

King's
20 ▶▶
ACCELERATOR

Holly Knower

Head of Ventures
Entrepreneurship Institute
King's College London

King's20 programme support...

12
months

King's
Eco-system

£60,000
Support
package

Desk Space
5 team members

8 in-house experts

4 years ago...

- Too broad
- Too much scope
- Fluid meeting durations
- Generalist topics of discussions
- Difficult to ascertain impact for mentor and/or mentee

Lots of tea and chats...



Need identified...

- More knowledge and time required
- Wider pool of experts
- External knowledge was deemed a 'good thing'

“What would you **like to talk about...”**

to...

Probing conversations

Specific topics

Industry experts

Themes...

- Growth
- Tech
- Investment
- Creative
- Storytelling
- Entrepreneurial leadership
- Coaching (Personal support)

Futuristic point of view

Contemporary

Knowledge

Agility in model to adapt

Reviewed annually

Specialist advisors

Experts-in-Residents (XiR's)



Professor Stefan Allesch-
Taylor CBE
Professor of Entrepreneurship



David Walsh
Entrepreneur in Residence



Savitri Tan
Investor in Residence



Farhan Lalji
Tech in Residence



Emma Sexton
Creative in Residence



Theo Ohene
Growth Hacker in Residence



Helena Taylor-Knox
Coach in Residence



Yo Percalle
Coach in Residence

SPECIALIST ADVISORS

The following advisors will be running office hours at different times throughout the year on specific topics:



Anna Matveeva
Expertise: *Accounting*
Manager, Kingston Smith



Bill Cogan
Expertise: *Legal*
Senior Consultant,
Ignition Law



Bernie Heung
Expertise: *IP & Licensing*
Managing Partner, Hung
Au Yeung & Partners



Richard Zaltzman
Expertise: *Sales*
Former head of EMEA
sales, Microsoft

STARTUPS IN RESIDENCE

The following ventures from the 2018-19 cohort will share a total of 7 desks in the workspace in 2019-20 and, as well as acting as role models for the new cohort, will provide workshops and mentorship on different areas of expertise:



Marcel, Shakur, Lucas and Josh
New Motion Labs
Expertise: IP licensing, sales



Madeline, Lenny and Matt
MAMOQ
Expertise: retail, eCommerce



Mark, Edvent
Expertise: sales coaching,
pitching, leadership

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