

Case-study: Silicon Valley comes to the UK (SVC2UK)

1) Description of initiative(s)

Established in 2006, SVC2UK brings together early stage investors, successful serial entrepreneurs, students and alumni with leading iconic entrepreneurs from around the world. It acts as a hub for CEOs who are scaling up by curating and aggregate available online and offline content, guidance, and capital sources, tailoring individual solutions to CEOs and focusing on relationship building.

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

Promotion of the Cambridge 50, Science 50, Female Founders, 100 club, talent is drawn to these high growth companies. Workshops are held to help CEOs understand the most ways of recruiting talent.

CEO2CEO workshops and online Forums and publications support CEOs of fast growth firms. Targeted groups of CEOs receive mentoring in Silicon Valley. Mentoring workshops held throughout the year.

SVC2UK promotes high growth companies and supports them in winning new business. It has profiled and promoted the Science 50, Cambridge 50, Women CEOs group and the 100 club (companies with potential to reach £100m in 3 years.)

SVC2UK Dinners and CEO Workshops provide Scale-up leaders with relationships and 'best practice' mentoring and coaching from industry veterans and introductions to investors.

SVC2UK Dinners and matchmaking services help leaders of scale-up firms with infrastructure services and advice as to how to get best value from them.

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

Entrepreneurs

Successful serial entrepreneurs act as advisors to the programme and mentors to the CEOs who are wishing to scale up their businesses.

Ecosystem umbrella organisations

Advisors help to fund and act as filters to help identify the fastest growing companies for the mentoring at the CEO summits.

Government (national/ local)

Multiple Departments, functions across BIS, UKTI, HMRC, Cabinet Office.

Private sector

Corporate Partners help with funding, mentoring, venue provision and promoting the scale-up companies to media.

Investors/financers

Numerous venture, growth and institutional investors support financially and with mentoring / advice.

Education providers

Universities support SVC2U events by providing venues and comms help. They believe this activity supplements classroom learning with essential skills.

Example activities

Target audience, strategic direction, themes, mentorship, speaker recruitment.

Identify high growth companies, support with coaching CEOs.

Host events, provide speakers, provide funding.

Business Development support, co-development opportunities and scale-up advice.

Offer advice to CEOs, invest in high growth CEOs on programme.

Universities host and co-create events. Students volunteer to run the programme.

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

Success:

- CEOs change behaviour following high impact SVC2UK events. 81% of attendees at the 2013 CEO summit stated that they would do something different as a result of their learnings. 97.5 % stated that they wanted to attend future events.
- Feedback from CEOs and other attendees: *"Many tiny pearls of wisdom that I put into action immediately. Truly feel my business is better just days after."* **Stephen Piron, Bright Sun**
- New networks and connections. Since 2009 SVC2UK has made connections for over 11,000 members of the eco-system for entrepreneurs (CEOs, investors, students, corporates). This includes 890 CEOs who have received high impact mentoring and coaching from successful US and UK serial entrepreneurs and investors. This data is currently being analysed further to identify the impact SVC2UK has had on these companies with regard to growth.