



# SURVIVE AND PIVOT PROGRAMME

POWERED BY

**Foundervine**



Camden



Hackney



ISLINGTON



TOWER HAMLETS

# INTRODUCTION

The Survive and Pivot programme targets early-stage tech and digitally enabled businesses led by underrepresented communities and negatively affected by COVID-19 in Camden, Hackney, Islington and Tower Hamlets.

## OBJECTIVES

Across a 10-12 week programme we will:

- **Provide** 16 hours of support including a cross-functional range of business advice (including customer discovery, finance readiness and strategy) through a blended model to support businesses to survive &/or pivot.
- **Deliver** virtual peer-to-peer accountability groups providing access to experienced, role-model mentors over an 8-week period.
- **Build** a virtual community of founders and business owners who are able to collaborate through an exclusive Slack Channel that will last beyond the length of the programme.
- **Deliver** continuous coaching support to founders as they navigate the programme and develop the tools and techniques required to succeed.
- **Host** a Finale Event where founders can showcase their ventures for the opportunity to secure funding and new stakeholder networks.
- **Provide** access to wider Capital Enterprise / OneTech community support which includes 1:1 coaching, accountability circles, content, peer networking, help finding specialist support.

# THE APPROACH

The overall programme will be delivered through a blended approach combining different methods, including expert masterclasses, accountability groups and continuous support through the OneTech and Foundervine's communities of entrepreneurs

## DELIVERY

- **Expert Masterclasses:** high-impact sessions designed to help startups facing challenges build knowledge, advice and gain direct access to a network of mentors, partners and investors to help them survive and pivot.
- **Accountability Groups:** a key element of the programme allowing participant to help each other reach a specific goal (e.g. acquiring new customers). These sessions complement the Masterclasses and allow deeper engagement with the entrepreneurs. These sessions will help to develop more resilient entrepreneurial mindsets amongst participants.
- **Finale Event:** At the end of the programme, the cohort will present their business to a virtual room full of specifically invited guests and individuals from the wider start-up ecosystem. The audience will include stakeholders from the corporate sector, Capital Enterprise, Foundervine, OneTech and partner ecosystem as well as mentors, programme speakers, and programme alumni.
- **Wraparound Support:** all participants will have access to the Vine and OneTech Communities which include dedicated Slack channels designed to provide founders with a strong support network as they pivot and grow ventures; 1:1 coaching, access to additional accountability circles, content, peer networking, and help finding specialist support. They will also be offered free access to SPACE4 (and other?) workspace for the duration of the programme.

# THE WORKSHOPS

This is an example of the topics covered in our workshops

## **Redefining your value proposition**

- Identify key customer groupings within target market Describe their key characteristics and behaviours
- Define what value you deliver to your customers
- Leverage customer insights to develop a value proposition that resonates to customers in target markets
- Articulate and communicate the differences between product features, benefits and customer value and use these to develop key messaging statements

## **Marketing for Survival and Growth**

- Understand 80:20 principle, and how to apply this to your marketing efforts.
- Understand the principles of consumer sales funnel, and your customer journey.
- Learn different methods to find, capture and convert new customers.
- Analyse top company's growth hacking, and how they were able to achieve marketing for growth
- Analyse viral marketing campaigns, and how to use word of mouth marketing in your own business.

## **Delivering Digital Products**

- Understand how to identify market opportunities and opportunities to pivot business model using digital tools - Build a framework for pivoting products or services to maintain engagement and serve customers
- Understanding low-code/no-code ecommerce platforms that replace or complement offline offers as part of go-to market strategy
- Understand product analytics & data-driven decisions

## **Accessing finance**

- Understand the basics of raising funding
- Know the different options available at each stage of your start-up and ongoing business journey
- Develop an understanding of crowdfunding process and Platforms available
- Determine which funding source better meet your business
- Develop a sound financial plan to complete a funding round
- Understand the different between grant, equity and debt funding.

# THE TEAM



we connect underrepresented communities with opportunities in the tech startup ecosystem. we leverage our position, connections and resources to create a sustainable EDI movement of change.

OneTech will oversee this programme, lead on borough liaison and provide ongoing wraparound support to businesses.

# DELIVERY PARTNER

## Foundervine

Foundervine is on a mission to remove the social barriers to entrepreneurship and build the greatest network of digitally-enabled businesses in the world.

Foundervine is an international training consultancy specialising in digital start-up and scale-up acceleration programmes. Since launching in 2018, Foundervine has helped over 2,000 diverse, future leaders create, test and sustain entrepreneurial ventures in Europe and Africa. Foundervine believes that companies of the future will not be measured by the value of their assets, but by their impact on communities.

Foundervine will lead on the delivery of the masterclasses, accountability groups and final event.

# APPLY

Are you interested in applying for  
this exciting and insightful  
programme?



TAKE ME TO THE  
APPLICATION



**Foundervine**

