

Case-study: Google Campus London

1) Description of initiative(s)

Campus's mission is to create an environment that encourages innovation through collaboration, mentorship, and networking. With speedy wifi, a café, frequent networking, educational and speaking events (on average 100 a month), and coworking space, Campus is seven floors dedicated to startup success.

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

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| (1) Coordination, connectivity and promotion | (2) Access to Skills | (3) Leadership Capacity Building | (4) Customers (Domestic & Export) | (5) Financing | (6) Infrastructure |
| Brings together the community through the public spaces that Campus provides | Co-working/networking space for talented individuals. Operates a jobs board to help startups recruit talent | Google office hours and additional programming provide free technical, marketing and PR support. | It increases the visibility of entrepreneurship and provides access to a variety of support mechanisms for earlier stage businesses | Campus provides a focal point for the venture capital community including pitch and demo events, investor office hours | The seven story building provides free event space to the community, free wi-fi in the public cafe and home for partners to run additional programs. |

3) What public stakeholders are engaged in the project?

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| Entrepreneurs | Ecosystem umbrella organisations | Government (national/ local) | Private sector | Investors/financers | Education providers |
| Campus members cover a wide range of London's ecosystem | Seedcamp TechHub TechCity Startup Weekend Coadec | Central Government London Local councils | Google | Google Ventures Additional VC firms, angel investors engaged through community activities | |

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

- **Job Creation:** It is estimated that at least 576 jobs have been created within the Campus community in the past 18 months.
- **Fundraising:** Campus members have raised at least £34m in the 12 months to October 2013. The median amount raised from formal sources (VC funds, accelerator programmes, government grants and angel investors) is approximately £75,000
- **Gender Equality:** Campus is helping to address the gender imbalance in the tech startup industry. The presence of women at Campus continues to grow, now at 22% of residents and 20% of the overall member base - compared to the 9% industry average. There's a lot more to do, but Campus's programmes, including Campus for Mums and Women at Campus are moving the needle.
- **Exponential Growth:** Campus is increasingly popular as a place to interact with the local startup community. 78% of survey respondents have been working at Campus for less than 6 months. Campus membership has grown almost 300% since January 2013 (8,000 to 32,000).
- **Positive Outlook:** The outlook of startups at Campus remains very positive with 84% reporting a positive outlook.