

Entrepreneurship Institute  
King's College London

**KING'S**  
*College*  
**LONDON**

# KING'S START-UP ACCELERATOR

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# WHAT IS KING'S START-UP 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's Start-up Accelerator](#), we can help!

The King's Start-up Accelerator is a 12-month accelerator programme aimed at supporting the brightest ventures from King's to reach their full potential.

King's Start-up Accelerator is suitable for a range of ventures, from the earliest stage of soundly validating a 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, professional service staff and alumni.

Since 2016, we've seen 140 ventures launch and take flight through our Accelerator.

Our ventures have gone on to raise over £100 million in investment and generate over £83 million in revenue, as well as employing over 1,200 people. Read more about the ventures in our [digital directory](#).

The 2024-25 programme runs from Monday 10th June 2024 to Friday 30th May 2025.

## KEY DATES

Applications open from noon on Thursday 1st February 2024.

Application close 23:59 Sunday 3rd March 2024.

Online interviews will take place over a two-week period from week commencing Monday 15th April 2024.

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Read more about the ventures who have been through our Accelerator on our [digital directory](#).

# PROGRAMME SUPPORT

If you're selected as one of the King's Start-up Accelerator ventures, you'll get an estimated £68,000 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.

**Access to our in-house Experts-in-Residence** (including a growth, creative, strategist, technologist, investor & wellbeing coaches).

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

**Hotdesking facilities** for up to five team members at our iconic [Bush House](#) co-working space.

**Leadership training** in alignment with our [Seven Skills of an Entrepreneurial Mindset](#).

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

**Wide collaboration opportunities** across the King's College London ecosystem & King's Accelerator network.

**Integration of sustainability** into your venture in support of [King's College London's strategic mission](#).

**Fundraising support** from our in-house Investor Relations Manager & access to over 750+ investors as part of [King's Investor Network](#).

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

**A supportive inclusive and like-minded community.**

# CASE STUDIES

**German Kraft Brewery** (2017-18 cohort) makes ultra-pure, German-engineered beer and serves it on site in locations in South and West London. After a remarkable start, they now employ over 150 employees and have generated £2.1m in revenue

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



**C the Signs** (2016-17 cohort) is an online tool for GPs to identify patients at risk of cancer. As of 2023 they have won multiple awards including the AbilityNetTech4Good Award, £1m in funding from the Small Business Research Initiative and forged successful collaborations with the NHS.

[www.cthesigns.co.uk](http://www.cthesigns.co.uk)



**SOJO** (2020-21 cohort) is a clothing repairs and alterations collections and delivery app. Raised over £2m in investment and since January 2023 has established brand partnerships with Selfridges, GANNI, Nobody's Child and more.

<https://www.sojo.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/](http://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](http://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 remains closely connected with King's College London in providing internship opportunities for current students.

[www.panakeia.ai](http://www.panakeia.ai)

# WHAT ARE WE LOOKING FOR?

## OUR CRITERIA

	<b>Innovation</b>	<b>Validated Solutions</b>	<b>Founder/Market fit</b>
	<p>Does the application have a genuine, original business idea that meets new or existing market needs and/or creates a competitive advantage?</p> <p>With a clear understanding of the <b>problem, competitors</b> and <b>USP</b>.</p>	<p>Has the founder soundly demonstrated and proven the need and/or demand for the product/solution?</p> <p>With clear <b>evidence</b> of process and learnings obtained.</p>	<p>Why the team? Has the founder demonstrated deep experience and/or enthusiasm for the problem being addressed?</p> <p>Evidence as to whether this is academic, personal experience, team or skillset.</p>
Enhanced Fertility	<ul style="list-style-type: none"> <li>Several companies are offering at-home tests (Medichecks, LetsGetItChecked, Hertility).</li> <li>Limited 'comprehensive assessment of reproductive health' offerings.</li> <li>Offering comprehensive at-home assessments for 'couples' using AI to speed up diagnosis and personalised care.</li> <li>Commercially viable end-to-end solution.</li> </ul>	<ul style="list-style-type: none"> <li>Validation survey into how patients learn about fertility online.</li> <li>Spoke with 200+ patients about whether they checked hormones.</li> <li>Five pilots agreed to assess patients remotely.</li> </ul>	<ul style="list-style-type: none"> <li>Founder diagnosed with infertility at 17 years old.</li> <li>Nurse (MSc in Advanced Practice - Leadership).</li> </ul>
Resèt	<ul style="list-style-type: none"> <li>Brands selling similar products (Fable &amp; Mane, Monpure, Vegamour) with a consideration price tag.</li> <li>Offering affordable, long-term benefits to the customer with seven natural and active ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Online community of 13,000.</li> <li>Surveyed 336 people exploring 'pain points' regarding hair concerns.</li> <li>Pharmacy role - interaction with customers with hair fall and dandruff, and implications on confidence.</li> </ul>	<ul style="list-style-type: none"> <li>Clinically trained pharmacist and beauty enthusiast with an interest in dermatology.</li> <li>Experience in imports and managing beauty brands.</li> </ul>

# VALIDATE

Definition: to prove that an idea is viable and gain traction, the eradication of bias and assumption.

- ♦ 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.

**"The Accelerator exceeded our expectations. The length of the programme (a comfortable 12 months) helps you find your feet, and you get access to top-notch Experts-in-Residence and staff. The network alone is spectacular. But the support, resources and regular events - like the weekly 'All Hands' and educational seminars - give extra boosts to your venture. If you have a validated business idea you're passionate about, I highly recommend applying to King's Accelerator programme!"**

- Onat Topal, co-founder of Montlex

# SUSTAINABILITY

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

We challenge our ventures – to [Disrupt](#) the conventional start-up model to incorporate social impact and [Think Lean](#) in terms of environmental footprint.

This will ensure all King's Start-up Accelerator ventures are helping to deliver [King's Vision 2029](#) 'to make the world a better place' whilst becoming more resilient in the face of changing markets and society.

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

As a changemaker, we're sure sustainable disruption is already on your radar and we can't wait to read about it in your application. This is just the start of something bigger...

1. We use the [UN Sustainable Development Goals \(SDGs\)](#) as our framework to define 'Sustainable'. It is a holistic definition covering the social, environmental and economic pillars of Sustainability. Tell us: of the 17 goals – which does your start-up actively address?
2. We understand the business fundamentals (job creating, paying taxes, longevity) but we want to challenge King's ventures to be ambitious and think beyond this. Tell us: how is your start-up embedding 'Sustainable Disruption' from the off?

## SUSTAINABLE DISRUPTION

When sharing how your venture is disrupting sustainability, be ambitious and think beyond the business fundamentals. Consider:

- Role modelling an ethical and green supply chain
- Minimising the footprint of your start-up and working towards zero carbon emissions
- Reducing 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

# ELIGIBILITY AND EXPECTATIONS

The programme is open to any current student, professional service 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 businesses from all sectors\* and 'stages of development'. At a minimum, companies must have soundly validated the need and purpose for their product/services.

The accelerator is designed to be flexible and to

accommodate commitments outside of venture development. However we ask that all participants are committed to making the most of the programme, are present, and actively contribute to our like-minded community.

**\*If you're a King's member of staff or researcher and have a venture that is related to medical devices and healthcare technologies, please [express your interest](#) in King's MedTech Accelerator.**

## TIMELINE

### **Thursday 1st February 2024**

Applications open.

### **Sunday 3rd March 2024**

Applications close (23:59).

### **Between Monday 15th April - Friday 3rd May 2024**

King's Start-up Accelerator Interview Panel.

### **Friday 10th May 2024**

You'll know if you're joining the King's Start-up Accelerator Cohort VIII.

### **Monday 10th June 2024 - Friday 30th May 2025.**

King's Start-up Accelerator Cohort VIII.

## OUTREACH AND SUPPORT SESSIONS

Interested in hearing more about King's Start-up Accelerator? We're running a Information Webinar on Thursday 6th February 2024. Come along to hear more about the programme, eligibility criteria and bring your questions. [Sign-up!](#)

Planning to apply to the King's Start-up Accelerator and would like to discuss your application with a member of the team? [Book a 1:1 appointment](#)

# EXPECTATIONS & PROCESS

King's Start-up Accelerator 2024-25  
participants will agree to the following terms:

## 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 £1million or more or generating revenue of £1million 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.

## Active participation

We expect you to commit to the programme and the development of our like-minded community for 12 months, from Monday 10th June 2024 till Friday 30th May 2025. Participation will be regularly monitored by the Ventures & Acceleration team, and persistent lack of engagement may result in being withdrawn from the programme.

## Active participation means...

Participation in the programme, including active involvement in our 'Welcome Week', Demo Day, approximately six Bootcamps within Q1 of the programme, utilising mentoring sessions with Experts and ongoing uptake of opportunities to aid your venture.

Ongoing communication with the Ventures Manager with regards to venture updates, attendance and general presence.

Behaviour appropriate for King's and 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.

The programme is all about your personal learning journey and growth – and we want to have as much fun as possible along the way!

# TERMS & CONDITIONS

Our Terms and Conditions as of 1st January 2024 are listed below. Please note that these are subject to change before applications open on 1st February 2024.

1. All applicants, whether student, alumni or staff, should give consideration as 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.

a) If you think the University may have rights, your initial connection should be with the IP & Licensing team who, together with you, will determine how you can best be supported, which may include referral to [King's Spinout Accelerator](#).

b) Additionally, you should consider whether any of your team has an association with another University and whether there might any potential IP issues.

c) Should you have any additional questions on this please contact Holly Knower - Head of Ventures (holly.knower@kcl.ac.uk) to discuss your interest.

2. You are eligible if:

a) You will be a student at King's during the academic year 2023-24. We are open to 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 member of Professional Services staff at King's College London, all subject to point 1 above.

3. Applications will be accepted from noon on Thursday 1st February 2024 until 23:59 on Sunday 3rd March 2024. An application must be fully submitted before the deadline to be considered for the King's Start-up Accelerator programme Cohort VIII. Applications will be collected through the Accelerator App; please note, you are able to amend your application prior to submitting.

4. 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's Start-up Accelerator.

5. In exchange for our support over 12 months and beyond, each venture that is selected for, and agrees to participate in, the

King's Start-up 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 five years of starting the programme, raising investment of £1million or more or generating revenue of £1million 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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