

# Case-study: Start-up Insitute

**1) Description of initiative(s)**

- Established in Boston 2 years ago in response to founders' complaints that they didn't know where to find the right people to grow their companies
- 2-month, full-time, training programme to train people in the technical skills and mindset they need to work in fast-growing companies
- Average student 5+ work experience, 28 years old and 50% hold masters degrees or above
- Expanded to New York, Chicago, Berlin and London
- 30 – 50 students per cohort and the programme runs 3 times per year

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

|   |   |  |   |                      |                           |
|---|---|--|---|----------------------|---------------------------|
| <b>(1) Coordination, connectivity and promotion</b>   | <b>(2) Access to Skills</b>   | <b>(3) Leadership Capacity Building</b>  | <b>(4) Customers (Domestic &amp; Export)</b>  | <b>(5) Financing</b> | <b>(6) Infrastructure</b> |
| Partners benefit from the community and brand promotion that come with being a part of the SI ecosystem | Students train in 1 of 4 technical tracks. Startups help train the cohorts they hire from. Knowing the candidates de-risks the hiring process | We train our partners how to teach, thus providing professional development opportunity. We also mentor our students throughout the course | Helping companies find the right employees contribute to their success and continued growth. This leads to further job creation |                      |                           |

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

|  |  |   |   |  |                            |
|--|--|---|---|--|----------------------------|
| <b>Entrepreneurs</b>   | <b>Ecosystem umbrella organisations</b>  | <b>Government (national/ local)</b>   | <b>Private sector</b>   | <b>Investors/financers</b>   | <b>Education providers</b> |
| Our staff members have entrepreneurial backgrounds. We also involve partner companies who are current startups | These orgs support our work and help train our students. Examples include: TLA and Episode 1 | The UK Gov invited SI to London. We have received support from London & partners and UKTI | Partner companies and instructors drawn from the private sector | Investors & their portfolios are included amongst our partner companies (e.g. Episode 1) |                            |

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

**Students**  
9/10 students find jobs in the startup ecosystem within 3 months of completion.

**Alumni**  
We have a community of 500+ alums globally who are contributing to the startup ecosystem.

**Companies**  
Companies are able to scale faster by recruiting talent that they can trust