

Grandnanny

Background information [here](#) including links to their website and social media channels

Consumption

- This is a digital start-up matching families and older people so raw materials are relatively minimal
- They use technology such as Google Suite to run their start-up and their main tool is their website
- In the future, they will develop a more complex site directly matching people and to take payments
- Logistical communication takes place by phone, email and WhatsApp twice a month with Grandnannies
- They will avoid having an office as they scale but may use a shared co-working space

Value creation

- They aim to break down generational divides in communities and integrate older people more into society
- It offers flexible, local, long-term employment opportunities for older people who want to work
- Children benefit from continuity in their childcare while enabling families to keep working
- Grandnanny sessions usually last 3 hours and include the school pick-up and dinner
- The start-up will be financed through loans, grant funding and revenue that will be partly re-invested in training to further the childcare careers of Grandnannies

Supply Chain

- Grandnannies will have to apply and pass an interview to join in
- They are given safeguarding / first aid training, plus activity ideas via their social media channels
- Future plans include a 'member-get-member' scheme where Grandnannies are paid to recommend the opportunities to others and certified training so Grandnannies can move onto other childcare settings

Transparency

- Grandnannies will be involved in running the start-up, helping on the advisory group
- There will be periodic impact assessment across families, Grandnannies and children looking at how being involved has improved their health and wellbeing and the economy
- One of the Co-founders is researching the impact employment has on older people's sense of wellbeing

Areas they want to develop

- They would like to develop a training programme that will lead to Grandnannies becoming accredited
- Grandnanny 'Chapters' (where one Grandnanny would look after others within a local area and lead peer-to-peer support) – how could these chapters be mobilised to take action on Sustainability?
- How can we get parents to recognise the positive impact of intergenerational contact outside of their family for their children? – this change in mindset is essential to get traction

Hints from us

- This scenario is about harnessing opportunity more than reducing harm. People have the power to influence others through what they do and the way children are brought up is key for the future. Older people also have a sense of perspective that younger adults don't which can be very powerful, [like this guy](#)
- The global carbon footprint of the digital industry matches that of aviation, and is growing. So it's not enough for tech businesses to say 'we don't use raw materials, so we're really sustainable'. You can find some inspiration about what digital start-ups can do [here](#)

Sustainable Disruption – 90mins

Learning Outcomes

- Knowledge of what areas to think about in terms of sustainability in start-up
- Experience of taking a start-up idea and making it more sustainable
- Attendees feel confident and capable to answer the sustainable question on the Idea Factory application

Session Plan So Far

Duration	Section	Info
10 mins	Introduction – start with why	<p>7 Skills (Disruption) and Idea Factory intro</p> <p>Why <i>Sustainable</i> Disruption?</p> <ul style="list-style-type: none"> • You need a world where you venture can exist and have longevity to iterate and scale • Regardless of your venture/sector/problem, you need to take action to secure the future • Ventures that are not obviously sustainable, can and do think about this (examples) • Disruption can happen in the ‘back-office’, particularly if it makes your product/service more accessible / appealing to people (technical definition of ‘disruption’) • Fear of regulation – have control over your future by acting now; don’t wait for others to force you • “But thinking about sustainability will make starting a venture harder and more expensive” – lies! • Think Lean and Disruption are fundamental to being entrepreneurial
10 mins	Sustainability and start-ups – what to think about	<ul style="list-style-type: none"> • Member of King’s Sustainability Team to help us with this section hopefully • Go through ‘things to think’ about when exploring the scenarios (see below) • UN SDGs as a tool of inspiration and we use this at King’s
45 mins	LIVE scenario looking at current King’s20 ventures	<ul style="list-style-type: none"> • Give a focus area per group (can double up depending on numbers) • Break time down into: <ul style="list-style-type: none"> ○ Intros and icebreakers (5 mins) ○ Review brief (5 mins) ○ ‘Brain-writing’ on 2 x 2 template looking at ideas in their focus area (15 mins) ○ Review ideas and select 3 to develop (5 mins) ○ Idea development (15 mins)
15 mins	Feedback	<ul style="list-style-type: none"> • Each group asked to write their top 3 ideas in the chat • A few groups called upon to say more
10 mins	Reflection and close	<ul style="list-style-type: none"> • Recap key learnings • How this is relevant for their Idea Factory submission and the question in the application form

K20 Venture case studies

- [MaleBox](#)
- [BEAUTYNOIR](#)
- [The 1839 Company](#)
- [Grandnanny](#)

2 x 2 template

[INSERT YOUR TOPIC AREA]	Negative impacts	Positive impacts
Current operation		
Solutions to reduce or grow		

Things to think about – version 1.0

- **Supply chain** – materials, procurement, support workers and communities to thrive
- **Carbon footprint** – product creation, service delivery, overall operations, business travel
- **Circular economy** – designing out waste
- **Customers** – product / service longevity, brand loyalty / retention, education on sustainability
- **Finance** – investments, pensions, banking, donors / funding, what you do with profits
- **Governance** – type of organisation, asset locks, participation / ownership, stakeholder mapping

Things to think about – version 2.0

Bucket	Impact Area	To think about / question to ask ventures?
Resources involved across the life-cycle of a product / service (consumption)	Materials, ingredients and packaging	Where do these materials come from and how are they extracted / processed to become usable? Are any chemicals / deforestation involved? Can new materials be invented? What becomes waste? How much of this waste can be 'designed out'? How can the waste be made 'less bad' e.g. made recyclable rather than going to landfill or to be reused before being recycled? Service start-ups consume materials in their offices too
	Water and energy including transport	How do the materials get transported to be made into products? Is water used in processing of raw materials? How much energy is used to produce materials and the products? How are products transported to market? Do services involve any transport? How can you reduce the amount used? How can you improve the type of energy used? How does the use of a product or service consume energy / water? Do you use data centres / cloud services that require energy?
	Workers and communities	Are people putting themselves at risk to create the product / service?

		<p>How is the start-up improving employee health and wellbeing?</p> <p>Is there fair pay and good working conditions?</p> <p>Do workers have access to training and development?</p> <p>Is the start-up benefiting communities and people's quality of life through job creation?</p> <p>How can job creation go to the people who need those opportunities most or have had less opportunity?</p>
	Investors and donors	<p>How have they made their money to give it to the start-up?</p> <p>What are the motivations of the investor?</p> <p>Does the donor role model good sustainable practices and share the start-up's values?</p> <p>How will any Terms & Conditions impact the ability to champion sustainability?</p> <p>How is the start-up educating / influencing their investors and donors?</p>
Who the start-up buys things from and sells their products / services to (supply chain)	Suppliers	<p>Do suppliers also role model good sustainable practices and share the start-up's values?</p> <p>Are there any accreditations that are relevant?</p> <p>How do they transport items to you?</p> <p>Do they have the appropriate policies?</p> <p>How do they use their profits?</p>
	Distributors	
	Customers	<p>How does the business model encourage responsible / irresponsible consumption?</p> <p>How can customers be mobilised and educated through their interaction with the start-up on sustainability?</p> <p>How can you position your product to help people live more sustainably?</p> <p>How can you use your platform to engage a group in sustainability that can usually be 'harder to reach'?</p>
How the start-up creates value and for who	Behaviour change	<p>How does the product / service change consumer behaviour and is that for the better?</p> <p>What are the downsides of any positive changes e.g. doing things online conserves resources but can negatively impact our wellbeing?</p> <p>How is the start-up trying to minimise the negative impacts?</p> <p>What are the impacts of this behaviour change for the rest of society / the world?</p>
	Job creation	<p>How many people are employed?</p> <p>Are they paid a Living Wage?</p> <p>Are any under-represented groups benefitting from these jobs?</p> <p>Is there a fair recruitment process?</p> <p>How is access to jobs improving people's lives?</p> <p>How can the jobs help people to further grow and develop / improve their quality of life?</p>
	Type of organisation / business model?	<p>Does the start-up have lots of shareholders who want to extract value from it?</p> <p>Is the start-up constituted as a social enterprise or have other forms of asset lock?</p>
	Use of finance	<p>Who does the start-up bank with?</p> <p>What happens to its profits?</p> <p>Does the start-up choose ethical pensions?</p> <p>What does the start-up invest in?</p>

	Inequality and diversity	How is the start-up addressing inequality and disadvantage?
	Civic engagement and doing	What else is the start-up not directly related to its product / service to have a positive impact in the world? Is the start-up giving to charity or doing volunteering? Is the start-up supporting the next generation of entrepreneurs?
How transparent the start-up about its impact and progress	Impact measurement	Is impact considered? Is the start-up's aims and intentions on impact made visible? How is progress monitored?
	Communication	Does the start-up produce an impact report / share key data? Does the start-up work with key stakeholders to make improvements or hide key information?

The 1839 Company

Background information [here](#) including links to their website and social media channels

Consumption

- Most of their manufacturing takes place in their hometown of Leicester, UK
- Previously manufacturing of most caps took place in Pakistan
- Exceptions include a certain protective material coming from Portugal and dying of certain colour
- They are not sure whether the raw materials are sourced from though prior to Leicester
- Packaging is currently being developed and will be kept as minimal as possible without damage in the post
- The caps are designed to be family heirlooms but are made of velvet and wool
- The newer safety products are designed to be modular to maximise reuse
- Sportswear industry can struggle because synthetic materials often are best for performance

Supply Chain

- Had planned to visit the 2 non-UK factories they use this year
- But otherwise there is no current way of assessing factories

Value creation

- Conscious decision to manufacture in Leicester to support the local community and keep jobs in the area
- Keeps these skills alive in the UK in what is still a hub for manufacturing and textiles
- Currently re-investing all profit into the growth of the business
- Structured as a limited company and would look for investors who share values not just offer most money

Transparency

- They want customers to be aware of their sustainability credentials and to feature in communications
- Looking to involve customers in sustainability initiatives by possibly choosing more minimal packaging
- Exploring a collaboration with [Verdn](#) to attach high-value environmental impacts directly onto product sales

Areas they want to develop

- Currently they position their products as premium – how can they make their products more accessible and encourage more people to play sport and be safe while doing so?
- They aspire to be a global brand – how can they maintain their great work on sustainability while selling in multiple markets?
- All the team live in different parts of the UK – how do they keep going with remote working after lockdown and reduce the impact of business travel

Hints from us

- This start-up is already very sustainably minded which is great but there's still lots for you to build on
- For example, they want to talk to their customers about the sustainability of their products – how could they do this in a compelling way?
- Their products are for men, women and children – how could they leverage their products to reduce gender inequalities within the sport and make it less an elite sport? Who could they partner with to do this?
- How can they influence cricket / sport more broadly to up its sustainability game?