes. The textile industry is a well-known emitter of dyes and microplastics, with over 1.5 million tonnes entering the environment every year, while paint has recently been recognised as the largest source of microplastics in the ocean,” said Dr Benjamin Droguet, Sparxell Founder & CEO.

## RESULTS

Sparxell has completed a \$3.2 million funding round (comprising seed investments, grants, and awards) to accelerate development and commercialisation of products which will eliminate synthetic chemicals from colourants in multi-billion dollar markets including cosmetics, fashion, paint, and packaging. They have gone on to win prestigious awards worth £280k and have been sponsored by globally recognised organisations: the Biomimicry Institute and Morgan Stanley.

## ROYCE SUPPORT

Royce funding enabled Benjamin’s attendance on the *impulse* Programme in 2020. Every year Royce funds a number of candidates to attend *impulse*. The programme covers the process of taking an academic research idea and turning it into a commercial venture, challenging participants to develop a different perspective on their work in the lab and how it can impact the world.

Contact [royce@maxwell.cam.ac.uk](mailto:royce@maxwell.cam.ac.uk) to use Royce Cambridge equipment

**“The core of *impulse*’s approach is a network of passionate mentors and experienced entrepreneurs who act as role models through providing valuable guidance from this highly respected, unique Cambridge innovation cluster”**

Visit [royce.ac.uk/impact](https://royce.ac.uk/impact) to read more impact case studies from the Henry Royce Institute

“The core of the *impulse* Programme’s approach is a network of passionate mentors and experienced entrepreneurs providing valuable guidance, leveraging this highly respected, unique Cambridge innovation cluster.”

Benjamin Droguet  
Sparxell Founder & CEO  
University of Cambridge, *impulse* Programme 2020

