

Case-study: Founders4Schools

1) Description of initiative(s)

- Founders4Schools programme helps avert the talent shortage crisis by putting founders of businesses into classroom to speak about why they chose to be an entrepreneur as their top career choice. At these high-impact events, business founders speak about what they studied when they were in school, what motivated them to set up their business and why they recommend entrepreneurship as a leading career choice for any person keen to have a positive impact on the world.

2) What need does this solve for scale-ups?

(1) Coordination, connectivity and promotion

F4S embed the volunteers further into the communities of which they are a part and promotes them with our social media campaigns around every event they volunteer in.

(2) Access to Skills

The founders going into the schools draw attention to the jobs that these children can create which addresses the talent gap at the moment which we anticipate widening.

(3) Leadership Capacity Building

The founders who volunteer for F4S qualify for membership of our 'scale-up' club and benefit from partners.

(4) Customers (Domestic & Export)

Our social media campaign around every event draws attention to the fastest growing companies within 20 miles of each school, thereby increasing demand for them.

(5) Financing

Our Founder volunteers are the fastest growing companies in every locale. We make it easy for financiers to identify who these unsung heroes are.

(6) Infrastructure

F4S connects our volunteers with our network of partners who can help them find flexible real-estate when they outgrow their current offices.

3) Which stakeholders in the ecosystem are involved with running this?

Entrepreneurs

The Founder and Chair is a serial entrepreneur and angel investor. Other tech founders and investors act as advisors to F4S.

Ecosystem umbrella organisations

LinkedIn, Duedil, Datasift make it possible to build and run the technology for F4S.

Government (national/ local)

e-skills, CAS, Number 10, BIS and the DfE and others are helping with outreach to schools for F4S.

Private sector

LinkedIn, Nominet, Google, Wayra, Telefonica are among the many who support. They like the low-cost data rich approach.

Investors/financers

A number of finance organisations are partners for us. This fits in with their CRM programmes addressing financial literacy.

Education providers

100% of teachers recommend our services to other teachers.

Example activities

8,500 scale-up entrepreneurs covering every part of the UK at present.

LinkedIn, Duedil, e-skills, SVC2UK, Datasift are all partners.

The Create (your own future campaign), various conferences.

We have three partnership programmes for corporates: Financial, Technical and Marketing.

Investors and financiers offer us their convening power and are on our advisory board.

Teachers rate our speakers, arrange events and promote activities 'powered' by F4S to their networks.

4) What does success look like? What impact/outcomes are expected?

Outcomes from one one-hour session: 96% are inspired by the speakers, 87% wish to go into business (against 60% average), 54% are keen to go on to study STEM subjects (2-3x the national average). Cost of delivery approximately 1/1000 of traditional and we already have national coverage. If all teachers used F4S, this would imply that the number of kids interested in STEM alone by next year would increase by 1,332,000 and the percentage of children interested in business would increase by 1 million.