

**Helping students and graduates to make a living  
The Launch of the Student Enterprise Team (SET)  
London College of Fashion, University of the Arts London**



**Dan Henderson – Associate Dean: Enterprise  
EEUK: 29<sup>th</sup> June 2018**

# Agenda

- This presentation will cover the approaches that were taken to successfully launch and establish SET@LCF.
- Particular emphasis will be given to:
  1. Who we are
  2. How we measure and communicate success
  3. The strategies used to engage with our staff and our students



# University of the Arts London

- Established in 2004
  - Europe's largest specialist Arts, Design, Fashion & Communication university.
  - One of the top 5 universities in the world for art and design.
1. London College of Fashion
  2. Central St. Martins
  3. Chelsea
  4. Camberwell
  5. Wimbledon
  6. London College of Communication



# London College of Fashion

LCF is a **world leader** in fashion design, fashion media and fashion business education.

We have been nurturing creative talent for **110 years**, offering courses in all things fashion, with over **70 undergraduate and postgraduate degrees** and 165 short courses.

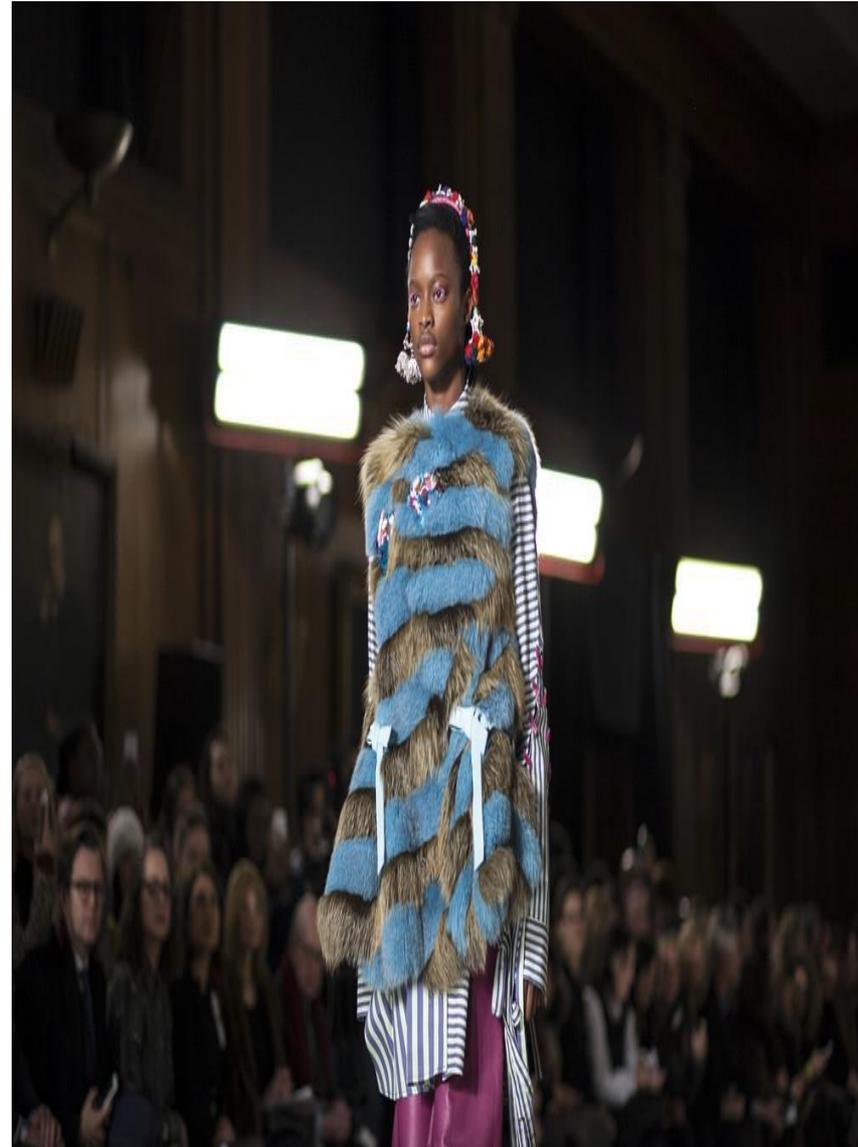
LCF has a global network of relationships and partners.

LCF has 3 schools and over 5700 students (UAL, 20,000) spread over 6 sites.

Business of Fashion provides global fashion school rankings. In 2017:

LCF 4<sup>th</sup> globally for UG

LCF 8<sup>th</sup> globally for PG



# LCF campuses



High Holborn WC1



20 John Princes St W1



Curtain Road EC2



Lime Grove W12



Mare Street E8



Golden Lane EC1

# Fashion Business School

MSc Cosmetic Science



**SMALL  
BUSINESS  
CHARTER**

# School of Design and Technology

Scottacus Anthony, MA Fashion Design Technology Womenswear



# School of Media and Communications

Sara Pista, MA Fashion Photography



## Better Lives

By leading the way in fashion design, business and the media, we influence culture, economics and society locally and globally.



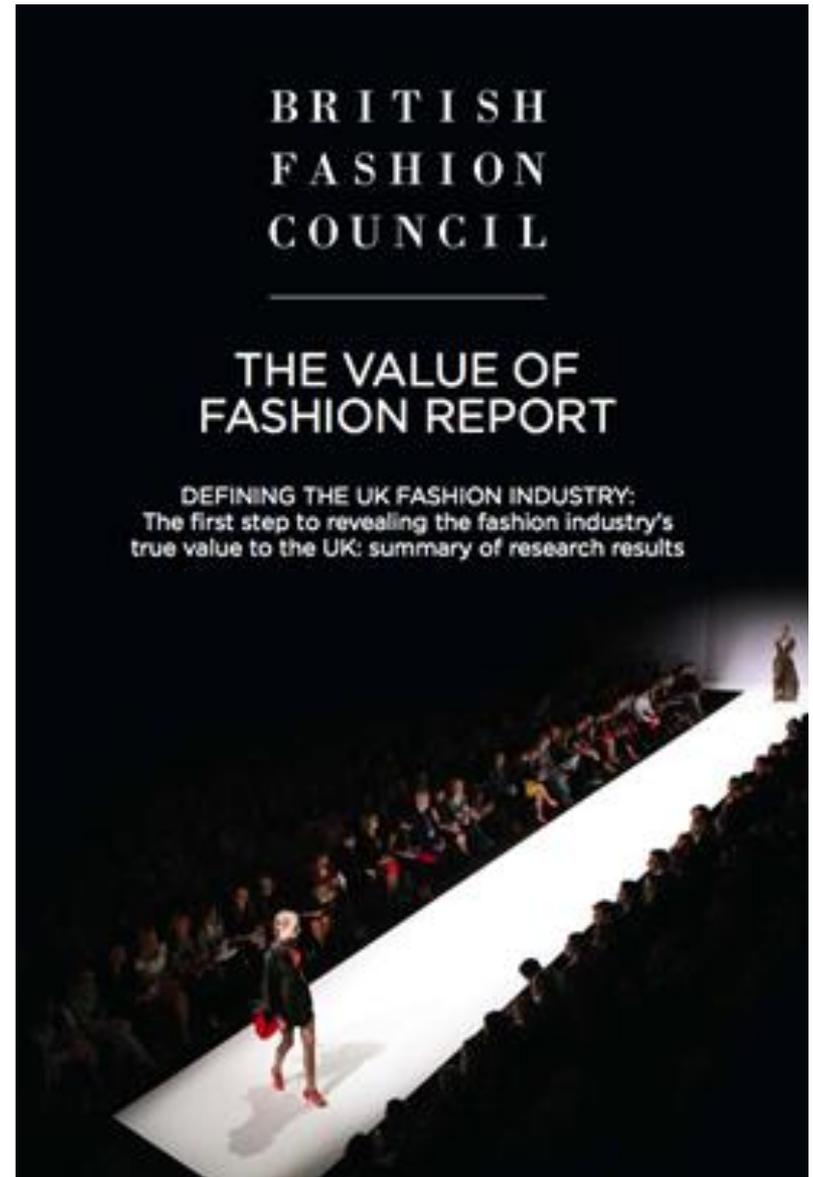


# FASHION

Education | Enterprise | Research | Better Lives

# Economic Value

- The **direct value** of the UK fashion industry to the UK economy is **£26 billion** - up from £21 billion in 2009 (source: BFC, 2014).
- Fashion's **total contribution** to the economy via both indirect support for supply chain industries and induced spending of employee's wage income is estimated to have risen to over **£46 billion**. An increase of 23% since 2009 (source: Oxford Economics 2014).
- The UK fashion industry is estimated to support **797,000** jobs (source: Oxford Economics 2014). This is a decrease of 2.3% from 2009 and reflects an increase in productivity by the industry

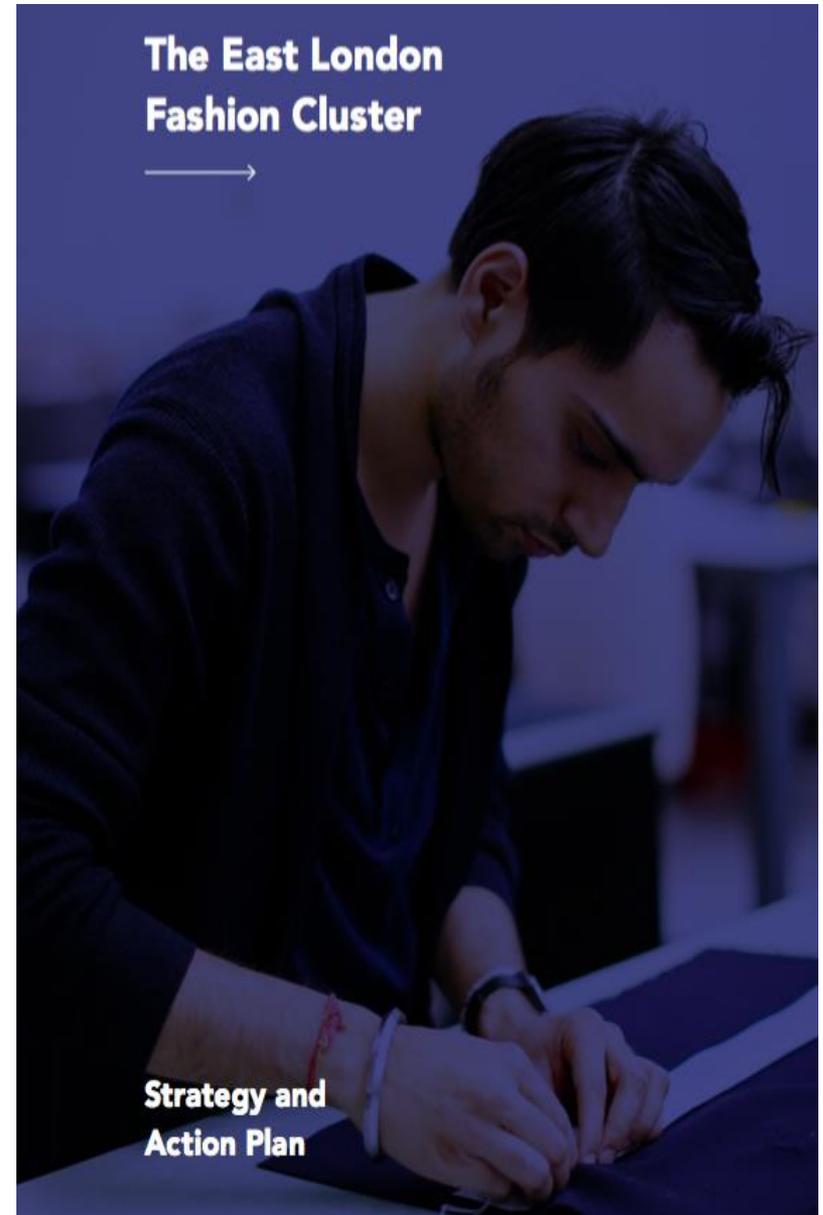


## Refashioning east London

## Revitalizing the UK

**The East London Fashion Cluster (Fashion District)** is where fashion, tech, business and education, compete, collaborate and innovate – to develop new products and processes, foster talent and create new jobs.

It will strengthen London's position as the global capital of fashion tech, creating a legacy and driving economic and social transformation in East London.



# The East London Fashion Cluster: Summary

The ELFC commission is a response to both East London's historic and re-emerging status as a centre for fashion innovation, design, manufacture and retail, as well as the opportunities presented by the imminent relocation of the University of the Arts London (UAL) to **Stratford Waterfront – a 73,600m<sup>2</sup> 'a world-class education and cultural district'** planned for the Queen Elizabeth Olympic Park to incorporate UAL, the V&A and Saddler's Wells.

Initiated jointly by **London College of Fashion, and the GLA Culture and Regeneration Teams** around the shared ambition to retain and strengthen London's status as a global fashion capital, preeminent in design and high end manufacture, and catalyst for wider UK sector growth and investment, particularly around Fashion-Tech and new products and processes that retain and grow the sector in London, as well as linking with other specialist clusters across the UK.

The commission produced an evidence base of existing fashion-related activity in and across East London as well as an accompanying action plan to inform future areas of investment and coordination **to strengthen and grow the sector.**

The Strategy and Action Plan has been endorsed by **three London Deputy Mayors** (Regeneration, Business and Culture)



## **Good Growth Fund: supporting regeneration in London**

The Good Growth Fund is Mayor Sadiq Khan's new **£70 million regeneration programme** to support growth and community development in London.

**Growing Prosperity:** embed fashion industry as key player in local economy

**Making Better Places:** capital interventions in the Lower Lea amongst seismic area change

**Empowering People:** skills training and development & job creation opportunities

# The East London Fashion Cluster: Work streams

- 1. Skills for Londoners:** A working group comprised of public and private sector organisations with an interest in skills development for the fashion sector. The group will develop a skills framework in East London which identifies the skills and training gaps (level 1-7) across the fashion sector pipeline, from craft and technical skills thorough to executive, management, supervisory and enterprise capabilities.
- 2. Fashion Exchange :** A ‘peripatetic’ programme aimed at driving innovation in the fashion industry. Taking the form of ‘meet-ups’, the “Fashion Playground Challenge Series” incentivising collaboration and new products and processes, and a conference. Focused on creating unique opportunity for ‘creative collisions’ to occur across institutions and sectors.
- 3. London Fashion Fund:** UAL’s planned equity fund aims to link investors with designers and tech entrepreneurs. It will support fashion business locally, regionally and nationally at all stages of their development; it will help conceive, incorporate and accelerate businesses.
- 4. London Production Hub:** This particular strand of development will seek to commission at least one open access manufacturing hub with a ‘wrap around’ support (along the lines of ‘Manufacture New York’) to develop innovative business, inclusive workforce development, education and incubation programmes to support creation of businesses in clothing, textiles and wearable technology. EOI - GG Funding £4m with £4 million match.
- 5. Fashion Workspace Alliance:** Collaborative working group of east London Councils and industry partners; aim of increasing amount of affordable workspace available to fashion businesses across east London. EOI - GG Funding £4m with £4 million match.



 FASHIONING  
POPLAR

2016 - present

POPLAR **HARCA**

**FASHION**

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News > London

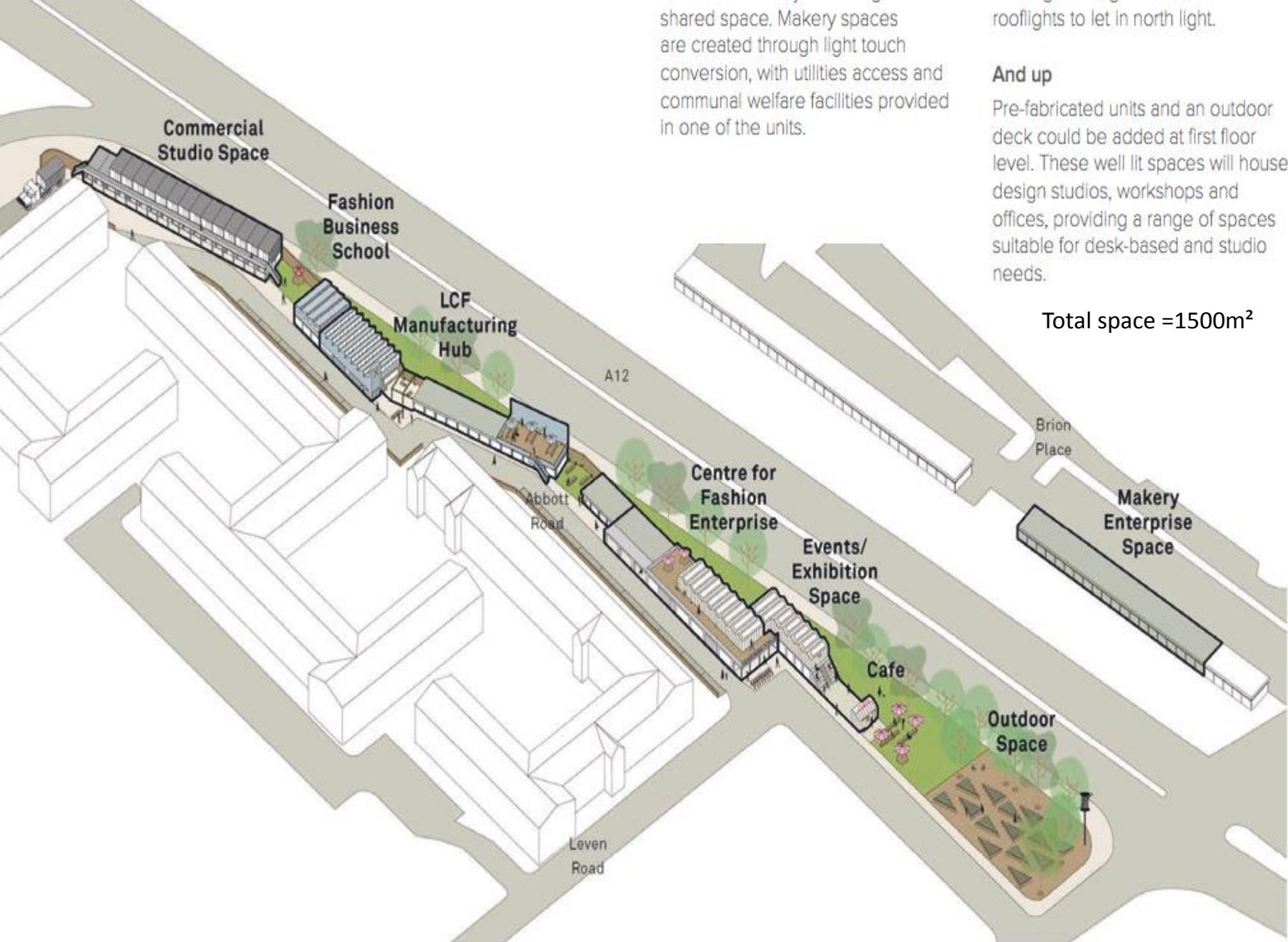
# Poplar parade of garages to become £4m East End fashion hub

JONATHAN PRYNN | Monday 25 January 2016 | 2 comments

Facebook icon | Twitter icon | Email icon | 723 shares







shared space. Makery spaces are created through light touch conversion, with utilities access and communal welfare facilities provided in one of the units.

rooflights to let in north light.

**And up**

Pre-fabricated units and an outdoor deck could be added at first floor level. These well lit spaces will house design studios, workshops and offices, providing a range of spaces suitable for desk-based and studio needs.

Total space =1500m<sup>2</sup>

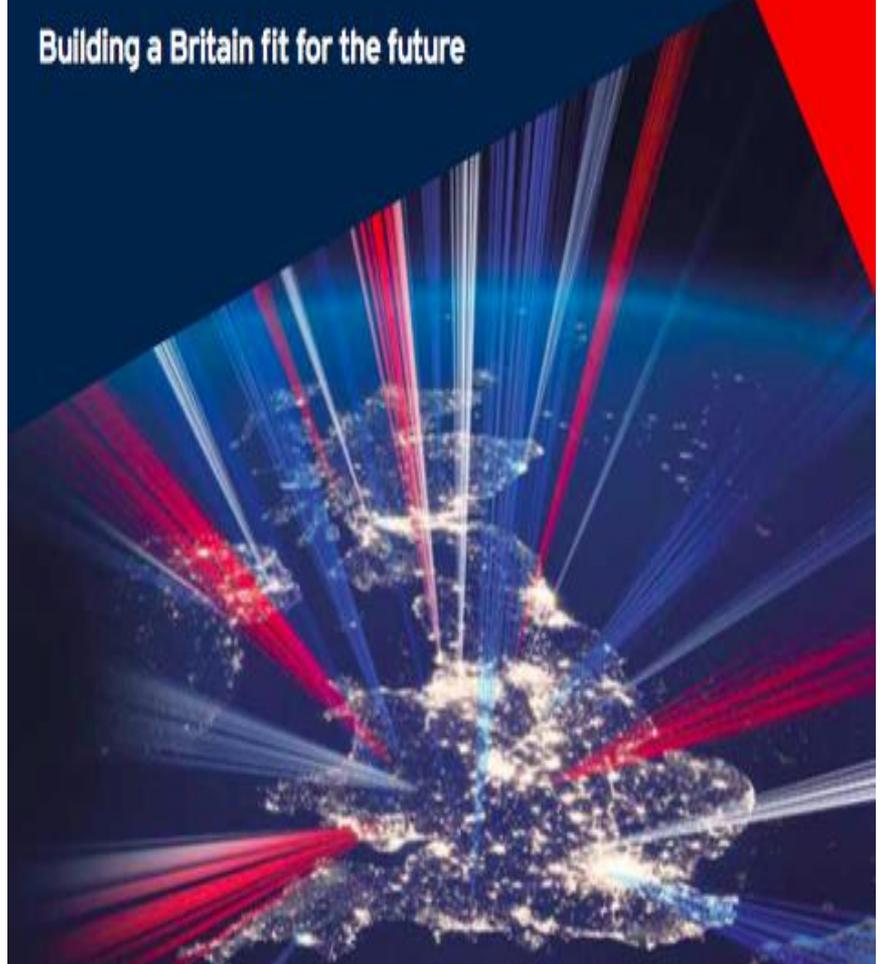


**Building our  
Industrial Strategy**

**Green Paper  
January 2017**

# Industrial Strategy

Building a Britain fit for the future



# QAA Definitions

## Enterprise

- Enterprise is defined here as the generation and application of ideas, which are set within practical situations during a project or undertaking. This is a generic concept that can be applied across all areas of education and professional life.
- It combines creativity, originality, initiative, idea generation, design thinking, adaptability and reflexivity with problem identification, problem solving, innovation, expression, communication and practical action.
- The aim of Enterprise Education is to produce graduates with an awareness, mind-set and capability to generate original ideas in response to identified needs, opportunities and shortfalls, and the ability to act on them, even if circumstances are changing and ambiguous; in short, having an idea and making it happen.

# QAA Definitions

## Entrepreneurship

- Entrepreneurship Education is defined as the application of enterprise behaviours, attributes and competencies into the creation of cultural, social or economic value. This can, but does not exclusively, lead to venture creation.
- Entrepreneurship applies to both individuals and groups (teams or organisations) and it refers to value creation in the private, public and third sectors, and in any hybrid combination of the three.
- Intrapreneurship is the application of enterprise behaviours, attributes and skills within an existing micro or small business, corporate or public-sector organisation.
- All other forms of entrepreneurship are embraced, and many new labels are evolving. For example, social entrepreneurship, green entrepreneurship and digital entrepreneurship are relatively new areas of focus, and the sustainability education agenda.

# LCF's STUDENT ENTERPRISE TEAM (SET)

innovate create achieve

SET's strategic aim is to enhance the student experience through supporting those who have an enterprising and entrepreneurial mind-set and who are considering becoming self-employed or already are self-employed.

SET will play a leading role in supporting LCF/FBS's position as a Small Business Charter award winner.

20% of LCF students become self employed and 29% of UAL students.



# SET's operational strategy

1. To build a student/alumni enterprise community and pipeline across LCF and UAL
2. To develop and support the academic curriculum
3. To work each course and school equally.
4. To offer 1-2-1 enterprise support tutorials
5. To deliver the SET Challenge competition
6. To collaborate with industry and other HEI's (e.g. LSBU, UCL and Loughborough University) to offer enterprise themed events.
7. To enhance our students learning journey and overall experience



# Measures of success

<u>Metric</u>	<u>Total No's</u> <u>% Yearly</u> <u>change</u>	<u>Individuals</u> <u>% Yearly</u> <u>change</u>	<u>% of total</u> <u>active</u> <u>database</u>	<u>% of LCF</u> <u>population</u>
Total number who subscribe to SET newsletter (total database – post GDPR)		-21%	110%	12.34%
Total number of signups to ALL events (live database)	44%	+62%	100%	20.18%
Total number of students attending ALL activities (active database)	<b>+30%</b>	<b>+25%</b>	<b>55.50%</b>	<b>11.20%</b>
Total number of students attending Skill Builds only	+48%	+90%	69.48%	7.78%
Total number of 1-2-1's given	+54%	+114%	38.64%	4.33%
Total number of students attending SET Challenge Launch	+18%	+18%	10.88%	1.22%
SET Challenge expression of interest	+102%	+83%	20.62%	2.84%
SET Challenge submissions	+29%	+40%	15.01%	2.09%

# Measures of success: By year and level

<u>School</u>	<u>% Yearly change</u>
Fashion Business School	+24%
School of Design and Technology	+47%
School of Media & Communications	-6%
Unknown	0%
Grand Total	+25%

<u>Year/ Level</u>	<u>% Yearly change</u>
Alumni	+86%
PG	-2%
Year 1 UG	+44%
Year 2 UG	-10%
Year 3 or more UG	+70%
Unknown	0%
Grand Total	+25%

# Demographics and Country of origin

<u>Male or Female</u>	<u>Percentage</u>
Female	88%
Male	12%
Grand Total	100%

<u>Region</u>	<u>Percentage</u>
EU	24%
Home	23%
International	53%
Grand Total	100%

# Demographics

<u>EU</u>	<u>Percentage</u>
Germany	15%
Poland	15%
Italy	11%
16 other EU countries	59%
Grand Total	100%

<u>International</u>	<u>Percentage</u>
China	24%
India	14%
Taiwan	8%
United States	8%
Korea (South)	5%
35 other international countries	41%
Grand Total	100%

# Ethnic origin

<u>Ethnic origin - all students</u>	<u>Percentage</u>
White	31%
Chinese	18%
Not known	9%
Asian or Asian British - Indian	8%
Other Asian background	8%
Black or Black British - African	5%
Information refused	4%
Other Mixed background	3%
Other White background	3%
White - Irish	<2%
Other Ethnic background	<2%
Black or Black British - Caribbean	<2%
Arab	<2%
Asian or Asian British - Pakistani	<2%
Mixed - White and Asian	<2%
Mixed - White and Black African	<2%
Mixed - White and Black Caribbean	<2%
Other Black background	<2%
Grand Total	100%

# Engagement strategies

## **Staff engagement**

1. Identifying value and need - requesting to present at Executive Group, College Operating Group, Governor meetings
2. Presenting SET's offer to School SLT and SST meetings
3. One to one's with Course Leaders
4. Curriculum delivery / taster sessions e.g. SET Model Canvas
5. Staff ambassadors (per school)
6. Internal Advisory Board
7. Story telling – selling success e.g. student testimonials
8. Marketing materials

# Engagement strategies

## Student engagement

1. Course inductions
2. Curriculum delivery
3. One to one sessions (across the 6 campuses)
4. Skill Builds
5. SET Challenge
6. Internal and external competitions
7. UAL SEED fund and Tier 1 GE visa support
8. Industry collaboration (In Residence Programme)
9. HEI collaboration
10. Case studies / role models / landing page (selling success)
11. SET email address – 24 hour response time
12. Resources and signposting
13. Student ambassadors
14. Student-student coaching/mentoring
15. Story telling – selling success e.g. student testimonials
16. Marketing materials / Moodle

# Student engagement

## 1. Course inductions

SET has delivered at 19 inductions and has seen over 1800 students during inductions (5 FBS, 9 SDT, 3 SMC and 2 mixed groups).

## 2. Curriculum delivery

**In-curriculum** - SET has delivered 377 teaching hours (0.7 FTE) across 26 courses at UG and PG levels. Examples of teaching include Business Model Innovation, Costing, Concept Development, Entrepreneurship and Networking.

**Outside curriculum/supporting curriculum** – SET has delivered the equivalent of 545 teaching hours (1.0 FTE) of one to one tutorials across 59 courses at UG and PG levels.

**LCF Careers and others** - SET has supported 5 events in term 1 and term 2 – Careers Day, Graduate Roadshow FBS, Performance Careers Day, LCF Welcome Event and Fashion Management Induction Activity/Fair, Chaired 2 panel discussions for Careers of Self Employment.

**UAL Careers and Employability** – SET has delivered one workshop during Creative Enterprise Week UAL in term 1 and preparing a session for GFW. SET has also support with Tier 1 GE.

## 2. The Cow Company



## 2. Start-up Cow



### FREEMIUM MODEL

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*You have one cow.*

*People can have as much milk as they like for free.*

*You charge them for the cartons to hold their milk.*

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## 2. Start-up Cow



### SUBSCRIPTION MODEL

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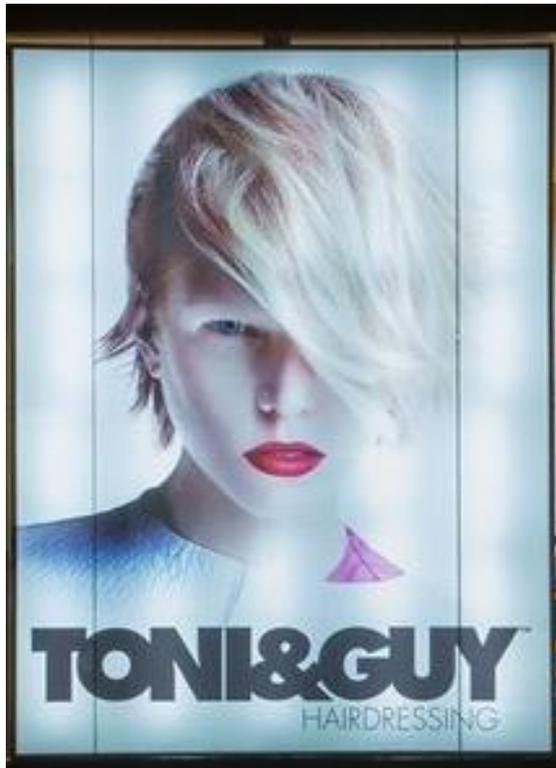
*You have one cow.*

*You offer customers one carton of milk for \$3.*

*You offer customers 20 cartons of milk  
a month for \$40.*

---

## 2. Start-up Cow



# FRANCHISE MODEL

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*You have one cow.*

*A farm sells you a license to use their equipment to package the milk.*

*You brand the milk using the farm's name.*

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# The LCF Enterprise Team's Start-up Canvas

<p><b>PROBLEM/OPPORTUNITY</b>          What is the business problem and/or business opportunity?          Are there more than one?</p>	<p><b>SOLUTION</b>          What is your solution?          What is your value proposition?          How innovative is it?          What are your main actions?</p>	<p><b>FUNDING YOUR BUSINESS</b>          How will you fund the business?          How will you get the right type of investment?          How much money do you need to start?</p>	
<p><b>REGULATIONS &amp; ACCREDITATIONS</b>          Who are the specific authorities regulating your sector?          Do you need certification of competency, authority, or credibility?</p>	<p><b>PURPOSE</b>          Why have you chosen this?          Are you emotionally attached?          What is the balance between your agenda and the business agenda?</p>	<p><b>TARGET CUSTOMER</b>          Who is your target consumer?          How will you connect with them?          What channels do you use to connect with them?</p>	<p><b>COMPETITORS</b>          Who are your competitors?          What is your USP/UPD (unique selling point/unique points of difference)?</p>
<p><b>RESILIENCE</b>          How will you demonstrate personal resilience?          How will you build organisational resilience?</p>	<p><b>NETWORK</b>          What communities do you need to engage with?          Are there any collaboration possibilities?</p>	<p><b>GAINING CREDIBILITY</b>          What credibility are you seeking?          Who do you need to build credibility with?          How will you achieve this?          How will you measure success?</p>	<p><b>COSTING YOUR BUSINESS</b>          What are the main costs of the business?          What other resources do you need to start?</p>

The LCF Enterprise Team's Start-up Canvas is adapted from The Business Model Canvas (<https://strategyzer.com>) developed by Alex Osterwalder and Yves Pigneur. The BMC is licensed under the Creative Commons Attribution.

Designed by LCF Enterprise Team. Helping entrepreneurs to innovate, create and achieve.

# The SET Social Business Canvas

# Innovate - Create - Achieve with SET

<p><b>PROBLEM/OPPORTUNITY</b>          What is the social and/or business problem?          Are there more than one?</p>	<p><b>SOLUTION</b>          What is your solution?          What is your value proposition?          How innovative is it?          What are your main actions?</p>	<p><b>REGULATIONS AND/OR ACCREDITATIONS</b>          Who are the specific authorities regulating your sector?          Do you need certification of competency, authority, or credibility?</p>	<p><b>GAINING CREDIBILITY</b>          What credibility are you seeking?          Who do you need to build credibility with?          How will you achieve this?          How will you measure success?</p>
<p><b>COMPETITORS</b>          Who are your competitors?          What is your USP/UPD (unique selling point/unique points of difference)?</p>	<p><b>SOCIAL IMPACT</b>          How do you measure impact?          How do you communicate your impact?          Who are the beneficiaries?          How will they benefit?</p>	<p><b>TARGET CUSTOMER</b>          Who is your target consumer?          How will you connect with them?          What channels do you use to connect with them?</p>	<p><b>RESILIENCE</b>          How will you demonstrate personal resilience?          How will you build organisational resilience?</p>
<p><b>PURPOSE</b>          Why have you chosen this?          Are you emotionally attached?          What is the balance between the social and business agenda?</p>	<p><b>NETWORK</b>          What communities do you need to engage with?          Are there any collaboration possibilities?</p>	<p><b>FUNDING YOUR BUSINESS</b>          How will you fund the business?          How will you get the right type of investment?          How much money do you need to start?</p>	<p><b>COSTING YOUR BUSINESS</b>          What are the main costs of the business?          What other resources do you need to start?</p>

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# The SET Freelancer Business Canvas

Innovate - Create - Achieve with SET

<p><b>WHAT IS MY WHY?</b>          What is my skillset?          What is my offer?          What is my point of difference?          How do I stand out from my competitors?</p>	<p><b>CUSTOMER PROFILE</b>          Who is my customer?          Why do they buy from me?          How will I deliver my offer to my customers?</p>	<p><b>FUNDING AND COSTING YOUR BUSINESS</b>          What resources do I need to start my business?          What are the different funding streams available to fund my business?</p>	
<p><b>MANAGING YOUR BUSINESS</b>          Why time management is important?          How do I protect my business e.g. IP          How do I manage my business e.g. tax</p>		<p><b>SUSTAINING BUSINESS</b>          How will I demonstrate personal resilience?          How can I make my business more resilient?          How can I manage risk?          Why is forward planning important?</p>	<p><b>COLLABORATIONS AND NETWORKS</b>          What networks do I need to be involved with?          What are my engagement strategies to attract collaborators?</p>
<p><b>WINNING BUSINESS</b>          How do I price my service?          What is my pitching style?          What is my negotiating style?          What payment terms should I accept?</p>		<p><b>BUSINESS GROWTH</b>          How do I plan going forward.          How can I take my business to the next level ?          Do I need to think of service diversification?</p>	<p><b>BRAND ME</b>          How and through what channels do I market my business?          How do I show my portfolio to gain maximum impact?          What is my story?</p>

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Designed by SET. Helping entrepreneurs to innovate, create and achieve.

### 3. One to one sessions

<u>Stage</u>	<u>% Yearly change</u>
Ideating	+525%
Concepting	+141%
Committing	-27%
Validating	+12%
Scaling	-14%
Establishing	0%
Grand Total	+114%

## 4. Skill Builds

<u>2017/18</u>	<u>Conversion rate</u> <u>(from sign up to attendance)</u>
Thinking Matters	41%
Modelling Matters	36%
SET Challenge launch	31%
Legal Matters	20%
Finance Matters	29%
Marketing Matters	39%
Branding Matters	45%
Pitching Matters	30%
Pop-up and retail	34%
E-commerce Matters	38%
Sustainability Matters	24%
Networking Matters	25%
Grand Total	34% (Last year 34%)

# 5. SET Challenge

ual:



Working at UAL

Colleges

Documents

People Finder

Conversations

Stories



Tim Isle  
Student Enterprise Co-ordinator

Back

SET Challenge Final awards £9000 to young entrepreneurs

## SET Challenge Final awards £9000 to young entrepreneurs



By Josh De Souza Crook Communications Officer: Fashion and Business - 13 Mar 2018 11:20 - Mark Burey



### News



**New starters and leavers at LCC**  
Welcome to new starters at LCC, congratulations to...



**Footnotes: a new exhibition is opening in May at National Trust Sutton House...**



**CSM BA Acting student wins Carleton Hobbs award**  
CSM 3rd year BA Acting student, Liam Lau...

### Tags

London College of Fashion (LCF)

Author Josh De Souza Crook



## **5. SET Challenge**

**SET Challenge expression of interest (EOI) 2017-18:  
102% increase in EOI**

**SET Challenge applications 2017-18:  
26% increase in applications  
(40% increase in the number of students participating)**

# 6. Internal and external competitions

## e.g. Uni-venture 2018

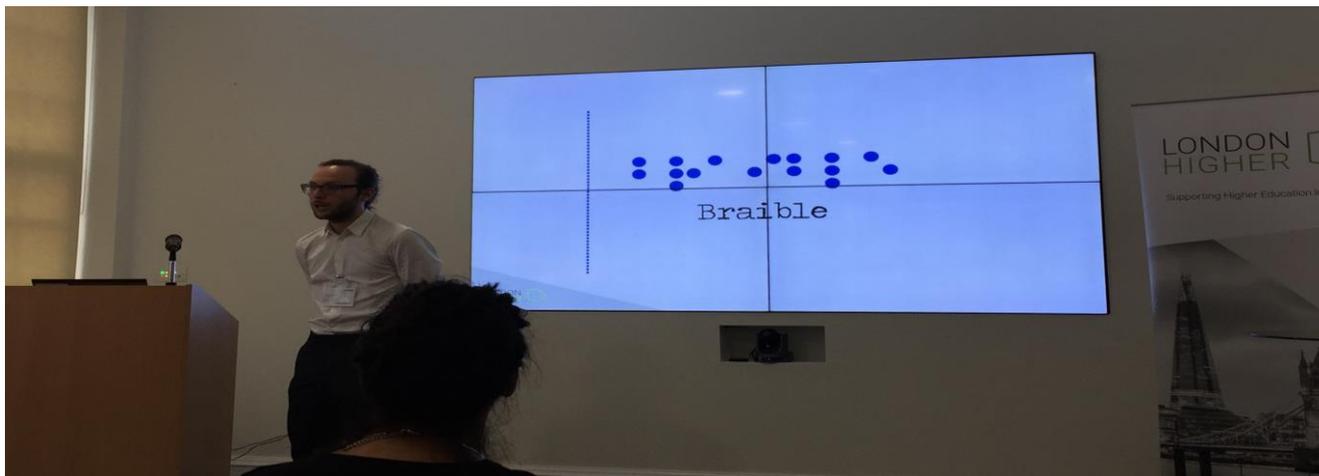
### Uni-venture

Created by the London Higher group with support from, LCF, Imperial, UEL and UWL. 12 'student champions' representing London Universities pitched at the inaugural Uni-venture event

- First Prize went to UCL
- The Runner Up prize went to (Kingston University),
- The Vox Pop prize was awarded to Paris Reveira (Brunel University)

The judges also highly commended two other entrants:

- **Joan Goyeche (London College of Fashion), for Braible.**
- Archna Luthra (City, University of London), for Prism;



## 6. Other competitions promoted/supported

	<u>Name</u>	<u>Organiser/sponsor</u>	<u>Summary</u>
U A L	UAL SEED Fund	University of the Arts London	SEED funds for UAL students £25K
	MEAD Scholarships and Fellowships	University of the Arts London	Designed to help students develop their creative practice; £10k and £20k funds
	UAL Tier 1 GE Visa	University of the Arts London	Aimed at international students who wish to remain in the UK to develop a genuine and credible business idea
	CFE Programmes	CFE (ERDF)	LONDON'S PIONEERING FASHION BUSINESS INCUBATOR
E X T E R N A L	Mayors Ent Challenge	Mayor of London	Sustainability + London focused competition - £20k prize
	Materials Innovation	The Arts Foundation	Development of a new materials
	Drapers Student Designer of the Year 2018	Drapers Footwear Awards	The only footwear focused fashion retail awards
	The Student Start-up of the Year competition	Enterprise Nation	A chance to win £3,500 cash and a suite of products and support
	ISPE Aspire awards	IPSE	The award is for the UK's best freelancers aged 23 and under

## 6. Competition notifications

- [I Am Chen](#) (MA Womenswear Alumni) has received this years' "[Ones to Watch Award](#)" by Fashion Scout and showed during London Fashion Week in February: <http://fashionscout.co.uk/news-home/ones-to-watch-i-am-chen-interview>
- [I Am Chen](#) was awarded the Merit award at this year's Fashion Scout.
- [I Am Chen](#) was awarded £6,000 from the [Lodz Young Fashion Award](#).
- [I Am Chen](#) was awarded [Lane Crawford Creative Callout Winner](#).
- [Bethany Williams](#) was mentioned in the press: [The Guardian](#), [WWD](#), [Vogue UK](#), [Vogue](#), [Fashion United](#)
- [Amari Carter](#) was mentioned in the press: [Evening Standard](#), [Dazed](#)
- Kristina Kuiken (BA Contour) was the gold winner of our [LifeStart challenges](#). She's pitched [Podium](#). Kristi won £1000 in cash, £100 Virgin Experience Days voucher, Samsung Galaxy S8 smartphone etc. Kristi was also a runner up in the SET Challenge Final.
- [Honest Man](#) was selected to show at On/Off during London Fashion Week in February: <http://onoff.tv/feb2018/designer/honest-man/>
- [KTO](#) (LCF alumni) and [Lara Intimates](#) (LCF alumni) have collaborated in hosting a pop-up store.
- [Nelly Rose](#) (LCF alumni) was awarded £1000 from Aisha Khan to further develop her textiles business.
- Irene-Marie Seelig [awarded Forbes 30 Under 30 Europe](#)

## 7. UAL SEED fund and Tier 1 Graduate Entrepreneur Visa Support

	<u>% Yearly change</u>
UAL Tier 1 GE Visa	+300%
UAL SEED Fund	-5.5%
Total students supported	+61%

### SEED Fund

June 2018: SEED Creative Enterprise Awards (£5000): 32 LCF applicants of 77 received (42%)

The **conversion rate** from SET supporting to students submitting = **94%**

### Tier 1 GE Visa

In 2017-18: February 4 out of 8 visas went to LCF students (50%)

In 2017-18: June 4 out of 8 visas went to LCF students (50%)

## 8. Industry Collaboration (In Residence Programme)

We now have a total of 14 confirmed In-Residences (IR) engaged, utilising expertise from both within industry and across LCF who support students through 1-2-1 and 1-few sessions. The IR's: -

- Entrepreneur IR (The Numbers Coach)
- Lawyer IR (Briffa)
- Lawyer IR (Sheridans)
- Accountant IR (Grant Thornton)
- Social Entrepreneur IR (Circle Collective)
- Sustainability Practitioner IR (LWRB)
- Manufacturer and Ethical Buyer IR (Fashion Enter)
- Behavioural Economist (Persuasion)
- Start-Up Practitioner IR (Virgin Start Up)
- PR and Marketer IR (Felicities)
- Freelancer IR
- Branding Practitioner IR (LCF)
- Designer-Maker IR (LCF)
- Media Practitioner IR (LCF)
- *TBC - Investor Ready Advisor IR (Crowdcube)*

# The SET Legal Canvas

# Innovate - Create - Achieve with SET

## VALUE

How does intellectual property add value to your business?  
Have you considered intellectual property rights to increase business value?  
If so, how will it increase business value?

## RISKS

How easy is it for another party to use your intellectual property without permission?  
Are you intentionally or unintentionally using another party's intellectual property?  
Are any outside parties handling your intellectual property? (e.g. manufacturers)

## IDENTIFY

Does intellectual property exist in your proposition?  
If so, where does it exist? (e.g. designs, software code, brand)  
Who owns or has rights to that intellectual property? (e.g. you, your business, outside party, freelancer)

## COSTS

Any cost to obtain intellectual property? (e.g. licence fees, software development costs)  
Any cost to protect intellectual property? (e.g. registration fees)  
Any cost to enforce intellectual property? (e.g. prosecution costs)

## PROTECT

How do you prevent another party misusing your intellectual property?  
How do you ensure you are not misusing another party's intellectual property?  
How do you manage who owns intellectual property and how it can be used?

## REGISTRATION

Are any rights registrable?  
Have you registered any rights?

# The Start-up Finance Canvas

# Innovate - Create - Achieve with SET

## SOURCES OF REVENUE

On what basis will you generate revenues (e.g. sales of goods/services, fees for services or use of assets, commission on sales)?  
 How will you recognise the value you create in your selling prices?  
 What will be your profile of customers (number, spread, concentration, location)?  
 What is your forecast volume/frequency of sales?  
 What will be your payment terms (e.g. cash/credit)?  
 What variations might you have in selling prices (e.g. discounts for volume, customer offers)?

## CONTROLS

What financial controls will you put in place to protect your finances?  
 How will you ensure adequate segregation of duties?  
 How will you monitor performance against plan?  
 In what way will you measure financial success?

## RISKS AND MITIGATION

What will be your key financial risks?  
 What measures will you have in place to mitigate them?  
 What insurance provisions will you take?

## TAXATION

Which taxes will be relevant to your business (corporation tax/PAYE/-VAT/other)?  
 How will you ensure you are paying the right level of tax?  
 What compliance measures will you put in place?

## USE OF FUNDS

What will be your direct costs of sale (e.g. goods acquired for resale)?  
 What will be your regular expenses and overheads?  
 How will you identify costs that are fixed and costs that are variable with the scale of your operations?  
 Are you needing to purchase items of equipment, access to premises or other such assets?  
 How will you manage your costs to the optimum level?  
 Will you be able to achieve economies of scale?

## LENDERS

If your business has been lent money, what returns do the lenders require (principal and interest)?  
 What are the repayment periods/cycles?  
 How will the lenders limit their risk (e.g. will you grant security)?  
 How will the lenders want you to report progress?

## SYSTEMS AND PEOPLE

Who will maintain your financial records?  
 What accounting system will you use?  
 What financial reports will you regularly produce?  
 How will you prepare forecasts (cash/profit)?  
 How will you plan and deal with your future finance needs?  
 What external scrutiny might you want/need?

## RECEIPTS AND PAYMENTS

What payment terms will you grant to your customers?  
 What payment terms will you be able to negotiate with your suppliers?  
 Will there be potential variations, such as for early payment?

## INVESTORS

How will you measure the value of your business?  
 How will your investors measure growth in the value of your business?  
 How will your shareholders earn returns on their investment (e.g. dividends/capital growth)?  
 What level of control do your investors need (versus proportion of ownership)?  
 How will your investors want to report progress?

# The SET Branding Canvas

# Innovate - Create - Achieve with SET

## PURPOSE

Why does your brand exist beyond profit?  
 What is the unifying principle that drives everything you do, and how is it making people's lives better?  
 Can you relate what makes your brand's product/service special in a way that connects with what people need in the world?

## TOUCHPOINTS

What are your key brand touchpoints?  
 How is your brand manifested in these spaces?  
 How will you ensure consistency and coherency to create a strong brand?

## TONE OF VOICE

How does your brand speak? (the projection of your personality)  
 Is this projection/personality distinctive?

## ESSENCE

What is the one thing that your brand stands for, the core brand idea?  
 Can you define it in one word?

## VISUAL IDENTITY

What are the physical aspects of your brand that consumers should remember? E.g. colour, typography, materials, logo, imagery.  
 What are your design principles and guidelines e.g. photographic style?

## MISSION

How will you achieve your purpose through your product/service offering?

## VALUES

What do you believe in?  
 Why are these values important to you?

## PERSONALITY

If your brand was a person, how would you describe their character?  
 Can you write this in six words?

## BRAND NARRATIVE

What is the compelling story that your brand should communicate to your consumers?  
 How will you articulate your brand purpose, what sets you apart, and your product/service fundamental details?  
 Can you write this in a few sentences in your brand tone of voice?

## 8 & 9. Industry & HEI collaborations

<u>Activities</u>	<u>2017/18</u>	
	<u>Conversion rate (from sign up)</u>	<u>Student satisfaction</u>
Virgin Programme 1	95%	88%
Virgin Programme 2	68%	90%
Market Entry	70%	79%
London Venture Crawl	100%	87%
LCF Founders Club 1 (B at The Ivy)	84%	80%
LCF Founders Club 2 (Eve at GT)	37%	88%
Grand Total	72%	85%

# Venture Crawl 2018



## Service information

**Date:** Wednesday 14th March 2018  
**Time:** 9:00- 21:00

Successfully piloted in 2017 by King's College London, Venture Crawl is a unique partnership between 9 London universities with a number of those taking part sharing buses. The event is designed to give students the opportunity to connect to real-world businesses, be inspired by industry leaders and gain skills in self-confidence, creative thinking and leadership.

The University of East London, Birkbeck University of London and London College of Fashion will be sharing a bus and taking students through a specifically designed East London route. The variety of the Institutions will give the students a chance to meet those from different course backgrounds to themselves and broaden their networks.

The route will see us meet at **Google Campus** where students will get the opportunity to learn more about creative entrepreneurship. Next off to **Amazon Fashion** to get an exclusive behind the scenes look at this global organisation as well as a guided tour and keynote from **Juliet Warkentin** (Director of Marketing at Amazon Fashion Europe).

Lunch will see us join **Grant Thornton** where we will listen to the inspirational story of how a founder took an initial idea to a rapidly scaling VC backed business.

Our fourth stop of the day will be **HelloFresh** where students will have a tour of the site as well as a Q&A with members of the founding team. This fun start-up will help the students understand how a meal planning concept with a disruptive business model became the leading global provider of fresh food at home and showcase the opportunities available to work for a start-up.

Our last stop of the day will be **Innovation Warehouse** a digital incubator in the City of London. Students will have an informative presentation by the management team and meet some of the tech entrepreneurs based there.

In between all the stops we will also be joined on the bus by a variety of founders with a wealth of experience in a range of fields giving students an insight into their start-up journeys, what inspired them as well as having the chance of an intimate Q&A.



Bus Stop

Venture Bus

DESTINATION  
INSPIRATION

VB1	VB2	VB3
VB4	VB5	VB6
NVB	N1B	



## Route Details





Video link: <https://youtu.be/dKJ54b8IUss>





Global  
Disability  
Innovation  
Hub



ual: london college  
of fashion



## 9. HEI collaboration Skills Builds

<u>University</u>	<u>Conversion rate (from sign up)</u>
Loughborough London	20%
UCL	25%
Other universities (Brunel, Birkbeck, City & LSE)	100%
Grand Total	36%

# 10. Examples of case studies / role models

Logo / image	Business name and details	Website	Level	School & Course
 <p>LILY ROUSE</p>	<p>Lily Rouse. London Based Demi-Couture Contoured Eveningwear and Lingerie. Made to order from luxurious fabrics  <b>registered as sole trader</b></p>	<p><a href="http://www.lilyrouse.co.uk">www.lilyrouse.co.uk</a></p>	Alumni	SDT – BA Contour
	<p><b>Honest Man.</b>  Menswear Designer,  Denim Dude.  <b>Registered as a sole trader</b></p>	<p><a href="http://www.honestman.club">www.honestman.club</a></p>	Alumni	SDT BA Mens
<p><i>John Pound</i></p> <p>LONDON 1823</p>	<p><b>John Pound</b> is the oldest Luggage brand in the world. All is British-made.  <b>Registered as a ltd</b></p>	<p><a href="http://www.johnpoundlondon.com">www.johnpoundlondon.com</a></p>	Alumni	SDT BA Mens
<p><b>LARA</b>  <b>INTIMATES</b></p>	<p>Lara make bras that actually fit and do it sustainably. Made in London with reclaimed, eco lingerie fabrics.  <b>Registered as a ltd</b></p>	<p><a href="http://www.laraintimates.com">www.laraintimates.com</a></p>	Alumni	SDT BA Contour
<p><b>i-am-chen</b></p>	<p>Immaculate chic pieces comprised of stunningly intricate fabrics  <b>Registered in China</b></p>	<p><a href="http://www.i-am-chen.com">www.i-am-chen.com</a></p>	Alumni	SDT MA Womens

# 10 &16. Landing page and Marketing materials

## LONDON COLLEGE OF FASHION

[About](#) [Courses](#) [News](#) [Events & Open Days](#) [Student Life](#) [Student Careers](#) [People](#) [Student Showcase](#) [Research](#)

In addition SET offers and supports a wide range of online and physical [Business & Innovation](#) to polish the basic understanding of creative businesses.

Not only that, SET also hosts a series Skill Builds and networking events connecting like-minded students and graduates across LCF.

### STUDENT ENTERPRISE NEWS



[Watch our London Venture Crawl recap](#)



[SET Challenge Final awards £9000 to young entrepreneurs](#)



[Class of 2017: Fashion Contour Students Cindy Liberman and Faith Leeves](#)



[Contour, Psychology and Fashion Management Battle Out For SET Challenge Prize](#)

# 15. Selling success - student testimonials

1. *I really want to say THANK YOU VERY VERY MUCH!!!! Can't believe in such a short time we made it!!!! and I will never be able to get it without your help!!!!!! Thank you very much for booking all the appointments every week with me, helping me and teaching me everything! Thanks for reading through my applications again and again and preparing presentation together with me. Thank you for spending time and putting effort to help me, especially since I come from the non-business studied background!!!!”*

2. *‘When I first started my business, I felt very alone and separated from the industry, however SET/LCF have really helped me feel part of the local community and get my business on track. I have attended a number of business development sessions and now my company is trading and I am looking towards the future with confidence thank you to wonderful enterprise team’!*

3. *‘The Student Enterprise Team at the LCF have been an amazing resource. It is hard to explain the real difficulties and pressures you can go through as a start-up business. At times you can feel isolated, clueless and you can really question your purpose when your end goals never seem to materialise. Having the support of the Student Enterprise Team has been invaluable. As an individual working alone it is priceless to have access to such resources, guidance and an opportunity to create a wider network with like-minded creatives’.*

# 15. Selling success - student testimonials

4 *"I first came into contact with the Student Enterprise Team last May at a very successful hackathon they had arranged in collaboration with UCL. Throughout this event, SET mentors provided valuable feedback, encouragement, and insights on how to develop and refine the idea and pitch that would eventually win my group 2nd place. This first impression has held true in my interactions with the SET ever since. They have arranged a series of highly informative skills build session with industry professionals covering everything from marketing to financing to business modelling and planning. Furthermore, they have provided many useful 1-to-1 mentoring sessions wherein they have given advice and feedback tailored to individual needs and stage of development.*

5. *The support and knowledge sharing provided by the SET have been invaluable in these early days of creating my own business. Every member of the team I have been in contact with has been unfailingly helpful, immensely supportive, encouraging, and inspiring. They are all highly skilled and experienced professionals who are always willing to assist in navigating the many pitfalls of early stage entrepreneurship, listen with open minds, and offer guidance and insightful advice on how best to proceed. They continuously provide up-to-date information on internal and external events, signpost relevant funding opportunities, and forward information relevant to the individual start-up. I do not hesitate in giving them my sincere recommendation".*

# 15. Selling success - student testimonials

6. *“I wanted to thank you for all your support for the enterprise master classes and my applications for SET and other challenges. Although my idea wasn't selected for the finalists, I really enjoyed the whole journey and learned so much about building a business as well as start-ups. Thanks to that, I got an A+ on my enterprise unit! I am glad I gave it ago for the competitions. I don't think I would have tried it without your encouragement, thank you!”*

7. *“I just want to say thank you so much for being so carrying as well as professional, you are so passionate about helping people and it shows you love your job. It is much appreciated to meet people like you at UAL”*

8. *“In response to my time spent engaging with SET services, it is unmeasurable how much of a positive and crucial impact it has had on my career. Changing my approach to business, design, and being an entrepreneur. The consciousness SET has evoked in me, has given me a cutting edge I never felt I had previously, as I understand my purpose as a designer, a businessman and my social responsibility within the industry. I have the extra confidence to communicate why I am doing my chosen career path, and how I will do it- with a purpose. I love SET”.*

# Final reflections

1. We have shown the width and depth of our engagement strategies – is anything missing?
2. Employment trends are changing – portfolio careers and the rise in self-employment
3. Our intention is to allow students to explore self-employment as a viable career choice and learning experience whether they ultimately decide that they will become entrepreneurs or intrapreneurs upon leaving UAL
4. Students engage with SET as they choose to do so. Their time is precious, thus, we need to ensure that their experience is worthwhile and enjoyable
5. **Enterprise Education is for all but it is not for everyone!**

