

Start-up Your Dream: Porsche and the University of Cambridge support innovative start-up

10/12/2025 As part of the "Start-up Your Dream" initiative, Porsche is supporting the start-up Atera Water in participating in the renowned Ignite program at the Judge Business School, University of Cambridge to advance innovative solutions for global challenges.

Developing business ideas in a commercial environment and connecting with entrepreneurs from around the world – this opportunity is offered to the start-up Atera Water through Porsche's new social flagship initiative 'Start-up Your Dream'. This initiative supports fledgling companies worldwide with outstanding innovations that can contribute to improving living and working conditions of people, primarily in countries of the Global South. Furthermore, 'Start-up Your Dream' also targets founders who create chances for others with innovative business ideas in the areas of climate change, integration, or education.

After a visit to Porsche's headquarters in Stuttgart-Zuffenhausen, the two Atera Water founders, Kee

Tai and Dr Adrian Yeo, experienced another highlight: participating in the one-week Ignite program at the Judge Business School, University of Cambridge. This intensive training program provides entrepreneurial frameworks based on academic research with startups in the Cambridge ecosystem and globally. Participants benefit from practical teaching sessions as well as guidance from experienced entrepreneurs and innovators. Dr Adrian Yeo said, “Participating in the Ignite program enabled us to further develop our business idea and exchange ideas with other entrepreneurs on site.” Kee Tai added, “The keynotes, workshops, mentoring sessions, and networking events were very valuable to us and broadened our perspective.”

As part of ‘Start-up Your Dream’ Porsche supports the participation of the two Atera Water founders in the Ignite program in order to prepare them specifically for the next development steps of their start-up. “With this project, we support selected start-ups in bringing their innovative business ideas to market and in improving the living conditions of people in areas of social engagement important to Porsche,” explains Dr Philipp Metz, Head of the Strategic Field Partner to Society.

The kick-off for ‘Start-up Your Dream’ took place in summer 2025. During a visit to Porsche’s headquarters, the Atera Water founders gained comprehensive insights into Porsche’s world and culture. Until the end of the multi-month program, Kee Tai and Dr Adrian Yeo will benefit from numerous training modules, mentoring offers, and networking events designed to further strengthen their development.

Porsche: ‘Start-up Your Dream’

With ‘Start-up Your Dream’, Porsche is implementing a flagship project to provide support for start-ups. The initiative aims to reach as many people as possible in important social areas. The funding is based on the four pillars of education, networking, mentoring and financing and is individually tailored to the needs of the courageous and creative founders.

About Atera Water

Atera Water is developing water filtration technology designed to make clean drinking water available even in regions where water is scarce or polluted – with minimal use of chemicals. The start-up combines scientific excellence with practical use and sees itself as a partner to help solve global water problems. Atera Water combines innovation from membrane research with applied engineering to bring a cost effective and energy efficient filtration system to market maturity. Initial pilot deployments have shown promising results.

About Ignite

Now in its 27th year, Ignite boasts an impressive track record: the program at the Judge Business

School, University of Cambridge, has successfully launched numerous new business ventures and strengthened companies in their internal development and structure. Since its inception, more than 1,200 participants from 50 countries across Europe, Asia, and the Americas have benefited from Ignite. It is estimated that Ignite alumni have created around 300 business ventures that are still active today. The program is designed based on proven methods of academic and practical entrepreneurship education and provides a unique space at the heart of the Cambridge ecosystem.

Porsche: Partner to Society

'Partner to Society' is a strategy field in sustainability at Porsche. With various initiatives, donations and CSR activities, the sports car manufacturer aims to assist regions around the world in preserving the environment, guaranteeing good working and living conditions and strengthening social cohesion. Under the motto 'Creating Chances', Porsche is particularly committed to self-help projects designed to empower people in their living and working environment – and to help make their very personal dreams come true.

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