⚡ startbook

- **Title**
  - How to mobilise a Community of Practice?
- **Date**
  - Friday, 21st April 2023
- **Time**
  - 1:30pm - 2:30pm | 1h workshop (10 min introduction)
- **Location**
  - TBC, Level 50, One Canada Square, London E14 5AA
- **Description -** https://www.enterprise.ac.uk/events/supporting_entrepreneurship/
  - We will promote discussion on how you can mobilise a Community of Practice, what are the different areas of your entrepreneurship ecosystem, how do you encourage people to take ownership and what are the kinds of activities that work well in your context?
- **AV Capabilities & Room Layout**
  - Hybrid Zoom setup
  - Digital screen connected to via laptop
- **Attendees**
  - Enterprise Educators UK members

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This resource is produced for the *"How to mobilise a Community of Practice?"* event at UCL School of Management on Friday, 21st April 2023 managed by UCL and Enterprise Educators.

The intended purpose of providing this resource is to educate the event attendees and provide them with the slides to reference after the event.

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Maxx Turing
Founder
Startbook

Why are you here today?

Why do you care about your entrepreneurship COP?

What's your story?

How will your story inspire others?

I'm going to tell you a story...

What were you doing 10 years ago?

Dodgeball

- **Assess** - gather, learn, understand

- **Talk** - share, define, invite conversations

- **Build** - envision, propose, create

- **Act** - amplify, spread, advance

Dodgeball

OU DODGEBALL CLUB
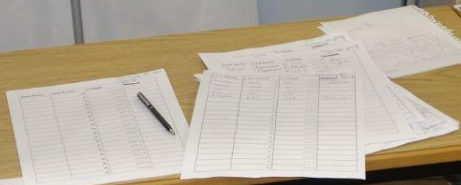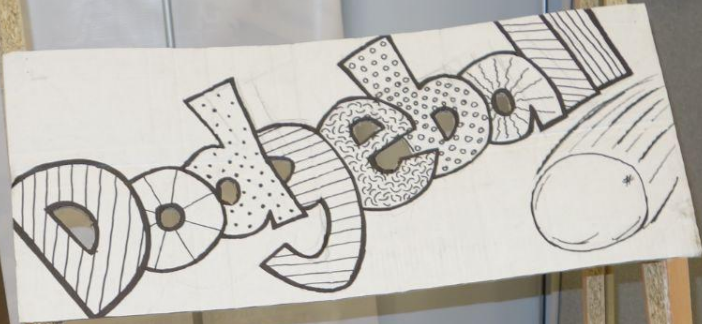
- 500+ signed up on the mailing list
- Weekly sessions, minigames, tournaments, socials
- 42 annual fee members at end of year
- Committee grew from 3 to 8
- Fastest growing sports club in the university

- **Enact the change** you wish to see
  - Don't wait for permission
  - Leadership is swayed by community action
- Being the underdog can be your advantage
  - **Every weakness is a strength**, every strength is a weakness

Tech in Asia: Ackcio, founded through EF Singapore, bags $3M in Series A money

The best place in the world to meet your co-founder and build a technology startup from scratch.

APPLY NOW

- Your ecosystem can bring value in ways you don't expect
  - Making the most out of your **talent pool**
    - Example Anne made
  - Applicant referrals
- Understanding key **mobilisation motivators**
  - **Alumni** - nostalgia, social connection, opportunities
  - **Mentors** - giving back, investment opportunities, halo effect
  - **Door Openers** - example of the four leads that don't agree

HACKTRAIN

Driving forward innovation in the rail industry.

- It's important to celebrate the wins and **enjoy the journey**
  - It's a mindset shift
  - ...even the rail industry can be fun
- Giving **autonomy**
  - Removing red tape
  - Enabling talent
  - Getting out of the way

JOIN OUR EVENTS!

THE FAMILY

WHEREVER YOU ARE

join The Family.

Online Program for 50 Startups.
Next Batch: Jan 2022.

APPLY NOW

The Family is a fellowship of founders.
Twice a year, The Family selects 50 startups from around the world.
In exchange for 5% equity, we provide everything you need to build a
scalable business: advice, mindset, network & a world-class investor
demo day — *no matter where you come from.*

AMBITIOUS FOUNDERS.
6 INTENSE WEEKS. 5% EQUITY.

- The importance of branding and **the story**
  - Strong and memorable brand
  - Involving and integrating the community
  - Book detailing the story
- Ecosystem data management is **intensive**
  - Time consuming
  - Easily becomes out of date

about us →
NEF+ programme →
research →
networks →
programmes →
media →
support us

learning programme
entry – founders
entry – partner companies
FF partnership
coaches
mentors
alumni
alumni ventures
NEF+ events
NEF+ stories
apply

overview

NEF+ *in partnership with* **FOUNDERS FORUM**

NEF+ develops the entrepreneurial leaders of the future.

We build leadership and business success instincts from years of development. These instincts are born out of varied exposure, experiences, and thousands of decisions.

NEF+ is a fast-track programme. We speed up the learnings and opportunities you need to achieve high growth within exciting startups and scaleups. We split our participants into two categories:

1. **Early-stage founders**
   You're a founder who's launched an MVP or have launched one already. You'll be at the stage where you want to move forward with your business but need help getting there. Improve your leadership skills, gain access to partnerships and funding opportunities, and put ideas to the test. The NEF+ programme and community offers the resources to help you fast track your goals and grow your business.
   Read more

2. **Scaleup talent**
   These participants are already employees inside scaleup companies. Founders of the

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Hey! 👋 I'm Maxx

startbook

- Experience with entrepreneurial ecosystems
  - As an ops lead
  - As a participant
- Startup skills
  - Operations
  - Tech
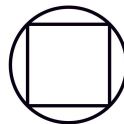
Maxx Turing
Founder
Startbook

UCL INNOVATION & ENTERPRISE

SCHOOL OF MANAGEMENT HALL OF FAME

SCHOOL OF MANAGEMENT

WE Innovate

WE Accelerate

KING'S College LONDON

Imperial Enterprise Lab

Centre for preneurs

TownSq

➜ Accelerators / Incubators
➜ Venture builders
➜ Startup programmes
➜ Pitch competitions
and more...

REN

CVC

CAPITAL ENTERPRISE

VENTURE FOR AMERICA

ALLOCATE.

rise *Created by* BARCLAYS Growth Academy

⚡ Startbook Services (B2B)

Operational Services	Software as a Service (SaaS)
• General operational support	• Digital directory software
• Pitch competitions	○ Ventures
• Mentoring programmes	○ Founders
• Workshops	○ Mentors

startbook

- Knowledge sharing
- Competitions
- Workshops
- Social events
- Training sessions

- Group activities
- Team building
- Demo days
- Mentoring
- Coaching

- Panel Interviews
- Mentor Training
- Coach Training
- Group meals
- 1:1 matching

- Alumni events
- Speaker events
- Welfare events
- Sports events
- Hackathons

⚡ Startbook Services (B2B)

Operational Services

- General operational support

- Pitch competitions

- Mentoring programmes

- Workshops

Software as a Service (SaaS)

- Digital directory software

  - Ventures

  - Founders

  - Mentors

UCL SCHOOL OF MANAGEMENT
MSc ENTREPRENEURSHIP

UCL School of Management

UCL SCHOOL OF MANAGEMENT
HALL OF FAME

UCL Hall of Fame

UCL INNOVATION & ENTERPRISE

UCL Hatchery

INNOVATION & ENTERPRISE

Home   For students   For staff   For businesses   Case studies   News   Events   About

Join the Hatchery startup incubator

Join the Hatchery startup incubator

Get the co-working space, advice and connections that will help build your business by applying to UCL's incubator programme.

The Hatchery is a dedicated startup space within BaseKX, UCL's entrepreneurship hub in King's Cross.

We play host to a community of the university's most promising startups, providing free, tailored support and dedicated office space designed to fast track your success and get you investment ready. All completely free.

Who can join the Hatchery

The Hatchery incubator programme is available to startups with a viable business venture founded by UCL students, researchers and recent graduates. (If you're a graduate, you'll need to apply within 3 years of graduating.)

It's a competitive space. Your business will be assessed by a panel to make sure you're the right fit, and spaces will only be awarded to the most promising ventures and entrepreneurial individuals.

Your business can be in any sector.

For your best chance at entry, you'll already

Contact us ✉

Email: entrepreneurship@ucl.ac.uk

Meet the team

Get our newsletter ✉

Sign up to our entrepreneurship newsletter to receive regular updates on our free workshops, courses and networking events, and our startups.

> *"Being in the Hatchery means I have access to world-class mentorship and guidance every day, and I'm surrounded by some of the most innovative, creative, and inspiring people from UCL."*

Kaitlin Fritz, MA Art History graduate and co-founder of Musemio

Read more about Kaitlin's entrepreneurial journey

> *"The facilities at the Hatchery are great and*

Cookie settings

Who is who? And how do I contact them?

In order to mobilise your community, you need to effectively and efficiently manage, connect with and share your community.

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Ventures   Founders   Mentors

▼ Show filters 100 out of 115 results

Search 🔍

⭐ **Demo Day**

ALLERMUIR CAPITAL

Allermuir Capital

AI wealth manager offering bespoke portfolios to all wealth levels

⭐ **Demo Day**

Boxxdocks

BoxxDocks

A global network of data-driven logistics boxes.

⭐ **Demo Day**

CILO

Cilo

Helping businesses engage their employees in climate action.

⭐ **Demo Day**

ghp scientific
Pioneers of Metabolic Medicine

GHP Scientific

Metabolic surgery in a pill

⭐ **Demo Day**

X

Inxtinct Security

Manage Human Cyber Security Risk With Ease

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UCL Hatchery

Ventures Founders Mentors

Hide filters 100 out of 115 results

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Cohort

☐ 01 [Spring 2019] ☐ 02 [Autumn 2019] ☐ 03 [Spring 2020] ☐ 04 [Autumn 2020] ☐ 05 [Spring 2021] ☐ 06 [Autumn 2021] ☐ 07 [Spring 2022] ☐ 08 [Autumn 2022] ☐ 09 [Spring 2023]

Industry/Sector

☐ Advertising ☐ AI ☐ AR/VR ☐ AutoTech ☐ BioTech ☐ ClimateTech/CleanTech ☐ Consumer Health ☐ Crypto/Web3 ☐ Cybersecurity ☐ Data Services ☐ DeepTech ☐ Diagnostics ☐ Digital Health

☐ E-commerce ☐ Education ☐ Enterprise Infrastructure ☐ Entertainment & Sports ☐ Fashion ☐ FinTech ☐ Food and Beverage ☐ Future of Work ☐ Health & Hospital Services ☐ Health IT

☐ Human Capital/HRTech ☐ Impact ☐ IoT ☐ LegalTech ☐ Logistics ☐ Manufacturing ☐ Media/Content ☐ Medical Devices ☐ Parenting/Families ☐ Pharmaceuticals ☐ Real Estate/PropTech ☐ Retail

☐ SaaS ☐ Security ☐ Smart Cities/UrbanTech ☐ Social Networks ☐ Space ☐ TransportationTech ☐ Web3/Blockchain ☐ Wellness & Fitness

Featured

☐ Demo Day

⭐ **Demo Day**

⭐ **Demo Day**

⭐ **Demo Day**

⭐ **Demo Day**

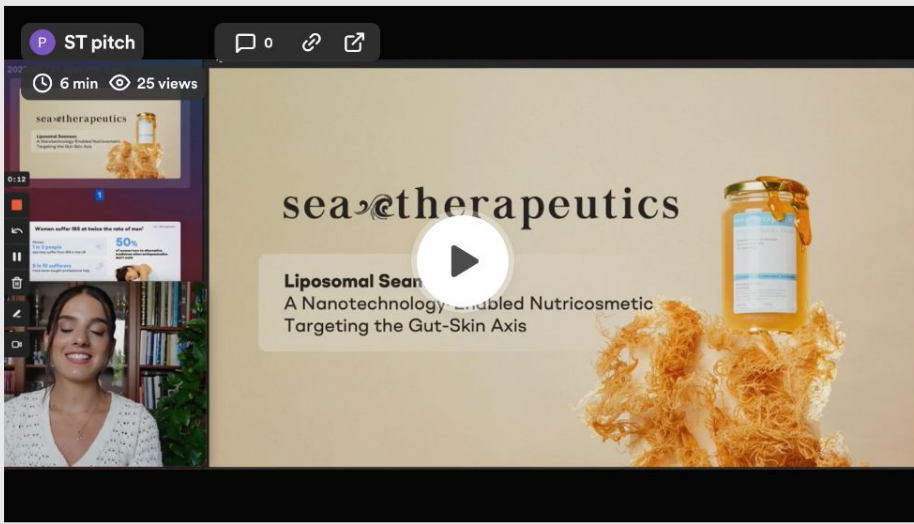⭐ **Demo Day**

SEA THERAPEUTICS

Getting to the root of gut/skin issues, using natural solutions, sourced from nature and driven by science.

P ST pitch   💬 0   🔗 ⧉

🕐 6 min   👁 25 views

sea therapeutics

Liposomal Sea...
A Nanotechnology-Enabled Nutricosmetic Targeting the Gut-Skin Axis

PITCH DECK

[View Pitch Deck]

INDUSTRY / SECTOR

BioTech

STAGE

Revenue-funded

Pargol Esnaashari-Esfahani

Founder & CEO

View Profile

A biochemical engineer, with a masters in innovation & entrepreneurship in biomedical engineering - I used my STEM background to understand my own IBS symptoms and causes and develop a holistic blend to tackle the root of the issue.

PROBLEM

Sea Therapeutics is tackling the rise of gut issues such as IBS. 1/3 people in the UK believe they suffer with IBS, 60% of sufferers have never sought professional help, and 50% of women turn to alternative solutions as conventional medicines to not get to the root of the issue. Rather than symptom based treatments, Sea Therapeutics is targetting the route of the issue: inflammation.

SOLUTION

Our current MVP is a 100% natural, anti-inflammatory, antioxidant and antiviral blend - the Seamoss Manuka Blend. This blend can be consumed daily to help balance the gut microbiome, and it also double as a skin care product due to its antioxidant capacity, therefore, it can also be applied topically on problem areas such as eczema or psoriasis.

BUSINESS MODEL

We are currently an e-commerce wellness store, we have our signature product - the Seamoss Manuka Blend, alongisde some accessories. We also offer our blend on subscription basis.

We are looking to reformulate our blend into a liposomal formulation, to increase shelf-life and stability, which would permit us to ship globally and be stocked on shelves - rather than be limited to solely e-commerce in the UK.

COMPETITION

There are other seamoss gels on the market but they lack quality and taste. We source our Seamoss from trusted family farm in Antigua, so the quality is second to none. We also use UMF10+ Manuka honey and a multifloral raw honey - both with unique health benefits. Our selective use of ingredients puts us at a higher end of the market. Furthermore, our dedication to R&D gives us credibility in comparison to competitors that make unsubstantiated claims with 0 scientific background.

We held a taste test amongst approx 100 participants, and the response showed that our blend is the best tasting seamoss product on the market. Other seamoss gels are barely palatable - whereas customers actually enjoy taking ours.

- How to prove 'product-market fit' as this is what an investor has asked us to develop before revisiting an investment
- Marketing connections considering minimum budget
- Someone that I can get business and legal advice from, specifically regarding discussions with investors.
- Regarding next steps in new product development, I am having difficulty getting quotes/finding the right manufacturers to speak to

SEA THERAPEUTICS ON THE WEB

Sea Therapeutics is the trading name of SEA THERAPEUTICS LIMITED incorporated and registered in England & Wales with company number 13151782 whose registered office is at 25 Templewood, London, England, W13 8BA.

Access Company Registry Record

Contact Sea Therapeutics

YOUR NAME (REQUIRED)

YOUR EMAIL (REQUIRED)

YOUR COMPANY NAME (REQUIRED)

I'D LIKE TO CONTACT THIS VENTURE...

☐ to give them feedback
☐ to become a mentor/advisor

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Ventures   <u>Founders</u>   Mentors

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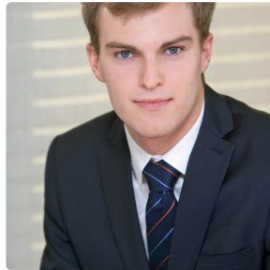

Anu Pohani

👤 View Profile

🔵 **Allermuir Capital**
ALLERMUIR CAPITAL

I am the President and Co-CIO of Allermuir Capital. I have 20…

⭐ **Demo Day**

Andrew Birrell

👤 View Profile

🔵 **Allermuir Capital**
ALLERMUIR CAPITAL

I have worked in financial services for over 5 years with …

⭐ **Demo Day**
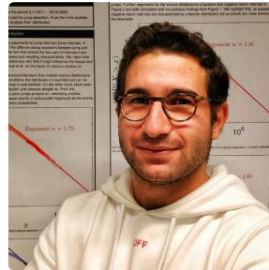
Jeremy Turiel

👤 View Profile

🔵 **Allermuir Capital**
ALLERMUIR CAPITAL

I am a final year PhD student in the Financial Computing grou…

⭐ **Demo Day**

Alessandro Attanzio

👤 View Profile

⬛ **BoxxDocks**

Co-founder @ BoxxDocks

⭐ **Demo Day**

James Della Valle

👤 View Profile

⬛ **BoxxDocks**

Co-Founder of BoxxDocks ltd

UCL Hatchery

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Cohort

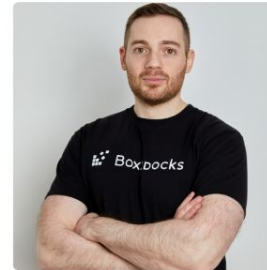☐ 01 [Spring 2019]   ☐ 02 [Autumn 2019]   ☐ 03 [Spring 2020]   ☐ 04 [Autumn 2020]   ☐ 05 [Spring 2021]   ☐ 06 [Autumn 2021]   ☐ 07 [Spring 2022]   ☐ 08 [Autumn 2022]   ☐ 09 [Spring 2023]

Featured

☐ Demo Day

Strengths

☐ Blockchain/Crypto   ☐ Branding   ☐ Business Analytics   ☐ Business Development   ☐ Business Models & Commercialisation   ☐ Career Advice   ☐ Client Relationship Management   ☐ Communication

☐ Community   ☐ Consulting   ☐ Content Creation & Copywriting   ☐ Creative Thinking   ☐ Critical Thinking   ☐ Customer Support   ☐ Data Analytics   ☐ Design   ☐ Design - UX/UI   ☐ Design Thinking

☐ Digital Marketing - Facebook Ads   ☐ Digital Marketing - Google Ads   ☐ Digital Marketing - Influencers   ☐ Digital Marketing & Advertising   ☐ Diversity & Inclusion   ☐ E-commerce   ☐ Economics

☐ Education   ☐ Event Management   ☐ Finance   ☐ Financial Modelling & Planning   ☐ Fundraising   ☐ Growth   ☐ Health   ☐ Hiring/Talent/Recruitment   ☐ Ideation   ☐ Investment Management & Banking

☐ Languages   ☐ Leadership   ☐ Market Research & Analysis   ☐ Marketing   ☐ Marketplaces   ☐ Negotiation   ☐ Networking   ☐ Operations   ☐ Partnerships   ☐ People Management & HR

☐ Personal Development   ☐ Pitching, Presenting & Pitch Decks   ☐ Problem Solving   ☐ Processes   ☐ Product Management   ☐ Project Management   ☐ Prototyping   ☐ Public Relations (PR)   ☐ Real Estate

☐ Research   ☐ SaaS   ☐ Sales   ☐ SEO   ☐ Social Media   ☐ Software - DeepTech   ☐ Software Development - Back End Web   ☐ Software Development - Front End Web   ☐ Software Development - Mobile App

☐ Stakeholder Engagement   ☐ Strategy   ☐ Sustainability   ☐ Venture Capital

⭐ **Demo Day**   ⭐ **Demo Day**   ⭐ **Demo Day**   ⭐ **Demo Day**   ⭐ **Demo Day**

COHORT

08 [Autumn 2022]

BIO

A biochemical engineer, with a masters in innovation & entrepreneurship in biomedical engineering - I used my STEM background to understand my own IBS symptoms and causes and develop a holistic blend to tackle the root of the issue.

CURRENT CHALLENGE(S)

Finding the right technical partners (labs in the UK) to develop a product version with higher efficacy and shelf-life, and finding the right route for funding to do so (grant vs. investment).

STRENGTHS

Business Development   Design - UX/UI   Critical Thinking   Creative Thinking

Content Creation & Copywriting   Consulting   Communication   E-commerce   Health

Operations   Partnerships   Pitching, Presenting & Pitch Decks   Problem Solving

Product Management   Research   Sales   Strategy

PARGOL ESNAASHARI-ESFAHANI ON THE WEB

sea ∘ therapeutics

Sea Therapeutics

Getting to the root of gut/skin issues, using natural solutions, sourced from nature and driven by science.

Contact Pargol Esnaashari-Esfahani

⚡ **Startbook x UCL Hatchery**

You are logged in to Startbook. Use the icons on the bottom navigation bar to look around.

Questions or issues when updating your profile? Email us for support! 💪

support@startbook.app

Profile Strength: **100 %**

That's all the required fields completed - nice job! ✨
Feel free to add in any remaining optional info too... 😉

Pargol Esnaashari-Esfahani Profile Editor

This information will be used to generate your founder profile page.

To preview your founder profile, tap the person icon in the bottom navigation bar.

Sea Therapeutics Profile Editor

This information will be used to generate your venture's profile page.

To preview your venture profile, tap the magnifying glass icon in the bottom navigation bar.

Edit Profile

FIRST NAME ⓘ

Pargol

PREFERRED NAME ⓘ

[Optional] Displays in place of First Name.

MIDDLE NAME ⓘ

LAST NAME ⓘ

Esnaashari-Esfahani

STRENGTHS ⓘ

Select Strengths (17 selected) ⌄

Business Development ✕   Design - UX/UI ✕   Critical Thinking ✕   Creative Thinking ✕

Content Creation & Copywriting ✕   Consulting ✕   Communication ✕   E-commerce ✕   Health ✕

Operations ✕   Partnerships ✕   Pitching, Presenting & Pitch Decks ✕   Problem Solving ✕

Product Management ✕   Research ✕   Sales ✕   Strategy ✕

MENTOR CONNECTION STATUS ⓘ

Yes / No

BUSINESS MODEL ⓘ

We are currently an e-commerce wellness store, we have our signature product - the Seamoss Manuka Blend, alongisde some accessories. We also offer our blend on subscription basis.

We are looking to reformulate our blend into a liposomal formulation, to increase shelf-life and stability, which would permit us to ship globally and be stocked on shelves - rather than be limited to solely e-commerce in the UK.

67 / 50 WORDS (RECOMMENDED)

COMPETITION ⓘ

There are other seamoss gels on the market but they lack quality and taste. We source our Seamoss from trusted family farm in Antigua, so the quality is second to none. We also use UMF10+ Manuka honey and a multifloral raw honey - both with unique health benefits. Our selective use of ingredients puts us at a higher end of the market. Furthermore, our dedication to R&D gives us credibility in comparison to competitors that make unsubstantiated claims with 0 scientific background.

We held a taste test amongst approx 100 participants, and the response showed that our blend is the best tasting seamoss product on the market. Other seamoss gels are barely palatable - whereas customers actually enjoy taking ours.

120 / 50 WORDS (RECOMMENDED)

TEAM ⓘ

My sister and I are the perfect team for this specific problem - both of us suffered with IBS. I, Pargol, have a background in science and experience working with small molecule delivery mechanisms which is exactly the direction we want to head in. My co-founder, Naz, believes in the cause just as much and also genuinely uses the product daily, and her skillset is tuned to business. She has worked in different startups before, and now works in finance as an analyst - her business skills and foresight are invaluable.

91 / 50 WORDS (RECOMMENDED)

TRACTION ⓘ

Left panel — Ventures

Views | Grid view | Hide fields | Filter | Group | Sorted by 3 fields | Color | Share view

#	Venture Name	Founder(s)	Profile Comp...	Venture ID	Legal Name
1	Allermuir Capital	Anu Pohani Andrew Birrell Jeremy	100%	allermuir-capital	ALLERMUIR C
2	BoxxDocks	Alessandro Attanzio James Della V	100%	boxxdocks	BOXXDOCKS
3	Cilo	Ryan Brown Laurence Collingwood	100%	cilo	CILO INNOVAT
4	GHP Scientific	Giorgio Castagneto Gissey	100%	ghp-scientific	GHP SCIENTIF
5	Inxtinct Security	Deepanjan Paul	30%	inxtinct-security	INXTINCT LTD
6	Known Source	Henry McNeill-Njoku	100%	known-source	KNOWN SOUR
7	MedQ	Evelina Balt	100%	medq	MEDICAL QUE
8	MyMedicalRecruitment	Eriona Vlada	100%	mymedicalrecruitment	MYMEDICAL R
9	No Impunity	Yanis Lunetta Aurelia Le Frapper	100%	no-impunity	NO IMPUNITY
10	Scentient	Ivan Novikov	100%	scentient	SCENTIENT LT
11	Tycho MedLink	Juan Lin (Silvia)	60%	tycho-medlink	TYCHO MEDLI
12	Vollou	Andres Payne Callum Osborne Nil	100%	vollou	VOLLOU LTD
13	6C's Skills Exchange	Clementina Aina	90%	6cs-skills-exchange	6 C'S SKILLS
14	abcollab	Lana Kadzhaia	40%	abcollab	ABCOLLAB LT
15	Alice Camera	Vishal Kumar Liam Donovan Vik K	100%	alice-camera	PHOTOGRAM
16	Alphaconfident	Yupu Wang	50%	alphaconfident	ALPHACONFID
17	Amal Health	Zaha Almasri Nadia Smati	100%	amal-health	AMAL HEALTH
18	Anima People	Nadine Michaelides	100%	anima-people	ANIMA PEOPL
19	Antibody Design	Alex Ramirez	60%	antibody-design	ANTIBODY DE
20	Artverse	Jamie Ma Jack Huang	30%	artverse	ARTVERSE LT
21	Astro School	Anna Parsec	40%	astro-school	ASTRO SCHO
22	AutoCS	Kamen Ivanov	100%	autocs	AUTOCS LTD
23	Beau Durée	Annette Jang	50%	beau-durée	BEAU DURÉE
24	BioBright	Vanessa Barzasi	100%	biobright	BIOBRIGHT LT
25	BLAZINGFIRE	Xinyi Dang	90%	blazingfire	BLAZINGFIRE
26	Cannaibis	Ivan Ezquerra-Romano	90%	cannaibis	
27	CareSync	Abraham Kayal	70%	caresync	RESOLUTIO LT
28	ChildCheck	Jujhar Bhambra	90%	childcheck	CHILDCHECK
29	Citizens Education	Matt Hayes	30%	citizens-education	CITIZENS EDU

115 records | Sum 8240%

Right panel — Founders

Views | Grid view | Hide fields | Filter | Group | Sorted by 3 fields | Color | Share view

#	Founder Name	Ventures	Avatar	Page Image 1	Page Image 2	Page Image
73	Nadine Pfeifer	HopStair				
74	Javad Hosseini Nasab	HOSSEINI NASAB LTD				
75	Seyed Hosseini Nasab	HOSSEINI NASAB LTD				
76	Corvin Paul	Huxley Research				
77	Parham Rakhshanfar	Huzzle				
78	Lynn Nie	HyPerForm				
79	Zhanyi Xu	HyPerForm				
80	Shangjiao Sun	I LEARN				
81	Suan Ho-Dinh	iLGS London				
82	Jack Warbrick	iLGS London				
83	Michele D'Ostuni	iLGS London				
84	Mohit Joshi	Interstellar Space Technologies				
85	Axultan Alimkulov	Invcita AI				
86	Rosa Hu	IREIS Properties				
87	Benson Teng	IREIS Properties				
88	Jo Wiecek	JMW BioTech				
89	Arnie Patel	Kineti Sports				
90	Suran Lee	KULTURE				
91	Tope Oyelade	Labnote Education				
92	Amy Li	Labnote Education				
93	Chris Norwood	LetsGoTurbo				
94	Noah Deron	LocalMeal				
95	Derin Mutlu	LocalMeal				
96	Isabella Mandich	LocalMeal				
97	Shaofeng Wang	LONDON DREAMER WORKSHOP				
98	Kaj van Schie	Marble				
99	Chris Tan	Marble				
100	Kaan Ucak	MIEKA				
101	Lesley Bangajum	MySkinCarePal				

152 records

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INNOVATION
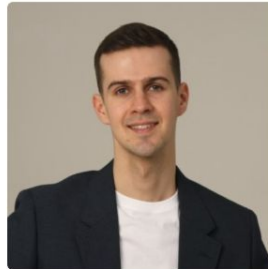& ENTERPRISE

Show filters   70 out of 70 results

Search

Alexandr Kulakov

View Profile

I am a part-time PhD student at UCL, have professional experience working for SMEs and global corporates, and have experience and track record of running technology-enabled start-ups.

Alexey Zanin

View Profile

I'm a Product Manager at Meta. Starting my career as a CPO of small stratups, I led them from idea to scale and profitability. I then had a chance to work at GoCardless, a UK-based fintech unicorn. Currently my team works on User Data Access, supporting Download Your Information and other Meta products.

Ali-Murtaza Nawab Shah

View Profile

Self-taught programmer with an extensive background in international consulting projects in various industries for the last decade on issues from - Chemical Engineering, Data Visualization, Business Development and charity. Mentor via. the Migrant Leaders foundation. I have been awarded for my consulting and advisory w…

Amit Gujar

View Profile

I am senior engagement manager at a leading strategy consulting firm.
I specialise in financial services and have deep experience helping build growth strategy across product / service definition, go to market strategy, business model refinement and cost management.
…

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Cohort

☐ 08 [Autumn 2022]   ☐ 09 [Spring 2023]

Mentor Type

☐ One-off Mentor   ☐ Regular Mentor

Sectors

☐ Advertising ☐ AI ☐ Analytics ☐ AR/VR ☐ AudioTech ☐ AutoTech ☐ BioTech ☐ ClimateTech/CleanTech ☐ Cloud Infrastructure ☐ ConstructionTech ☐ Consumer Internet ☐ Cosmetics
☐ Creator/Passion Economy ☐ Crypto/Web3 ☐ Cybersecurity ☐ Data Services ☐ DeepTech ☐ Developer Tools ☐ Diagnostics ☐ Digital Health ☐ Direct-to-Consumer (DTC) ☐ Drug Delivery
☐ E-commerce ☐ Education ☐ EnergyTech ☐ Enterprise ☐ Enterprise Applications ☐ Enterprise Infrastructure ☐ Entertainment & Sports ☐ Fashion ☐ FinTech ☐ Food and Beverage ☐ Future of Work
☐ Games ☐ Gaming/eSports ☐ Gig Economy ☐ GovTech ☐ Hardware ☐ Health & Hospital Services ☐ Health IT ☐ Human Capital/HRTech ☐ Impact ☐ Insurance ☐ IoT ☐ LegalTech
☐ Local Services ☐ Lodging/Hospitality ☐ Logistics ☐ Manufacturing ☐ MarketingTech ☐ Marketplaces ☐ Material Science ☐ Media/Content ☐ Medical Devices ☐ Parenting/Families ☐ Payments
☐ Pharmaceuticals ☐ Real Estate/PropTech ☐ Retail ☐ Robotics ☐ SaaS ☐ Sales & CRM ☐ Semiconductors ☐ Smart Cities/UrbanTech ☐ SMB Software ☐ Social Commerce ☐ Social Networks
☐ Space ☐ Supply Chain Tech ☐ Therapeutics ☐ Travel ☐ Web3/Blockchain ☐ Wellness & Fitness

Expertise

☐ Blockchain/Crypto ☐ Branding ☐ Business Analytics ☐ Business Development ☐ Business Models & Commercialisation ☐ Career Advice ☐ Client Relationship Management ☐ Communication
☐ Community ☐ Consulting ☐ Content Creation & Copywriting ☐ Creative Thinking ☐ Critical Thinking ☐ Customer Support ☐ Data Analytics ☐ Design ☐ Design - UX/UI ☐ Design Thinking
☐ Digital Marketing - Facebook Ads ☐ Digital Marketing - Google Ads ☐ Digital Marketing - Influencers ☐ Digital Marketing & Advertising ☐ Diversity & Inclusion ☐ E-commerce ☐ Economics
☐ Education ☐ Event Management ☐ Finance ☐ Financial Modelling & Planning ☐ Fundraising ☐ Growth ☐ Health ☐ Hiring/Talent/Recruitment ☐ Ideation ☐ Investment Management & Banking
☐ Languages ☐ Law ☐ Leadership ☐ Market Research & Analysis ☐ Marketing ☐ Marketplaces ☐ Negotiation ☐ Networking ☐ Operations ☐ Partnerships ☐ People Management & HR
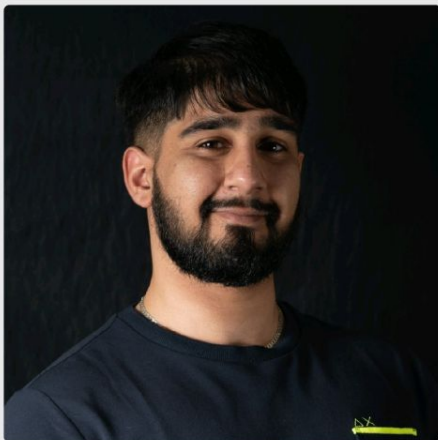
MENTOR TYPE

One-off Mentor

BIO

Self-taught programmer with an extensive background in international consulting projects in various industries for the last decade on issues from - Chemical Engineering, Data Visualization, Business Development and charity. Mentor via. the Migrant Leaders foundation. I have been awarded for my consulting and advisory work from organisations such as York Council for the higher volunteering award.

I have also trained in UI/UX, design thinking, and coding - building out 3 websites for clients.

SECTORS I HAVE EXPERIENCE IN

Analytics · ClimateTech/CleanTech · Data Services · Advertising · Cosmetics

MY MENTORING EXPERTISE

Business Analytics · Career Advice · Communication · Creative Thinking · Data Analytics · Design - UX/UI · Diversity & Inclusion · Networking · Problem Solving · Stakeholder Engagement

ALI-MURTAZA NAWAB SHAH ON THE WEB

in

ucl.startbook.app

- Easy for founders to self-serve and control their data
- Easy to collect and update founder/venture data
- Simple to share profile summaries of ventures/founders
  - For stakeholders, mentors, workshop providers, demo day guests
- Founders in the same ecosystem can better understand what their peers are working on and support each other
- Users can receive and send contact requests for feedback, mentorship, investment, etc

Different user types (founders, mentors, programme managers, etc) have different incentives and use cases

- **Data management**
  - Airtable, Google Sheets, Excel
- **CRM**
  - HubSpot, Salesforce, etc
- **Communication Platform**
  - Microsoft Teams, Slack, Google Groups, Email, WhatsApp, etc

Your Entrepreneurial Ecosystem

- Employees
- Contractors
- Volunteers
- Students
- Advisory Board
- Trustees

- Ventures
- Institutions
- Programmes
- Venues
- Spaces
- Partners

- Founders
- Mentors
- Coaches
- Investors
- Academics
- Operators

- Workshop providers
- Software providers
- Freelancers
- Experts
- Guest speakers
- Alumni

- Who is the founding team?
  - Take inspiration from startups
    - Generally, teams of two are efficient and productive
      - Collaboration
      - Complementary skill sets
      - Continuity if one person leaves
- Map out the key ecosystem players
  - Identify potential ambassadors and champions
    - How do you want to incentivise them?

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- **Autonomy** - desire to be self-directed
  - Fuels engagement
  - Allows people to enjoy to journey
- **Mastery** - desire to get better at something
  - Learning opportunities
  - Career progression
  - A challenge at the right level
- **Purpose** - desire for a why? What is the point?
  - Making a contribution
  - Making connections
  - What's your story?

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- In order to affect behavioural change, you need to address **feelings**

- Of all the positive events that influence work, the single most powerful is **progress**

- Of all the negative events, the single most powerful is the opposite of progress - **setbacks**

- Even when progress happens in **small steps**, a person's sense of steady forward movement toward an important goal can make all the difference

- A consistent amount of **minor success produces much more happiness** than occasional and inconsistent major success

- Your colleagues should be particularly eager to take on problems and find creative solutions **following days of notable progress**

- Know your **why**
  - The world needs more entrepreneurs.
- Understand **what's incentivising others**
  - In your specific ecosystem and context
- The importance of **progress**
  - Keep making progress
  - Communicate and **celebrate** progress
  - Identify when people in your ecosystem that have made progress

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Services that support and empower entrepreneurial ecosystems.