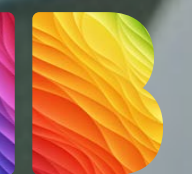


EXPANDING OUR IMPACT

Shaping the future of London's new purpose-driven ventures.
IMPACT BRIXTON | April 2021



The UK economy depends on **entrepreneurship**.

The 5 million plus SMEs in the UK contribute 52% of the £2.2 trillion turnover generated by the private sector.



The pandemic created considerable pressures on both the livelihood and wellbeing of UK entrepreneurs, and with restrictions beginning to ease and a 'new normal' on the horizon, there is a substantial opportunity to support entrepreneurs based on several key Insights:*



Priority needs to be given to the **wellbeing** of entrepreneurs.

Business models need to be **future-proofed**.

Social outputs should be a non-negotiable in the business plan.

*Entrepreneurship and Covid-19: Challenges and opportunities' Kings College London, Kings Business School Covid-19 Research Impact Papers No.2, September 2020





Whilst accelerator and incubator programmes are important and incredibly valuable for early stage businesses, we believe that there should be a follow-on offering for founders that provides integration into the entrepreneurial ecosystem through physical space, access to networks, peer-support and extended learning & development.



Through our members, we have seen the longer term journey for entrepreneurs: the challenges, the knowledge gap, the reactive nature of business models, and we see a credible and necessary opportunity for Impact Brixton to become the provider of a fellowship programme that addresses these ongoing entrepreneurial hurdles.

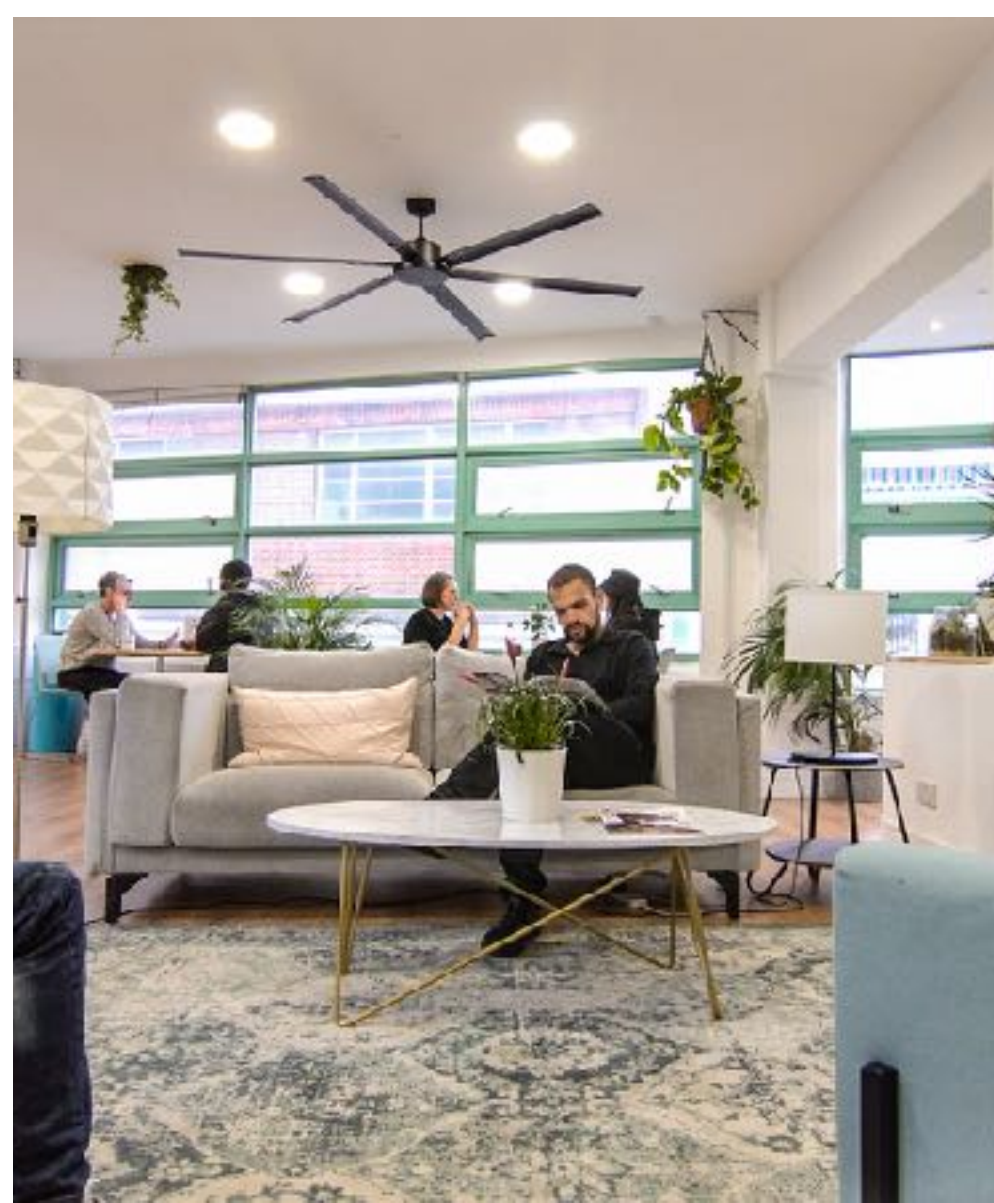


“Whilst our short-term programmes are proven very effective, we have identified a gap when it comes to post-programme support for our participants. As we design pathways to fill that gap we look to partners like Impact Brixton to funnel our participants to post-programme.

Creating a shared physical & virtual space, addressing the gap in knowledge that our participants will still have, and connecting them with peers who are both at the same stage of their journey and those who are proof of success, is an invaluable opportunity.”

Tishauna Mullings, Ubele Initiative





We are addressing this need by creating a collaborative union that's committed to shaping the future of London's new purpose-driven ventures.

We've called it **Impact Invest**.



Impact Invest is a **12 month fellowship programme** offering:



Access to our amazing workspace and incredible network of inspiring entrepreneurs.



An in-depth educational programme with business support, personal development and regular facilitated peer-mentoring workshops.



Quarterly “Demo Days” connecting participants with potential investors and customers.
Graduation and awards ceremony.



WE HAVE PARTNERED WITH ACCELERATOR PROVIDERS ACROSS LONDON

Our partners will refer a selection of their alumni to the Impact Invest programme, where we offer a continuation of learning and development.

Our Accelerator partners:



block seed





To trial the Impact Invest offering, collect real-time feedback and gain valuable insight prior to launch, **we are running a pilot programme** in collaboration with 6 accelerator partners.

We will welcome a small group of referred entrepreneurs with a focus on social or environmental impact to the pilot group, providing membership to our space & facilities, hosting peer-mentoring sessions, and giving them access to our **excellent educational programme**.

From here, we will measure the value of the programme and adapt before launching the official Impact Invest fellowship in September.





Our goal is to host **over 100 purpose-driven entrepreneurs every year** through Impact Invest. To do this, we need support **from organisations like yours.**

Corporate Sponsors - Can your organisation contribute to the costs of running Impact Invest?

Expert Facilitators - Are you an industry thought-leader who can deliver engaging workshops on business support, vision & purpose, and entrepreneur wellbeing?



If you or your organisation would like to support us with Impact Invest

We'd love to hear from you!

Contact our programme manager, Kate, at

kateallen@impactbrixton.com

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