



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

LSE Generate

A home for entrepreneurs

LSE Generate:
Socially-Driven
Entrepreneurship



Introduction from Head of Generate: Laura-Jane Silverman

Generate was launched just over three years ago. What began as a small pitching competition has very quickly evolved into an all year-round flagship series of events and support resources for students and recent alumni across the entire School who are considering entrepreneurship as a potential career path.

In many ways very similar to a start-up journey, we've come up with innovative methods to structure our offering, market-tested these ideas with students, failed, pivoted, adapted, grown, sought support from our alumni and finally secured some funding to be able to offer what we now proudly call the LSE Generate programme. Working closely with a fabulous group of budding entrepreneurial students, we have put together what we believe is an exciting and unique resource that allows the LSE community to realise their entrepreneurial dreams and to take their business or social enterprise to the next level.

Our hope is to offer every single student that comes through our doors a clear route through which they can explore and if appropriate, launch their socially responsible entrepreneurial idea, to offer them guidance and support from the very initial point of an emerging idea to acceleration right through to the later funding stages. We want to work even more with the global LSE community to offer an international support network so that if and when a student returns home or travels abroad to launch their enterprise, there is

always an established and relevant support community to tap into. We will continue to work day in, day out, with the LSE community to see more and more innovations that contribute to a better tomorrow, spinning out of the School and creating long-lasting, substantial impact on the local and global stages.

In the knowledge that female innovators are essential to a thriving entrepreneurial ecosystem, LSE is extremely excited to be launching Europe's first female founder's accelerator focused on creating and spinning out socially impactful businesses. It seeks to address the common issues female entrepreneurs face, providing them with ongoing business support, seed funding and a relevant, curated network to tap into. We will also be working closely with other female-focused initiatives such as the SAP #sheinnovates programme and the CodeFirstGirls coding school.

If you have just arrived at LSE or are exploring this avenue for the very first time, then we extend to you the warmest of welcomes. We look forward to meeting you and introducing you to some of the other the brilliant students who are disrupting the traditional way of doing business and creating transformative social impact across the world.

We hope to see you soon!

A Look Back at the Year

LSE Generate is the home for entrepreneurship at the London School of Economics. We aim to inspire and develop entrepreneurial potential amongst students and alumni, helping them to create global impact through innovative ventures. Through extensive collaboration with the School as a whole, Generate seeks to nurture new commercial and social enterprises and support them as they grow. We've awarded over tens of thousands of pounds to student and alumni businesses who have gone through our funding competition, as well as offering hundreds of one-on-one coaching sessions through our bespoke mentoring packages.

Throughout the academic year 2017/2018, Generate has worked hard to develop its programming and to expand its international network in order to further support the LSE's global student body. Highlights included joining the Global Social Entrepreneurship Network, becoming a key partner with MIT Solve, attending the TechDisrupt Conference in Berlin as marketing sponsors and travelling to China to create our first ever China Innovation Programme designed

to assist students who are interested in working in or with the East Asian market. In July 2018, we accompanied 20 students to Paris and Lille, where they experienced and immersed themselves in the global entrepreneurial ecosystem and observed the vibrant French startup community. This included visiting the world renowned incubators Station F and Euratechnologies, both of which house some of the world's most successful entrepreneurs.



Student entrepreneurs during a reverse mentoring workshop at our Santander 360 event, which focused on global social entrepreneurship



Generate recognises the necessity to increase start-up hubs for LSE students and alumni throughout the world

From the moment the Generate programme was established, it became clear that LSE students' interest in **social innovation and social entrepreneurship** was of significant importance. To cater for this, we delivered numerous social hackathons with MIT Solve, and invited in CEOs from organisations such as brac, Nesta and Bethnal Green Ventures. We remain committed to helping foster LSE innovators creating solutions to the problems that define their generation.

As the only programme of its kind for students and alumni at LSE, Generate is continually adapting it's approach to focus on communication and engagement with the student body. We have increased our social media outreach from 2017-2018, and can be found on Twitter, Instagram and Facebook, as well as on our Generate blog, through our newsletter and on the LSE website.

What can Generate offer you?

LSE Generate sees itself at the heart of the London School of Economics' thriving student life, and we aim to complement the intellectually rigorous academic programme that has given the Institution it's global reputation for excellence with supplementary practical and innovative support.

***Masterclasses and case studies** are the backbone of the entire programme. They introduce those starting their entrepreneurial journey to the structures and systems behind building a business, before engaging participants in more practical sessions. The masterclasses and case studies have also provided employment opportunities and internship opportunities.*

*The **alumni mentoring programme** provides one-to-one, targeted support to those who have started to implement their business idea and require information on particular sector trends, or impartial advice on specific elements of their business plan eg. scaling, seed funding, IP, product marketing etc. Students can access this support through an alumni-designed app.*

Bootcamps and workshops provide practical skills to support the theoretical side of the LSE curriculum. For example, coding and pitching are key areas where LSE students have requested additional support. Our coding schools, pitching practice sessions, demo days and hackathons also allow us to utilise local alumni start-ups in a service-providing capacity with a direct impact on our participants.

Generate has always strived to provide diversity within its programme, with our speakers range from lawyers to entrepreneurs to investors and accelerator representatives. Some of the external speakers we have hosted this academic year include:

Julien Callede, co-founder of Made.com and LSE Generate Entrepreneur-in-Residence 2017/8

Oli Barrett, co-founder Start-up Britain

Lewis Temple, CEO, brac UK

Nick Virr, Programme Director, brac UK

Simon Vans-Colina, Monzo's first employee

Helen Gironi, Head of Impact Investment, Nesta UK

Alex Amouyel, Director of MIT Solve

Alicia Stewart, Motivational Speaker

Our Zinc Accelerator Meet & Greet event, Summer 2018



We work on a number of events and programmes with Zinc VC, a new social innovation accelerator spin-out from LSE. These include demo days, panels, entrepreneurial treks and a Zinc-Gen shadowing programme.



Basilissa, Entrepreneur of the Year finalists 2018

Funding Support

Generate's flagship funding competition is at the core of our events programme. Running twice a year and culminating in the LSE Entrepreneur of the Year and Social Entrepreneur of the Year competition at the end of summer term, The competition offers entrepreneurial students and alumni the opportunity to receive funding support for their venture idea or launched startup. The prize money is combined with a tailored mentoring package that includes private sessions with our Entrepreneur-in-Residence, business, legal and marketing clinics.

Some great examples of LSE Generate student and alumni winners from past years include:

ForbiddenFruit: A B2B food waste social enterprise looking to solve the problem of wasted fruit and vegetables at the root source (the farms themselves).

Basillisa: A luxury fashion brand creating exclusive capsule collections out of vicuna hair.

FLO: An organic female hygiene startup.

Musa X: A venture that aims to create a sustainable fashion brand whilst solving the problem of wastage from the banana tree (also a Mayor's Entrepreneur Finalist).

PigeonLine: An enterprise-grade analytics business designed to streamline data reports within organisations.

Genderscope: A gender consultancy designed to help businesses become more forward thinking.

Pollinate: A social business with a simple mission – to improve the lives of India's urban poor by connecting urban slum communities with technology (products).

Birdsong: Aims to revolutionise the way people dress - they have made a commitment to no sweatshops and no photoshop..



LSE entrepreneurs visiting Plaine Images, a creative industries incubator in Lille, France.

What next?

Generate aims to build an international community of dynamic and daring innovators and support them as they start up and scale socially-driven spin-outs.

We have worked hard to develop our core programme for the upcoming year. We are offering brand new masterclasses, industry panels, networking events, coding schools and hackathons. We are also introducing a MOOC series, a podcast about the entrepreneurial mindset, mindfulness sessions for entrepreneurs, our entrepreneurship festival (complete with a 10 foot yurt!), demo days and much more. This bespoke programme of events will be underpinned by our extensive mentoring programme and flagship funding competition. Finally, for the first time ever, we will be piloting two new accelerators and our international innovation programmes.



Our LSE Social Entrepreneurs of the Year, Musa X



Our Keynote Speaker for our 2017 Launch Party, Simon Vans-Colina, Monzo's first employee

Acceleration

The below programmes are designed to support the best and brightest students and alumni entrepreneurs in their crucial early stages, providing them with the ideal physical environment to accelerate their entrepreneurial journeys and create successful and sustainable university spin-outs.

Gener8: LSE's new student acceleration programme

An 8-week accelerator programme for winners of our student funding competition, providing exclusive mentoring, workshops and specialist business training.

Alongside this, we will create an angel network platform where LSE alumni investors can connect with and financially support entrepreneurs.

elleSE: Europe's first University female founder accelerator focused on social impact. Students and alumni will be mentored by female entrepreneurs, start-up experts and investors. Piloting summer 2019.

International Innovation:

At LSE we pride ourselves on our international reputation. Over the last three years we have had the privilege of visiting and working with alumni entrepreneurs across the globe, from the emerging innovation hubs in China to the matured and impressive start-up ecosystem of Silicon Valley. In the knowledge that our alumni are spread across the world and that many will officially launch their businesses upon graduation, we know how vital it is to create hubs to support our international students. To engage with this extensive network we will be creating ambassadorial teams for each geographical region and a student ambassadorial team for the UK that work alongside a central advisory board to guide, inform and support the programme's strategic direction.

Our selected international hubs would initially be the USA, China and India, where the majority of our international entrepreneurs are based. Each of these hubs would include a featured co-working space, specialised mentors with local knowledge, accelerators and alumni meet-ups. These would culminate with an annual conference to bringing together our international entrepreneurs, innovation experts and academics, all aiming to discuss the latest enterprise trends in the region. It would also to officially launch the programme each year.

Gen:space

Students will have the opportunity to collaborate with fellow LSE entrepreneurs at our new co-working space.

The area will include an open space for art/design thinking, planning and idea sharing as well as holding small-scale product launches and seminars. There will also be a meeting space with investors/team and 1:1 clinics with Entrepreneur-in-Residence and Generate staff.

Campfire Shoreditch, Co-Working:

For the moment, Generate operates in collaboration with Campfire, Shoreditch. A co-working space in the heart of East London, you can apply for free space by contacting Generate for an application form or visiting our website for more information.

<https://campfire.work/coworking/locations/london-shoreditch/>

We also have co-working space available in LSE Life, every evening from 6-9pm.

If you would like to find out more about LSE Generate and our current work, you can visit our website here.

To keep up to date with all our events, be sure to follow our social media. We currently regularly update our Facebook, Instagram and Twitter.

For any other questions about the entrepreneurial support that Generate can offer, please email us at lse.generate@lse.ac.uk

Online Resources:

The Family: Educational resources for entrepreneurs

<https://www.thefamily.co/about>

Blooming Founders: Network for Female entrepreneurs

[@bloomingfoundrs](https://twitter.com/bloomingfoundrs) on Twitter

CodeAcademy: Online Coding Sessions

<https://www.codecademy.com/>

Canva: Free Marketing Software

<https://www.canva.com/>

YCombinator Startup Library

<http://www.ycombinator.com/resources/>

Entrepreneur Handbook

<https://entrepreneurhandbook.co.uk/>

TechCrunch - Startup and Entrepreneur News

<https://techcrunch.com/>

Generate Testimonials

"LSE Generate has been incredibly helpful supporting me as an entrepreneur here in the UK. It is incredible to see Generate supporting me even after I have graduated from the LSE few years ago - I still feel a part of the amazing LSE community, this gives me confidence in all of my entrepreneurial endeavours."

Alexander Lushkinov, LSE Generate competition winner

"It has been a big honour to be nominated to participate in the LSE Entrepreneur of Year final. Winning the competition was unexpected and feels amazing, because it recognizes the progress we have made since embarking on this adventure and the potential of our technology. When we first hopped on a plane to Nepal to explore the possibilities of using banana biowaste two years ago we did not imagine how far it would take us. Throughout

this journey, we had the support of many wonderful people. We are very grateful to all of those who believed in us and helped us with their inspiration, ideas and connections."

Lucas Fuhrmann, LSE Social Entrepreneur of the Year 2018

"My experience with LSE Generate has been a wholly positive one. Generate organises a wide variety of activities... to help foster entrepreneurship at the LSE. This is great not just for individuals like myself who are working on entrepreneurial ventures, but also for the student population at large, who will undoubtedly benefit from exposure to entrepreneurial thinking, as it will help them to drive intrapreneurship at their future workplaces."

Lina Salih, Tier 1 Graduate Entrepreneur Holder



Our 2018 International enterprise trek. This year we explored the French startup ecosystem with 20 student and alumni entrepreneurs.

"To hear the incredible ideas that come out of a brainstorming session at a social hackathon, to watch a student walk away from a keynote talk charged, inspired and full of motivation to believe their own ideas could be as or more successful and to return and deliver that same keynote to students the following year, to follow the journey of an entrepreneur who attends a start-up clinic with a vague idea that across the course of the year leads them to a place in the competition dragon's den final, that's the kind of stuff that gets me up in the morning and what

drives the Generate team to think of new and better ways of working with our entrepreneurial community, both here in the UK and further abroad."

Laura-Jane Silverman, Head of LSE Generate



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