KING’S 20 ACCELERATOR

INFO PACK
2022
2023
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ABOUT THE KING’S20 ACCELERATOR

Want to launch your own venture or start-up? Have an idea that you think will make it? Need some additional support to make it happen?

Here at the King’s20, we can help!

The King’s20 Accelerator is a 12-month accelerator programme aimed at supporting the 20 brightest ventures from King’s to reach their potential.

King’s20 Accelerator is designed for a range of ventures, from those who have soundly validated the need and/or demand for their product/service to ventures with an established user base and already making revenue, and is open to all King’s students, staff and alumni.

Since 2016, we’ve seen 120 ventures launch and take flight through our King’s20 Accelerator.

Our ventures have gone on to raise over £55.5 million investment and generate over £29 million in revenue, as well as employing over 400 people.

The 2022-23 programme runs from 26th September 2022 to Friday 8th September 2023, and includes access to...

- 450+ Investors and Corporate partners in our network
- Access to grant funding opportunities
- £60,000 of support across 12 months (detailed on the next page)

KEY DATES

Applications open noon Wednesday 13th April 2022

Application close 23:59 Sunday 12th June 2022

Interviews will take place over a two-week period from the week commencing Monday 11th July 2022.

Meet the Ventures: King’s20 2021/22 Cohort VI.

Read more about the ventures who’ve been through the King’s20 Accelerator at our Digital Directory.
If you’re selected as one of the King’s20 ventures, you’ll get an estimated £60,000 worth of support, including:

3-month intensive accelerator based around bi-monthly sprints.

9-months of follow-on support including networking opportunities with investors through our bi-monthly investor interactions.

10 in-house expert mentors (including a growth, designer, technologist, investor & 2 coaches) & regular external mentors.

Exclusive access to internal funding awards and signposting to grant funding opportunities.

Bookable hotdesking facilities for up to 5 team members at our iconic Bush House coworking space.

Leadership training for the King’s20 ventures in alignment with our Seven Skills of an Entrepreneurial Mindset.

Venture profiling and opportunities for exposure through contributions to thought leadership.

A package worth £20,000 including 12 months free accounting, $10,000 access to AWS and Google Cloud credits, software discounts and more.

Wide collaboration opportunities across the King’s College London eco-system and King’s20 alumni network.

Integration of sustainability into your venture in support of King’s College London’s strategic mission.

Access to part- and fully-funded interns through our partnership with Santander Universities.

A community of supportive, inclusive and like-minded peers.
Our team of advisors, including the university’s first Professor in Practice and 9 Experts in Residence, is made up of a highly-experienced team of entrepreneurs, creatives, investors, leadership coaches and technologists.

This model affords our entrepreneurs meaningful, high-quality support each week from a small group of trusted advisors.

This group is complemented by regular mentorship from other highly-experienced mentors and investors in our network.

**MENTORS**

**Professor Stefan Allesch-Taylor CBE**  
Professor of Entrepreneurship  
Serial entrepreneur, investor & philanthropist

**David Walsh**  
Entrepreneur in Residence  
Managing Partner, Flamefinch

**Emma Sexton**  
Creative in Residence  
Founder & CEO Make Your Words Work

**Savitri Tan**  
Investor in Residence  
Investment Associate at Isomer Capital

**Theo Ohene**  
Growth Expert in Residence  
Founder, Skyamo

**Yo Percale**  
Coach in Residence  
Founder and Managing Director, Ai Partners Limited

**Lucie Burgess**  
Digital Health in Residence  
‐ Founder of Helix Data Innovations

**Jenna Davies**  
Communications Expert in Residence  
Founder, IAM Hub

**Katherine Horsham**  
Sustainability Lead  
B Leader

**Rekha Mehr**  
Practical Strategist  
CEO, Moonrekha Innovations

**Farhan Lalji**  
Tech in Residence  
Director Venture Partnership, Anthemis Group

**Samantha Wakefield**  
Coach in Residence  
Founder, Crispin Consultancy
IMPACT

Since the King’s20 Accelerator launched in 2016, our ventures have achieved incredible outcomes and have had a significant impact on today’s society:

Raising £55.5m in investment and £5.2 million in grant funding
Generating over £29m in revenue
Employing over 400 people

CASE STUDIES

C the Signs (2016-17 cohort) is an online tool for GPs to identify patients at risk of cancer. As of 2020 they have won multiple awards including the AbilityNet Tech4Good Award, £1m in funding from the Small Business Research Initiative and forged successful collaborations with the NHS and most recently raised £5 million from MMC Ventures, with Joyance Partners and Acequia Capital.

www.cthe signs.co.uk
Veed (2017-18 cohort) is a simple online video editor that makes it easy to create videos and tell stories. In 2018, Founders Tim and Sabba bootstrapped the company and in 12 months of turning on their paywall, achieved $83,333 MRR / $1M ARR. Veed has since gone on to raise their first external funding of $35 million from Sequoia.

www.veed.io

OBRIZUM (2018-19 cohort) are revolutionising the creation, delivery and measurement of online learning through automation, personalisation and data. The group has received £1m from Innovate UK to redefine the future of corporate digital learning and in 2021 raised a Pre-Series A venture round of £1.8m to expand its UK presence into corporate learning environments that have had to accelerate their digital paths.

www.obrizum.com

Panakeia Technologies (2018-19 cohort) makes cancer diagnosis simpler, faster and cheaper by eliminating the need for multiple tests. Raised over £2.6m in investment and was recently accepted onto the prestigious DigitalHealth. London Accelerator programme.

www.panakeia.ai
WHAT ARE WE LOOKING FOR?

We accept applications at a range of stages, from ventures who have soundly validated the need and/or demand for their product/service, to early-stage prototype development, launched product/service to those ventures generating revenue.

We’re also exceptionally passionate about the founders, we’re keen to explore a proven predictor of success being ‘founder/market fit’: i.e. founders who have deep experience in and/or enthusiasm for the problem they’re trying to solve.

For example, in the 2021-22 cohort...

**Coolzen:** A non-invasive medical device for menopausal women, surveyed 250+ menopausal women, 170+ GPs and interviewed around 40 gynaecologists to identify an unmet clinical need.

**Hutch:** A new marketplace specialising in vintage and second-hand furniture and homeware has a landing site for sharing content which averaged 1,600 page views and 600 unique visitors per month. In addition to 348 sign-ups to their mailing list and 2,075 followers on Instagram.

**The Smile App:** the first mental health app for people dealing with long-term health conditions. Ran a concierge MVP testing sample content with 125 people daily for a week, launched an Instagram page which saw 350+ followers within the first few weeks and email subscriber lists of 500+.

WHAT DO WE MEAN BY VALIDATION?

To validate an idea is to prove that an idea is viable and gain traction; the eradication of bias and assumption.

If you agree with all of the following statements in relation to your start-up, you know you’re on your way to sound validation!

- I understand that the most valuable intellectual property comes from understanding the problem and the “customer” and therefore seek to gain as much insight into these as possible

- I will leave my ego at the door and design objective questioning and testing that will eradicate bias and assumptions and replace them with evidence of need

- I develop and evolve ideas based on the testing, capturing levels of interest as a guide for being on the right track
Here at the King’s Entrepreneurship Institute, we’re ‘sector agnostic’. This means we are open to supporting any type of entrepreneurial idea that has potential, to solve the world’s biggest problems!

Here at the King’s Entrepreneurship Institute, we’re on a mission to solve the world’s biggest problems! Our ventures are required to share our passion and strive towards this mission, creating social good from the off and make the world a better place

We challenge our ventures to Disrupt the conventional start-up model to incorporate social impact and to Think Lean in terms of environmental footprint and have embedded sustainability within the King’s20 curriculum.

Every start-up will be required to engage and take action on it. We are increasingly linking up with work in the King’s Business School on Sustainable Business Models to ensure that our teaching is in line with industry standards and practices. Our team can also provide free support to help startups register to become a B-Corp.

This will ensure all King’s20 start-ups are helping to deliver King’s Vision 2029 ‘to make the world a better place’ while becoming more Resilient in the face of changing markets and society.

Entrepreneurs can – and need to – role model a better future and to inspire others to join in with creating it, as customers, employees, partners, investors, leaders, organisations and colleagues.

As a change maker, we are sure ‘Sustainable Disruption’ is already on your radar and we can’t wait to read about it in your King’s20 Accelerator application. This is just the start of something bigger...

1. We use the UN Sustainable Development Goals (SDGs) at King’s as our framework to define ‘Sustainable’. It is a holistic definition covering the social, environmental and economic pillars of Sustainability. Tell us, out of the 17 goals – what does your start-up actively address.

2. We understand the business fundamentals (job creating, paying taxes, longevity) but we want to challenge King’s20 ventures to be ambitious and think beyond this.

Tell us how your start-up is embedding ‘Sustainable Disruption’ from the off..
This sounds amazing, but it’s completely new to me...

That’s cool, we’ve got that covered...

The temptation as a startup is to just focus on your contribution as being about job creation, paying taxes and your ability to be up-and-running for as long as possible.

While this is important and valuable, we want to challenge King’s20 ventures to be more ambitious and think beyond this to also consider:

- Role modelling an ethical and green supply chain
- Minimizing the footprint of your start-up and working towards zero carbon emissions
- Reducing the consumption across the lifecycle of your product / service for your customers
- Designing out waste and championing Cradle-to-Cradle design
- Influencing and upskilling your customers to act more sustainably
- Mobilising your resources, people and networks to work together to make a bigger impact
- Being proactive and transparent about your progress on sustainability

See how others in our community are taking action to help develop your start-up and inform your King’s20 application:

- Idea Factory ‘Sustainable Disruption’ workshop recording, slides and scenarios
- ‘How to make any idea more sustainable’ workshop recording and slides

‘We are starting the B Corp process’ - Hutch

‘Sustainability is something we didn’t really think to prioritise until King’s20.’ - Iris
As part of your application, we want you to submit a 1-minute video to help us get to know YOU! No fancy editing, no memorised script, just you (and your team) talking to a camera.

In the video you can tell us anything you want – make sure you introduce yourself, your team, explain what you are doing and why - anything that you think will get us excited about you and your idea.

**What it should look like...**

A casual, one-take video recording of yourself

A spontaneous chat about your idea - don’t write out a script and recite it, just explain your idea as if you were talking to a friend

If you have more than one founder, it would be great to see everyone in the video – see tips below on how to do this!

Want some examples of what we’re looking for? Checkout our King’s20 friends HYPE video below:

**What it should not be...**

A video production – we just want to see you, so no illustrations, screenshots, background music or other fancy editing is required

A promotional video – we want to find out more about you and your team, you don’t have to sell us your product

A pitch – this is not an investor pitch, so make it casual and show us your enthusiasm

**Top Tips**

Film a selfie video of you talking to your phone camera (flip it landscape format to film it)

Record yourself on your laptop using an app like photobooth

Showcase your amazing team – using the ‘record’ feature on Zoom.

**Upload Instructions**

Upload your video to YouTube and pop your html link in your King’s20 Application Form. If you choose to password protect your video, be sure to tell us the password.
ELIGIBILITY AND EXPECTATIONS

The programme is open to any current student, staff member or alumni from King’s. Each application must have a member of the founding or leadership team with one of these affiliations to the university.

The programme accepts companies at a range of ‘stages’ of their development. At a minimum, companies must have soundly validated the need and purpose for their product/services.

Participants can be part of the accelerator part-time or full-time, however we ask that you are committed to making the most of the programme and actively contribute to our like-minded community in order to make your idea happen.

The programme is all about your personal learning journey and growth and therefore requires your utmost commitment and dedication - we want to have as much fun as possible along the way!

TIMELINE

Wednesday 13th April 2022
Applications open at noon

Sunday 12th June 2022
Applications close at midnight

12th -22nd July 2022
Interview & Selection panel

Friday 12th August 2022
King’s20 Cohort VII confirmed

Monday 26th September 2022 - Friday 8th September 2023.
King’s20 Cohort VII commences

OUTREACH AND SUPPORT SESSIONS

Interested in hearing more about the King’s20 Accelerator?
We’re running two ‘King’s20 Information Sessions’ on Tuesday 26th April at 6pm or Thursday 19th May at 6pm. Come along, hear more about the programme, eligibility, criteria and bring your King’s20 questions.

Tuesday 26th April
sign up here

Thursday 19th May
sign up here

Have a discussion with a member of the EI team in regards to application form or tips to improve your early validation.
Book your 1:1 here.
**EXPECTATIONS**

King’s 20 Accelerator 2022-23 participants will agree to the following terms:

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**Convertible note**
In exchange for our support over 12 months and beyond, each venture ‘pledges’ to a convertible note under which the Entrepreneurship Institute takes 3% equity in your venture but ONLY when certain outcomes are achieved within 5 years of starting the programme, including raising investment of £1 million or more or generating revenue of £1 million or more. This means that any venture who does not reach these outcomes within the five-year term will retain 100% ownership of the venture.

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**Active participation**
We expect you to commit to the programme and the development of our like-minded community for 12 months, from Monday 26th September 2022 to Friday 8th September 2023. Participation will be regularly monitored, and persistent lack of engagement may result in being withdrawn from the programme.

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**Active participation means...**
Participation in the programme, including active involvement in our ‘Welcome Week’, closing Demo Day, approximately 6 Bootcamps within Q1 of the programme and ongoing uptake of opportunities to aid your venture.

Ongoing communication with the Head of Ventures with regards to venture updates, attendance and presence

Behaviour appropriate for King’s and for a co-working environment, including respect and compliance with workplace operations and the other ventures around you

A commitment to developing and scaling your venture with our support

A commitment to contributing to our like-minded community through peer-to-peer initiatives and active skill-swaps.

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The programme is all about your personal learning journey and growth – and we want to have as much fun as possible along the way!
The application form can be viewed, completed and edited via our website here. Please ensure you have read the terms & conditions at the end of the ‘King’s 20 Information Pack’ and FAQs before submitting.

The application form will be hosted on F6S, the #1 network for new founders.

This will give you access to the application and allow you to edit your responses until 11.59pm on Sunday 12th June 2022.

Interviews will take place the week of Monday 11th July 2022.

The deadline for submitting completed applications is 11.59pm on Sunday 12th June 2022.
SUPPORT

Support, advice and further information are available from these sources:

Information Sessions

Attend a virtual ‘King’s20 Accelerator online information session’ hosted online on any of the below dates:

Tuesday 26th April [sign up here]

Thursday 19th May [sign up here]

Please note, the content is the same for both sessions and therefore you are only required to attend one.

Validation 1:1

King’s20 applicants will also have the opportunity to book a 1:1 with a member of the Entrepreneurship Institute team throughout the month of May to either discuss:

Validation:
These sessions are designed as an opportunity for you to share how you have validated your idea to date and to discuss any further validation techniques which might be useful for you in the lead up to the deadline. Bring your key and impressive validation metric to this meeting.

Application support:
You’ve reviewed the King’s20 application form and have a couple of questions or would like to pick the brains of the Entrepreneurship Institute team how to answer a particular questions

To book your 1:1 with a member of the EI team about your King’s20 Application, please click [here].

Further Support

Like to talk to a member if the Entrepreneurship Institute about your idea more generally?

Book an ‘Ideas Feedback session’ with a member of the team [here].

You can also find additional support and clarity by speaking to the Head of Ventures.

Email Holly Knower to discuss this opportunity and the application process, at: holly.knower@kcl.ac.uk
All applicants, whether student, alumni or staff, should give consideration to whether the University may own or partially own any rights in the idea, or is likely to own or partially own rights in the idea in the future. If you think the University may have rights, your initial connection should be with the IP & Licensing team or Commercialisation Institute at King’s who, together with you, will determine how you can best be supported, which may include referral to the Entrepreneurship Institute. Additionally, you should give consideration to whether any of your team has an association with another University and whether there might any potential IP issues.

If King’s do own your IP and you would like to be involved in the King’s20 Accelerator, please email Holly Knower (holly.knower@kcl.ac.uk) to discuss your interest.

1. You are eligible if:
   a) You will be a student at King’s during the academic year 2022-23. We are interested in all students at King’s, studying any subject and at any stage of their education or
   b) You are an alumnus of King’s or
   c) You are a staff member at King’s College London, all subject to point 1 above.

2. Applications will be accepted from noon 13th April 2022 until 12th June 2022. An application must be fully submitted before the deadline to be considered for the King’s20 Accelerator programme Cohort VI. The applications will be collected through online platform F6S; please note, you are able to amend your application prior to submitting. The online application form, can be found here.

3. The selection panel’s decision on which teams are selected for the programme is final. Individual and team welfare will also be taken into consideration with regards to suitable timing for joining the King’s20 Accelerator.

4. In exchange for our support over 12 months and beyond, each venture that is selected for, and agrees to participate in, the King’s20 Accelerator programme pledges to a convertible note under which the Entrepreneurship Institute takes 3% equity in your venture but ONLY when certain outcomes are achieved within 5 years of starting the programme, raising investment of £1 million or more or generating revenue of £1 million or more. This means that any venture who does not reach these outcomes within the five-year term will retain 100% ownership of the venture.

5. You and your business are important to us, as is the data you share with the Entrepreneurship Institute on making an application to the King’s20 Accelerator. Please review this Privacy Notice to understand how we store, process and retain this data you will submit to us as part of your application, whether it remains in draft or is fully submitted.