

Case-study: Silicon Milkroundabout – Jobs fair for Tech Startups

1) Description of initiative(s)

Silicon Milkroundabout was created as a solution to help scale-ups attract and hire engineering, design, marketing and product management talent. It aims to establish ‘working for start-up’ alongside other popular career paths such as ‘working for a bank’, creative agency or tech giant’ in the minds of the UK’s most talented people. In it’s third year, the bi-annual event now has 3000 candidates attend with 160 scale-ups exhibiting, from bootstrapped to pre-IPO. The event also run ‘The Bootstrapped Initiative’ where small, pre-invested scale-ups can attend at a highly subsidised cost. 50% of these places are awarded to scale-ups with a female on their founding team or with a founder under 25 years of age.

The Silicon Milkroundabout ‘Start-up Selfie Video’s which are broadcast across social media channels allow each scale-up to film a 90 second video on an iphone showcasing their product, team, company culture and the career opportunities they have available. The Startups page on www.siliconmilkroundabout.com is the one-stop-shop for candidates researching the thousands of roles available at scale-ups

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

(1) Coordination, connectivity and promotion	(2) Access to Skills	(3) Leadership Capacity Building	(4) Customers (Domestic & Export)	(5) Financing	(6) Infrastructure
Brings together founding teams, investors, talented candidates, university heads, tech hubs and accelerators in one weekend bi-annually. Draws press attention to the vibrancy of the scale-up ecosystem.	Allows scale-ups to showcase their job roles and company culture. Helps scale-ups attract talent Nationally and Internationally and from other sectors i.e. banking, agencies and tech giants.	The event brings together hundreds of founding teams and connections for professional support.	Marketing to 3000 potential new customers at each event. Examples include: Moo, YPlan, Graze, Stack Overflow all have provided offers for attendees. Mind Candy sponsored the creche in 2012 to draw attention to their moshi monsters brand.	The event attracts private investors and VC’s to meet face to face with new pre-invested and growing companies.	

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

Entrepreneurs	Ecosystem umbrella organisations	Government (national/ local)	Private sector	Investors/financers	Education providers
Silicon Milkroundabout founders Pete Smith, Cristiana Camisotti, Ian Hogarth and their team. 500 scale-ups from bootstrapped to pre-IPO attended across the last 7 events.		TechCity UK Hackney Council	Talent working in UK based and International business; tech giants, banks and agencies. Tech hubs and campuses.	VC’s and private investors. Code Advisors, Index Ventures, Silicon Valley Bank.	Promotion to alumni groups; Central St Martins, Kings, Ravensbourne Art College, Imperial, Oxford, Cambridge.

Example activities

Content and delivery	Connections	Connections	Talent pool	Connections	Talent pool
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4) What does success look like? What impact/outcomes are expected?

<p>Success:</p> <p>Since the inaugural event in May 2011:</p> <p>(a) the number of candidates attending each event has grown 1000% – May 2011: 300 candidates, May 2014 3000 candidates</p> <p>(b) the number of scale-ups attending each event has grown from 45 to 160 with 500 scale-ups attending at least on of our 7 events</p> <p>(c) the seniority of candidates has increased. May 2011: predominantly graduate level attendees. May 2014: Intern – 15.31%, junior – 18.53%, Mid-level – 32.33%, Senior – 27.32%, C-level – 6.51%</p>	<p>(e) the number of jobs on offer at the event has grown from 100 to 1400</p> <p>(f) Data from the event has been used to inform the candidates of the types of roles and technologies used by the scale-ups, and to inform scale-ups of the technologies used and favoured by the attending talent pool</p> <p>(g) 50 startups have benefited from ‘The Bootstrapped Scheme’ including CityMapper and Osper who have since received significant investment</p> <p>(h) Multiple hiring success stories include Ravn, Foodity, Graze, Editd, King and Visual DNA</p> <p>(i) The Silicon Milkroundabout ‘Startup Selfie Videos’ have had 1000’s of views</p>
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May 2011, all attendees were engineers. The event now covers product management, design, marketing and engineering functions due to the significant demand for talent in these areas from the attending scale-ups