



Aspect Student Accelerator Programme

Profit with purpose

University social entrepreneurs
innovate for impact



Impact Report 2020/2021

We envision a world where social sciences flourish in the entrepreneurial ecosystem



The ASPECT Student Accelerator Programme (ASAP) was initially conceived to raise the profile and significance of commercialising social sciences research. Over the course of four very unusual but extremely exhilarating months, our students achieved just that, and so, so much more.

I don't need to tell you that 2020 was a year where socio-economic divides were accentuated, and where issues such as racial injustices, poverty, nationalism, and the climate crisis were all amplified to the max. It has been both a tonic and a call to action to watch these 19 high-potential businesses address and start to solve some of these urgent global problems head on. More importantly, they've started to articulate so well why we need social scientists to work alongside scientists to design and define our collective future. Even more importantly, they've done all of this during a global pandemic. I am in total awe of them all and cannot wait to follow each of their journeys.

By building engagement between academics, business and industry, the ASAP team created a unique infrastructure to develop, share and exchange knowledge and good practice and most importantly to inspire and encourage social sciences commercialisation. As this initial chapter draws to a close, I look forward to seeing how this model might be replicated across the higher education ecosystem here in the UK and across the world, creating successful and impactful businesses that contribute to a new tomorrow.

LJ Silverman

LJ Silverman
Programme Director and Head of LSE Generate



Our 19 startups have innovated on traditional business models to integrate profit and purpose from the outset through a social science lens. Whether it is supporting better mental health outcomes or more equitable access to technology, our founders are leading with impact and will influence the way businesses operate long beyond this accelerator

Kajal Sanghrajka
Accelerator Advisor and LSE Generate Board

Many mature businesses are fumbling and stumbling to latch onto purpose and social impact. These social entrepreneurs have envisioned admirable businesses with impact at their core. They are leading indicators of the future of business. And they are proving that conscious capitalism is not an oxymoron. It has been a privilege to play a small part in helping the ASAP founders to design better businesses for the world"

Christy Kulasingam, ASAP Mentor and Co-Founder at Proatar



We are the first multi-university,
socially-focused business
accelerator in Europe

19 Teams

45% women founders
45% BAME founders

8 Universities



£76,000 in funding

16 Curriculum Bootcamps

100+ hours of 1:1 support

Our 19 companies work across a
multitude of industries

</> arkisites

CA·UK·IN
studio

DignifAI

hygienech

ISPEAK
MENTAL
HEALTH

IMPAGRO



League of Fitness

LEVEL UP



Modest Trends

neumind



Red Kite

SATIS



TatuNurse



yellownest

Our teams come from 8 top
UK universities

Aspect is a £5 million UK project
providing specialist support for
organisations looking to make
the most of commercial and
business opportunities from
social sciences research.

Eight top universities from
Aspect's UK-wide network
participated in the inaugural
Aspect Student Accelerator
Programme (ASAP).

US
UNIVERSITY
OF SUSSEX

MANCHESTER
1824
The University of Manchester

UNIVERSITY
of York

CARDIFF
UNIVERSITY
PRIFYSGOL
CAERDYDD

University
of Glasgow

LSE

UNIVERSITY OF
OXFORD

University of
BRISTOL

7760 kg of food waste prevented, per university hall per year

the predicted impact of KnoWaste's data-driven food waste reduction service

Improving 100 students' educational outcomes

using LevelUp's gamified learning platform

Supporting 10 farming communities across India

included in Impagro Farming Solutions' sustainable fruit and vegetable supply chain

714 new followers tracking the progress of sustainable fashion

via Modest Trends on Instagram

£24m additional funding for UK childcare providers

with YellowNest's innovative solutions

192 teenagers trained in sex education and contraception

with TxC's chatbot learning solution

117% increase in migrant workers' savings

on average, from 2019 to 2020 for TAYO's financial workshop participants

6 prototypes developed for a women's urinal

by SATIS, providing a solution to women's toilet queues

85+ mental health kits

distributed to university students in the UK by I Speak Mental Health

Over 150,000 digital microtasks completed

by DignifAI's 37 language annotators

8,000 prompts sent to people suffering from neurological injuries

using neumind's Alfred application

Driving social change through entrepreneurship



**SUSTAINABLE
DEVELOPMENT
GOALS**

The accelerator in a nutshell

Our mission is to equip university social entrepreneurs with the tools to effectively commercialise and grow their ventures. We achieve this through a three-pillared approach: curriculum, mentorship and coaching, and community building.

1. Curriculum

The cohort participated in 16 curriculum bootcamps during the programme, focused on business fundamentals including customer discovery, product strategy, sales, brand strategy, and fundraising and investment. Our curriculum was adapted for social impact startups, with bootcamp sessions on the social business model canvas, impact management and measurement, and fostering diversity and inclusion.

We welcomed six experienced social entrepreneurs to share their personal experiences through founder fireside chats. These sessions were an opportunity for founders to hear first-hand about the challenges and obstacles that others faced in building their businesses and how they overcame them.

2. Mentorship and coaching

Every company in the cohort was paired with a mentor who provided them with guidance on their business. Our mentors are experienced leaders who come from a variety of sectors including finance, health, and consumer goods. Many of them are also founders of their own businesses, and were able to share these experiences with the cohort.

Each company also participated in 1:1 coaching sessions with the programme management team. These biweekly sessions focused on setting and achieving tangible goals that founders could work towards achieving throughout the programme. Finally, selected founders are also participating in a two-month post-accelerator business coaching programme with an experienced business coach.

This overall focus on founders' growth through sharing of mutual experiences, mentorship, and personal development, was a key tenet of the programme.

3. Community building

Founders were placed into four founder roundtable groups at the beginning of the programme, which became their accelerator nuclear family. These roundtable groups met weekly to share their progress and challenges, and to support each other throughout the programme.

During the programme, founders were given opportunities to share feedback with each other at pitch practice sessions. Several of these sessions were also attended by qualified investors. This peer feedback and accountability system was crucial to building a virtual community of founders.

We are proud to support and engage our international accelerator community of founders, facilitators, mentors, and Aspect community members who are currently operating across the world in the UK, India, Colombia, Azerbaijan, and Uganda, and other countries.

“

It's been an honour and privilege to be a part of the Aspect network. The best thing has been the multiple opportunities to practice and refine our pitch through founder roundtables, speed-dating with mentors, and the different pitch practice sessions.

”



Enrique Jose Garcia,
Co-founder at DignifAI

We develop our founders' confidence and skills to change the world for the better



100%

Of founders would recommend this programme to other social impact entrepreneurs



8.5/10

Average cohort satisfaction score for curriculum sessions



100%

Of founders would provide support to future cohorts

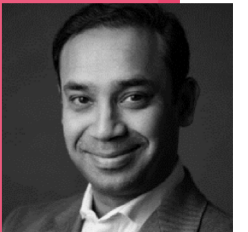


We have really benefited from the workshops, lectures, founder roundtable sessions, and the 1:1 check-ins. It has helped us set real, measurable goals which we can tick off each week and each month. We're inspired by the cohort from around the globe that come together and help each other, and those who have connected us with people who can help us grow our business.

Amber Probyn, co-founder of SATIS Urinals

YellowNest has really grown over these five months. When we hit our peak, we have the capacity to transform the lives of millions with our beautiful social innovation.

Kannan Ganga, founder of YellowNest



The most valuable thing the accelerator has given us as founders is confidence. This accelerator has been incredible in helping us understand further the requirements and processes of launching a business and it has introduced us to such an incredible and inspiring cohort which I am so proud to be a part of.

Sophie Elliott, co-founder of KnoWaste

The accelerator programme has provided me with the support to continue with my business idea, a feeling of unity and connection with fellow founders, and a safe space to ask questions and discuss my fears.

Rifhat Qureshi, founder of Modest Trends



We connect founders with delivery partners and mentors from globally-renowned institutions

200+ professional conversations have been generated from this accelerator



16 Curriculum Workshops

With world-class business experts and facilitators



5 Fireside Chats

With experienced social entrepreneurs



19 Mentors

Supporting the cohort through a matched mentorship programme

DELIVERY PARTNERS



Knowledge sharing is crucial during uncertain times. Partnership between academia and firms can only help the startup ecosystem.

Iosepho Cavaliere, Director of Innovation & Managed Projects, Freshminds



We invest in diversity because it's fundamental to business success

ENCOURAGING OPEN DISCUSSIONS ON INCLUSIVE TEAM BUILDING

Diversity and inclusion are fundamental to building a successful and welcoming team culture. Our accelerator programme created safe and judgement-free opportunities for the cohort to engage in discussions on how to foster inclusion in a workplace and how to start recognizing and responding to biases and privileges, with the goal of creating more diverse and inclusive teams.

SUPPORTING WOMEN FOUNDERS

Only 1 in 3 business founders in the UK are women¹. Women founders often face unique challenges at all phases of their entrepreneurial journey. Our accelerator programme placed an emphasis on dedicated support for women founders to help them overcome barriers and support each other in achieving their business goals.

¹ <https://www.gov.uk/government/publications/the-alison-rose-review-of-female-entrepreneurship>

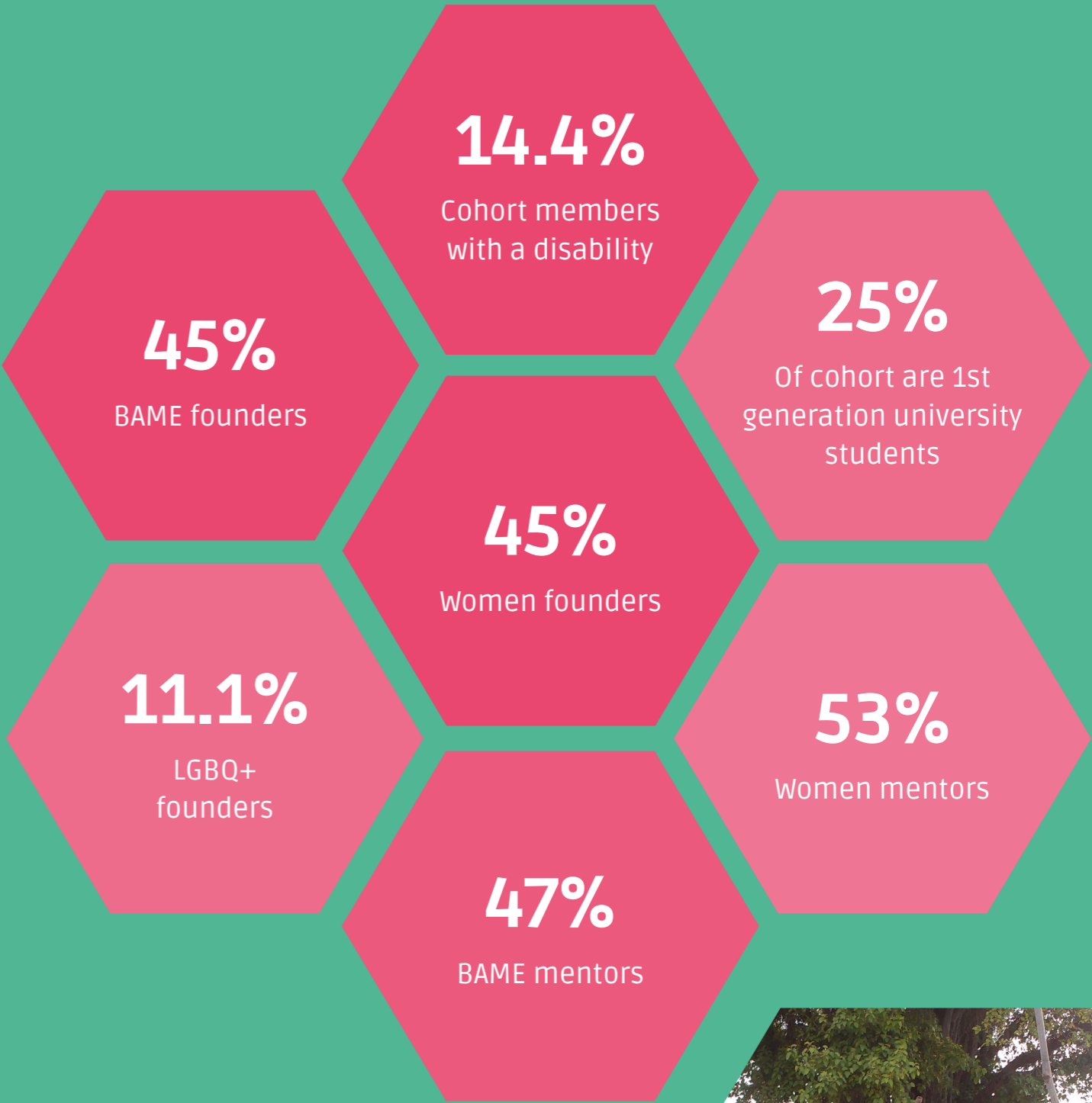


“

To see the purpose, meaning and confidence with which the women founders approach ideation, collaboration and creation of their businesses has been inspiring. Their desire to lead with inner transformation and to deal with the creative constraints of entrepreneurial life in a constructive way gives me great hope for the success of the ventures and for the emergent field of women-led enterprises.

Jane Murray, Founder & CEO at Peacebeam

”



CASE STUDY

I Speak Mental Health

I Speak Mental Health (ISMH) is working on teaching students the language of mental health, so that they can help themselves while also helping others. For this, ISMH is working on improving the accessibility of mental health support through their interactive mental health kit. The kit enables users to easily engage and is modelled on tried and tested psychological research.



Ana Isabel Bacallado Almandoz
Co-founder and Operations manager



Alejandro Serrano Saunders
Co-founder and Director

Pilot kits launched

In February 2020, I Speak Mental Health distributed its first pilot kits to a group of 14 university students through Elephant In The Room (a spin-off mental health awareness project of SeeMe Scotland). All 14 students responded positively to the kit, saying the physical nature of the kit had engaged them more than online resources and apps.

80+ users benefiting from support

The company has sold the kits to three different organisations – a students’ halls support service, a charity and a university workspace. These three organisations have given their kits to 80 users, who are now receiving mental health support.

Early stage intervention

Universities will be able to assist their stakeholders at earlier stages of distress, whereas most mental health apps currently focus on addressing symptoms of mental health which have already arisen.

A valuable tool to encourage health in the workplace

Many workplaces – where the kit is set to be as helpful as within universities – have neither the time nor the funds to book mental health courses for their employees, given that they can cost upwards of £1,000 per daily session. I Speak Mental Health’s kit can make a difference to the UK’s workforce, too.

“At I Speak Mental Health, we believe in the power of self-care. This is why we have developed our Mental Health First Aid Kit, a kit designed by experts which teaches us about mental health – and how we can look after it.”



CASE STUDY

TAYO

TAYO helps migrants break out of the cycles of debt, poverty, and financial vulnerability. Their mission begins with migrant domestic workers – nannies, housekeepers and carers. The TAYO mobile app and online community offer simple, rewarding, financial education and management tools.



Learning sessions have led to significant increases in migrants' savings

Through TAYO's online community and mobile app, migrant domestic workers have access to simple and fun money management tools that are relevant to their experiences. TAYO's services support migrants as they develop confidence and feasible plans of action to increase their financial preparedness.

Through a partnership with a migrant-led grassroots organization in the UK, the company has completed over 50 live hours with 35+ migrant domestic workers – in individual and group learning sessions. Most regular participants in 2020 reported an increase in either their emergency fund or long-term savings compared to 2019, despite fluctuations in income and employment. The biggest increase reported was 300%.



TAYO creates support and community for migrant workers

TAYO's online activities have created spaces for connection during a challenging time, when many domestic workers have lost the freedom to take days off or leave their employer's house. The company has brought together migrants in the UK, but also migrants from countries in the Middle East and South East Asia.

Though TAYO's primary focus is providing support for financial wellbeing, the company builds relationships with its clients and customers that goes beyond teaching budgeting or financial planning. Members of TAYO's community come together to support each other in times of homesickness, grief, sickness and trauma. The community also celebrates each other's wins – successful loan repayments, children graduating from school, purchasing property investments, or finding new employers here in the UK.



I focus on financial freedom because when we break cycles of debt, poverty or financial vulnerability, we can break more than just financial chains. We are building TAYO for migrant domestic workers, a largely "unseen," underserved, even exploited, segment of workers. At TAYO, they are at the heart of work – seen, valued, supported, and celebrated.



Nathania Aritao
Founder

MVP launched in January 2021 with mobile roleplaying game and budgeting tool

What TAYO's users have to say:

"I would play it again, because I think it's not just about killing time, you also learn. It reminds you of your own goals, even though the character's name is Anna. You put yourself there. It's you making the decisions."

"It's educational, and focuses on a good solution. It's something that migrant workers all want, to not be away from families, and this equips them to manage their money so that they'll spend less time working overseas."



CASE STUDY

Impagro Farming Solutions

Impagro Farming Solutions work with village-level entrepreneurs in India to build first-mile agricultural supply chains that improve the livelihoods of rural communities in an environmentally sustainable way. Impagro's model is built around farm-level cold chain and renewable energy infrastructure, as well as partnerships with ecosystem partners that support sustainable farming practices.



Suhrid Patel
Co-founder



Akbar Sher Khan
Co-founder

Operating in 10 locations across India

Impagro have started developing first-mile agricultural supply chains at 10 locations in rural India. They are building market linkages for the farmers in these locations, which provide them with stable income.

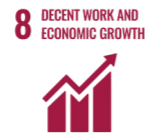
Working with farmers from planting to harvest

In two of their locations in Madhya Pradesh, Impagro are working closely with the farmers right from the planting process up until harvest. Their team starts the process by providing high quality planting material and agronomic advisory to support the farmers to grow their crops in a cost-effective and sustainable way. Then, at harvest, they provide these farmers a stable market outlet that reduces their risk.

Connecting farmers with India's largest supermarket chains

Impagro are already connecting farmers to major supermarket chains in two cities (Bhopal and Ahmedabad), including both India's largest online grocer, and the largest brick-and-mortar supermarket chain.

In the future, Impagro plan to upgrade their farming clusters to make them environmentally sustainable according to international best practices and certification standards.



"Being part of ASAP gave us the opportunity to attend several bootcamps, which helped us refine key aspects of our business such as our investment pitch and marketing strategy. It also provided us the tools to think about crucial issues for an early-stage social enterprise such as our purpose, brand identity and market positioning."

Demo Day

342 attendees

43 countries

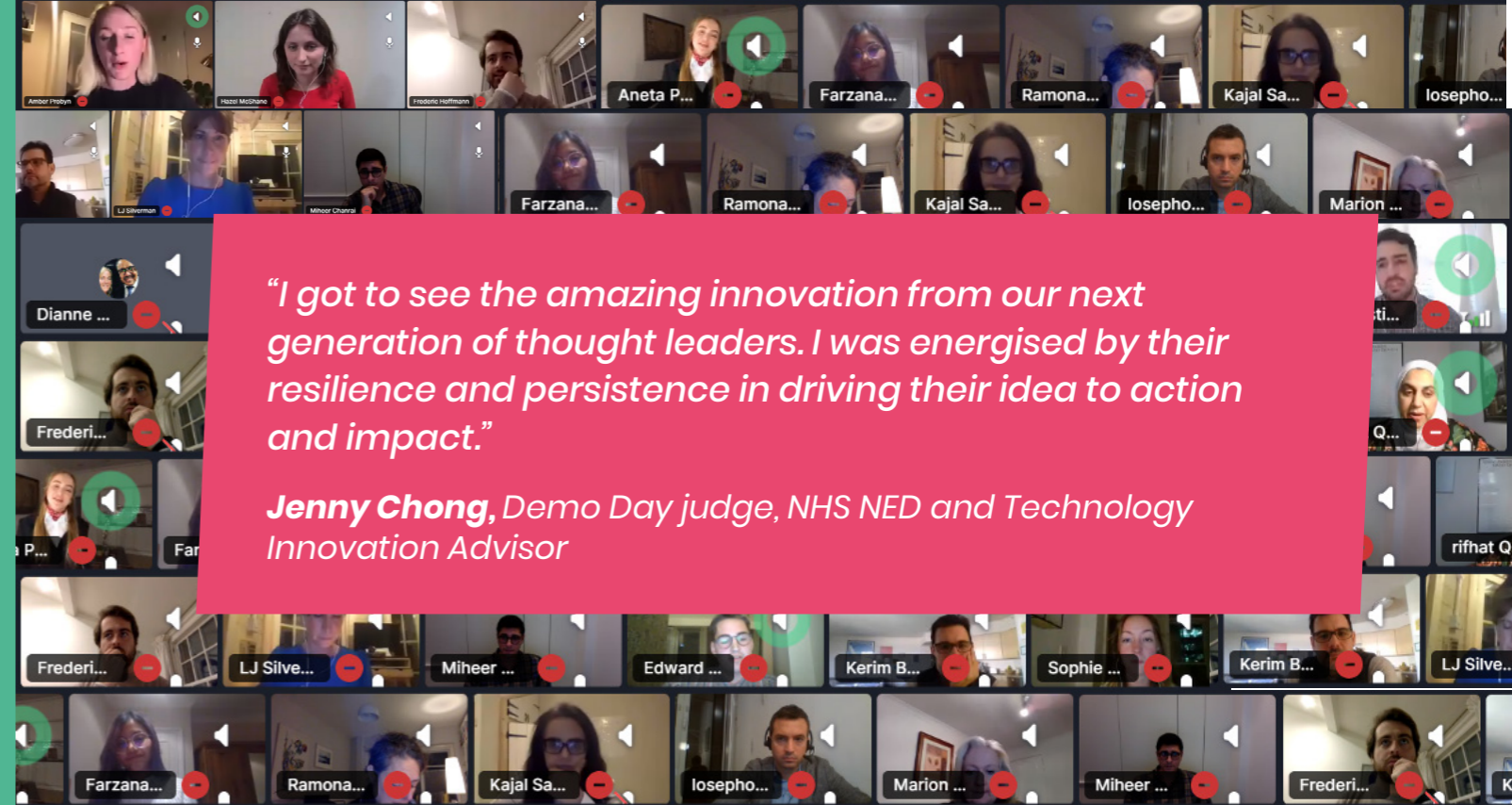
567 chat messages sent

Keynote speaker

Rishi Khosla

CEO and co-founder of OakNorth

A next-generation credit science platform focused on small and medium enterprises.



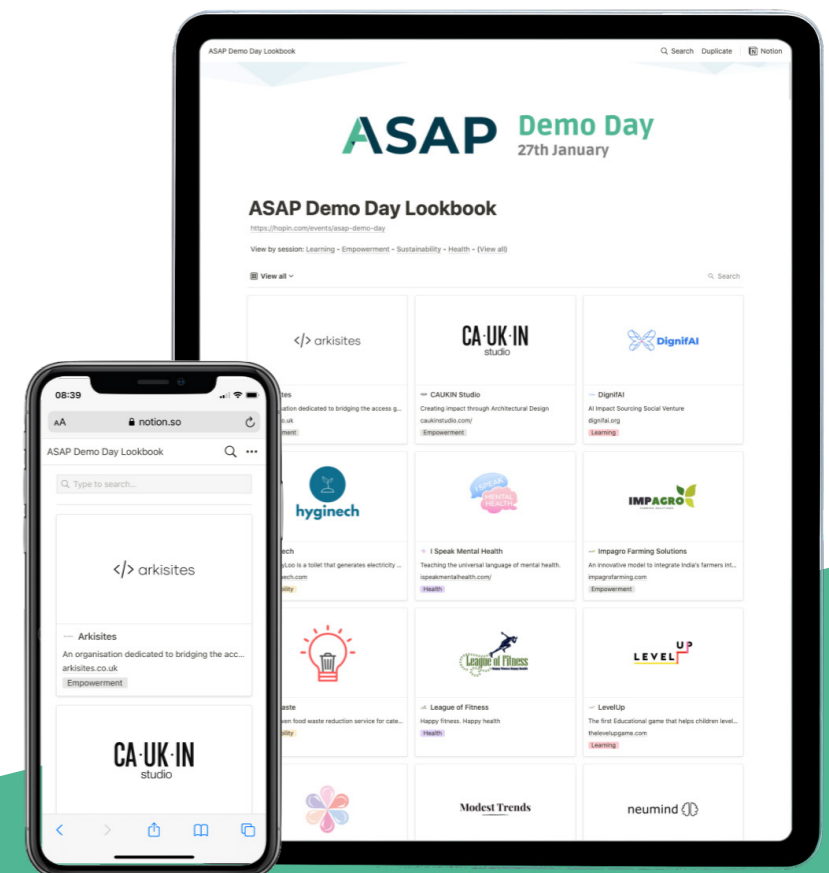
"I got to see the amazing innovation from our next generation of thought leaders. I was energised by their resilience and persistence in driving their idea to action and impact."

Jenny Chong, Demo Day judge, NHS NED and Technology Innovation Advisor

DEMO DAY LOOKBOOK

Rewatch all the pitches from Demo Day, find out more about our startups' work, and how to contact them.

bit.ly/AWSAP-lookbook



Teaching the universal language of mental health

I Speak Mental Health (ISMH) is working on teaching students and employees the language of mental health, so that they can help themselves while also helping others. For this, ISMH is working on improving the accessibility of mental health support through their interactive mental health kit. The kit enables users to easily engage and is modelled on tried and tested psychological interventions used in therapy.

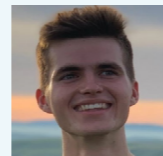
UN SDGs:

- Reduced Inequality
- Quality Education
- Good Health and Well-being

ispeakmentalhealth.com



Ana Isabel
Bacallado
Almandoz



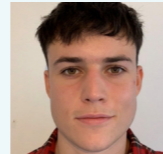
Alejandro Serrano
Saunders

Bringing competitiveness as a tool for fighting obesity

League of Fitness is an innovative online competition for promoting fitness and well-being. Through team or individually based points systems, participants can secure points by increasing their levels of exercise, eating a healthy diet or other well-being activities. Each league can customise its own categories and scoring system..

UN SDGs:

- Good Health and Well-being



Joe Hughes


Personalised and practical neurorehabilitation

neumind are developing a contextual prompting smartphone app to help people with neurological conditions and injuries improve their memory, executive functioning and independence. By using strategies from neuroscience and cognitive behavioural therapy (CBT), the individual and caregivers, whether friends, family or carers, can all contribute to the therapy, regardless of their experience or expertise.

UN SDGs:

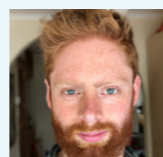
- Good Health and Well-being

neumind.co.uk

neumind 



Ellis Parry



Rufus Russell

Empowering nurses in developing countries

Tatu Nurse is a social enterprise that empowers nurses in developing countries to work smarter so they can save more lives. Many countries face a critical shortage of nurses leading to inadequate bedside monitoring with severe consequences on the patients and nurses. Tatu Nurse provides nurses with the essential technologies, education and support to better manage patients and improve efficiency in healthcare for developing countries.

UN SDGs:

- Reduced Inequality
- Quality Education
- Good Health and Well-being

tatunurse.org



Samuel Mugisha



Irene Magara

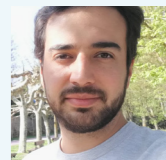
Improving sexual health interventions in schools

TxC are working to reduce the poverty cycle caused by unwanted teenage pregnancy through delivering sexual and reproductive health intervention at schools with the use of artificial intelligence. TxC are breaking down cultural barriers to access these sexual and reproductive rights via a behavioral economics intervention with the whole academic community. They are also improving access to counselling, contraception and other essentials.

UN SDGs:

- Reduced Inequality
- Quality Education
- Good Health and Well-being
- Gender Equality

tirandoxcolombia.com



Sebastián
Jaramillo

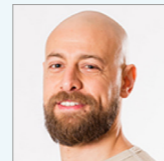
Making travel booking more sustainable

Red Kite is a next generation online travel booking platform with a mission to bring sustainable travel to the mainstream and make a positive social & environmental impact while providing a technologically advanced holistic user experience.

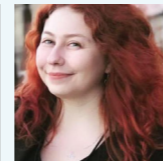
UN SDGs:

- Decent Work and Economic Growth
- Sustainable Cities and Communities
- Climate Action

redkite.travel



Amr Shereen Moustafa



Dinara Izmaylova

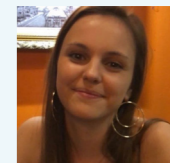
A data-driven food waste reduction service

KnoWaste aims to reduce food waste in university catered halls, and the wider catering sector. Through a pre-order system, automated procurement and waste visualisation and gamification, KnoWaste creates a food management system that reduces inefficiencies, cuts overall food waste and increases customer satisfaction.

UN SDGs:

- Zero Hunger
- Reduced Inequality
- Sustainable Cities and Communities

knowaste.co



Kesta Kemp



Sophie Elliott

Creating women's urinals to improve queue efficiency

SATIS is the first stand-alone, women's urinal in the UK. SATIS' modular design is 6 times more space saving in transport and 6 times more efficient compared to a standard lockable toilet. These qualities give it the potential to dominate many markets including the festival sector as well as helping social impact initiatives within humanitarian aid.

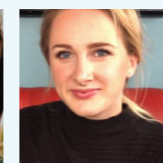
UN SDGs:

- Gender Equality
- Clean Water and Sanitation
- Reduced Inequality

satisurinals.com



Hazel McShane



Amber Probyn

Ethical modest fashion for today's Muslim women

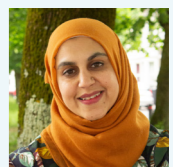
Modest Trends is an online platform that meets the demands of fashion-conscious women. Adapting high street looks to meet the diverse and growing need for modest fashion, the brand prides itself on being inclusive and diverse. Ethical sourcing and community contribution is the foundation of Modest Trends.

UN SDGs:

- Reduced Inequality
- Responsible Consumption and Production

modesttrends.co.uk

Modest Trends



Rifhat Qureshi

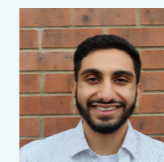
Revolutionising sanitation whilst tackling energy poverty

Hyginech has designed the EnergyLoo – a toilet that generates electricity from defecate & urine, aiming to tackle sanitation and energy poverty in developing countries, affecting two billion people worldwide. Their vision is to build a world where there is equitable access to sanitation and electricity.

UN SDGs:

- Clean Water and Sanitation
- Affordable and Clean Energy
- Industry Innovation and Infrastructure
- Sustainable Cities and Communities

hyginech.com



Abdul Azam Rajper



Mahmoud Shehab

Empowerment

Bridging the access gap in the tech sector

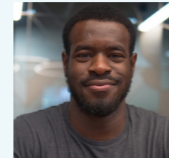
arkisites is dedicated to bridging the access gap between minority ethnic groups, young people and the tech sector. In an increasingly technology-centric world, arkisites are working to create opportunities for young people to develop confidence and learn the skills they need for future employment in the digital tech sector.

UN SDGs:

- Quality Education
- Decent Work and Economic Growth
- Reduced Inequality

arkisites.co.uk

</> arkisites



Elijah Ajuwon

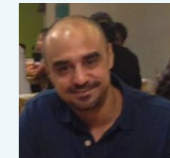
Building sustainable village-level agricultural supply chains

Impagro Farming Solutions work with village-level Entrepreneurs in India to build first-mile agricultural supply chains that improve the livelihoods of rural communities in an environmentally sustainable way. Impagro's model is built around farm-level cold chain and renewable energy infrastructure, as well as partnerships with ecosystem partners that support sustainable farming practices.

UN SDGs:

- Reduced Inequality
- Quality Education
- Good Health and Wellbeing

impagrofarming.com



Suhrid Patel



Akbar Sher Khan

Creating impact through architectural design

CAUKIN Studio creates impact through architecture. We use our projects as a vehicle to educate and upskill local communities and international participants in design and construction. Our organisation is founded on the premise that everybody should have access to better designed and built spaces. This year CAUKIN are launching changespace - a global network of short stay co-working spaces for digital nomads. Changespace combines beautiful beachside working with structured business education for the communities in which the spaces are situated.

UN SDGs:

- Quality Education
- Gender Equality
- Sustainable Cities and Communities

caukinstudio.com

CA·UK·IN
studio



Harry Thorpe



Joshua Peasley

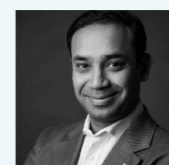
A workplace childcare benefit designed to attract and retain talent

YellowNest work in partnership with parents, employers, and childcare providers to deliver affordable childcare. YellowNest unlocks employee wellbeing, enhances culture, and ultimately improves staff retention rates, offering tangible savings for both employers and working parents.

UN SDGs:

- Reduced Inequality
- Quality Education
- Good Health and Well-being

yellownest.co.uk



Kannan Ganga

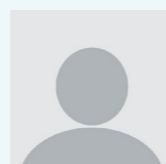
Connecting people and policy

Open Source Policy helps people achieve change in the healthcare system, keeping patients safer and reducing inequality, while saving time and money for the NHS. We understand people's experiences to develop proposals for change, testing our ideas through pilots run in partnership with healthcare providers, before offering policymakers evidence-backed recommendations.

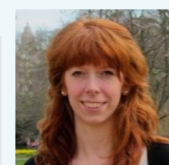
UN SDGs:

- Reduced Inequality
- Good Health and Well-being

open-source-policy.webnode.com



Ash Ryan



Genevieve Ryan

AI impact sourcing social venture

DignifAI is an Impact sourcing service provider that offers data annotation services to organisations developing natural language processing and computer vision machine-learning softwares. The social backbone of DignifAI is the recruitment, training, and distribution of tasks to the migrant population and their vulnerable host communities in the Colombian-Venezuelan border.

UN SDGs:

- No Poverty
- Quality Education
- Industry Innovation and Infrastructure
- Sustainable Cities and Communities

dignifai.org



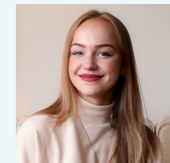
Enrique Jose Garcia

Poland's first teen care platform

Mimmi is Poland's first teen care product subscription service. They provide a subscription service offering sanitary products for adolescent girls in Poland; every time a product is purchased in Poland, a girl in Africa will also receive one at no cost to her. In addition to this Mimmi is developing an educational platform with videos on menstruation created by girls for girls.

UN SDGs:

- Reduced Inequality
- Quality Education
- Gender Equality
- Responsible Consumption and Production,



Aneta Pavliukevic



Farzana Zainal Abidin

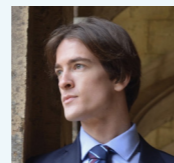
Psycho-educational development platform for K-12 children

LevelUp is a centralised educational platform that enhances the academic and personal development of K-12 students through data-driven engagement of all three educational stakeholders: students, parents and teachers. Integrating insights from psychometric profiling, AI and machine-learning, the adaptive learning algorithm mirrors the intuition of expert educators as well as taking into account the individual learning profile of each child.

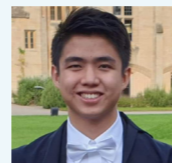
UN SDGs:

- Quality Education
- Gender Equality

thelevelupgame.com



Daniel Gordon Hall



Russell Indradjaja

Supporting migrants on their journey to financial freedom

TAYO helps migrants break out of the cycles of debt, poverty, and financial vulnerability. Their mission begins with migrant domestic workers - nannies, housekeepers and carers. The TAYO mobile app and online community offer simple, rewarding, financial education and management tools.

UN SDGs:

- No Poverty
- Good Health and Well-being
- Quality Education
- Gender Equality
- Reduced Inequality

teamtayo.com



Nathania Aritao

Mentors



Souky Aarsalane
Head of Business
Modelling at
Collinson



Mevish Aslam
Founder at Sprinters



Jason Burchard
Co-Founder and CEO
at RootNote



Toby Cockayne
Co-Founder at infoAi



Jenny Chong
NHS NED and
Technology
Innovation Advisor



Oussama Ammar
Co-Founder at
TheFamily



Virginie Charles-Dear
Founder & CEO,
toucanBox



Bilyana Freye
Co-Founder & CEO at
Orbiit



Isabella Ghassemi-Smith
Head of Marketing &
Community Engagement
at Wayra UK



Manuel Hartmann
Founder and CEO at
SalesPlaybook



Vera Futorjanski
CEO & Founder at
Veritas Ventures



Mariana Graça
Founder and
Principal Consultant,
MG Advisory



Alex Green
Director at Starboard
Tack Property
Services Ltd



Christy Kulasingam
Co-Founder at
Proatar



Hannah Leach
Partner at Houghton
Street Ventures



Bryan Janeczko
Co-Founder and CEO
at Nunbelievable



Sharath Jeevan
Founder and CEO at
STiR Education



Edward Lee
Founder and CEO at
HelloAdvisr



Katherine Marcham
Portfolio Manager at
Social Tech Trust



Rani Nagpal
Chief Marketing
Officer at B12



Josephine Liang
Co-Founder at
CauliBox



Rani Nagpal
Chief Marketing
Officer at B12



Tereza Pigova
Co-Founder at 1001
Stories



Julian Ritter
Associate Partner at
Stryber



Roei Samuel
CEO & Co-Founder at
Connectd



Alyssa Ordu
Diversity & Inclusion
Consultant at Hustle
Crew



Maryam Pasha
Director at
TEDxLondon



Yogesh Patel
Director at Telic



Vojtech Petrus
Product Manager at
Attest



Johann Rymill
Head of Commercial
Growth at Pinga



Allison Savich
Strategic Lead - Data
& Market Innovation
at Sports England



Jaron Soh
Co-Founder & COO at
Traktion



Ash Thaker
Investment Data
Strategist, Deccan
Value Investors



Koby Yogaretnam
Founding Partner at
UCL Discentia Capital



Rich Serunjogi
CEO at Business
Score



Nancy Scotford
Partner at GrantTree



Natalie Tucker
Impact Manager at
Social Tech Trust



Grant Vernon
Course Director,
Innovation Academy

Workshop and fireside chat leads

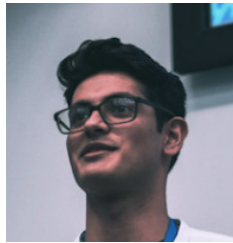
Accelerator team



LJ Silverman
Programme Director



Kajal Sanghrajka
Accelerator Advisor



Kiran Arokiasamy
Programme Manager



William Griffiths
Marketing Associate



Caroline Mei
Programme Manager

Thank you to our community of supporters and advocates

Our community is why we love running programmes for the ecosystem. We wouldn't have been able to run our programme without the generous support of the numerous organisations and individuals who believed in us and our mission.

Marion Anderson
Akmal Asghar
Miheer Chanrai
Olivia Chatten
Jenny Chong
Dianne Dain
Andrew Davies
Alice Eddie
Noémie Federico
Cameron Fenwick
Jessica Grocutt
Martin Henery
Chris Hewson
Chris Hiscocks
Julian Jantke
Imelda Juniarsih
Veronika Kapustina
Myrto Lalacos

Ramona Liberoff
Marcus Love
Jeremy Luzinda
Emma Marshall
Andre Mostert
Jane Murray
Rhys Pearce-Palmer
Tereza Pigova
Alix Richards
Dama Sathianathan
Chad Smith
Janelle Tam
Savitri Tan
Ash Thaker
Leah Thompson
Andrea Thomson
Connor Wakefield
Sutin Yang

Growing the ASAP ecosystem

Our inaugural cohort set the stage for what can be achieved by passionate, impact-driven founders in even the most trying times. Many of our graduating cohort are at the early stages of their entrepreneurial journey. We're proud to continue to grow the ecosystem, not only through our programmes and connecting social entrepreneurs, but also sharing stories and opportunities through our platform, reaching thousands of academics, entrepreneurs and innovators.

Our research has identified a clear growth in the appetite for students and alumni to not only found industry-changing startups, but to develop businesses that also create value for society. The next generation of founders will possess an innate desire to better the world they live and work in. We believe with the right support and platform, they can not only succeed with their current ventures, but go onto careers driving systemic change throughout their lives. We are truly excited to be part of the shift towards purpose and impact driven business. The ASAP team knows there is still a great deal of opportunity within our operations that could further advance the impact our founders can make – from funding models, mentorship programmes, corporate partnerships and operational structures. The multi-faceted support we offer creates further opportunities to innovate in programme delivery and entrepreneurial learning.

Given the success of this pilot, we will be looking to recruit another ASAP cohort in 2021. Our hope is that future programmes continue to play a vital role in the academic ecosystems we operate in, to provide support required by organisations looking to grow, and that we can continue to learn and deliver more value through shared insights and recommendations with each new cohort. Our long-term ambition is to make ASAP synonymous with founders who embed social science and impact in their ventures across the UK, Europe and globally in the next 5 years.

Getting involved with ASAP

We want to make a lasting impact through our programmes and believe that supporting the next generation of social entrepreneurs is a great way to give back to our community. Join us and find out more about how you or your organisation can engage with ASAP.

- Become a mentoring partner to support a budding entrepreneur to launch or grow their social venture
- Become a delivery partner to directly support our next cohort of entrepreneurs
- Sponsor future programmes to financially support the next generation of entrepreneurs on our programmes.

For more information, contact LJ Silverman, ASAP Programme Director and Head of LSE Generate, The London School of Economics and Political Science: LJ.Silverman@lse.ac.uk

Aspect

Transforming Society Through Social Science Innovation

Aspect (A Social sciences Platform for Entrepreneurship, Commercialisation and Transformation) is a network for organisations looking to make the most of commercial and business opportunities from social sciences research.

Supported by Research England's Connecting Capability Fund, Aspect members sit at the epicentre of discovery, imagination and progress in the social sciences. We draw together pioneering academics with innovative industry leaders to tackle the most complex societal challenges of our time.

