

# Good Practice in Start up Incubation

9th International Skills Forum  
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**“More than ever in the unpredictable post-pandemic world, universities need to prepare students for careers they define themselves....Millennials want to shape their own future, and entrepreneurial skills are key to their working lives.”**

World Economic Forum 2020

# Best practices

1. Develop curriculum – market fit
2. Nurture entrepreneurial leaders not only startups
3. Invest in the startup alumni community and lifelong entrepreneurial skills



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■



Aspect



University of  
BRISTOL



UNIVERSITY  
of York



**#1**

**Develop curriculum-market fit**



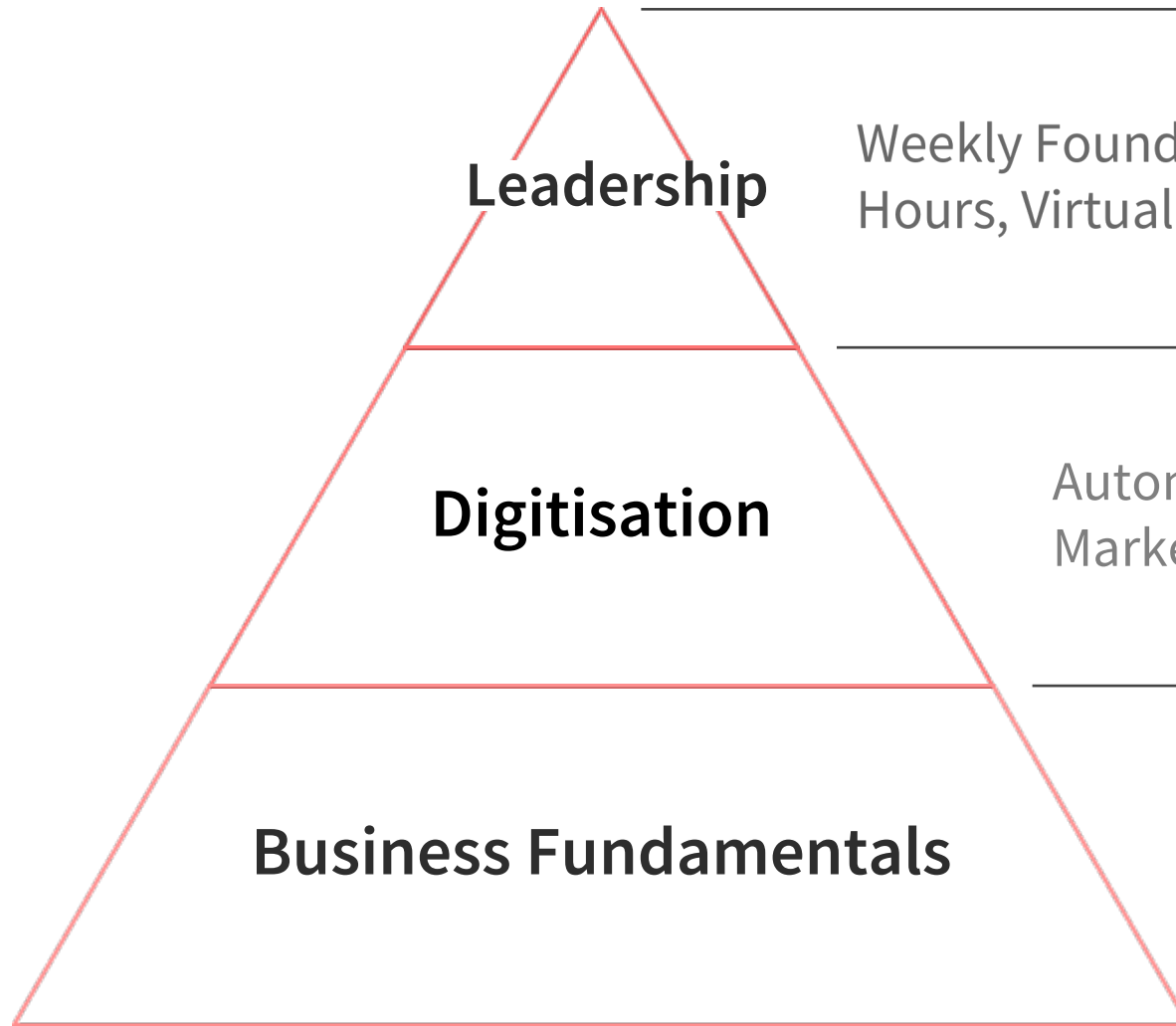
## Accelerator Mission

Support LSE founded startups with a programme focused on **driving measurable growth** and to **nurture entrepreneurial leaders** who will create long term impact through their ventures

## Top reasons startups fail



Note: Based on an analysis of 111 startup post-mortems since 2018.



## Leadership

Weekly Founder Roundtables, Matched Mentors, Office Hours, Virtual Peer Learning, Pitch Days, Internships

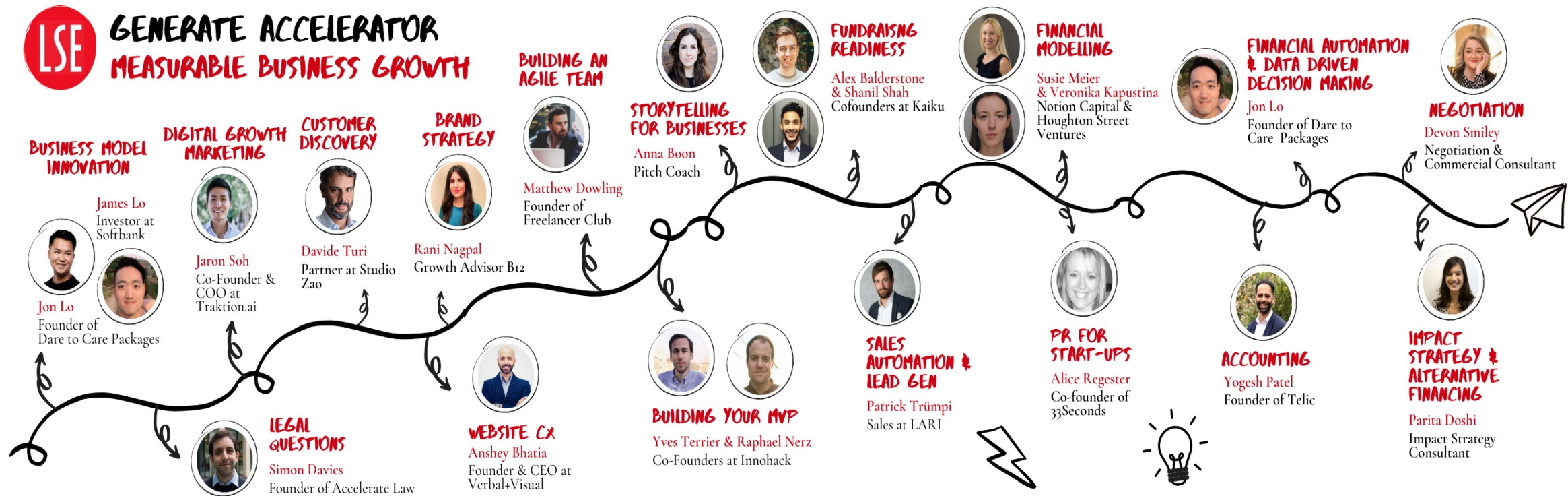
## Digitisation

Automation, E-Commerce, Digital Growth Marketing and Core Operations Clinics

## Business Fundamentals

**8 Bootcamps** across business topics  
e.g. customer discovery, business  
model innovation, branding etc.

# LSE GENERATE ACCELERATOR MEASURABLE BUSINESS GROWTH





















BOOTCAMPS

CLINICS

# IMPACT INVESTOR LANDSCAPE

A selection of organisations to access impact-focused funding

Accelerators / very early stage support	Angel investors	Impact-led investment funds	Foundations & Venture philanthropists	Banks	Government- linked funding	International development- linked orgs
     school for social entrepreneurs	  	    Bethnal Green Ventures /  mustard seed  Impact Ventures UK	      	  	    Innovate UK  	  

# LSE Accelerator Business Impact

**50,000+**

New B2C Customers  
since March 2020

**£682k**

Investments raised  
(Equity and non equity)

**37**

New people hired

**12**

MVPs Launched

**750+**

Signups for prelaunch  
B2C companies

**165+**

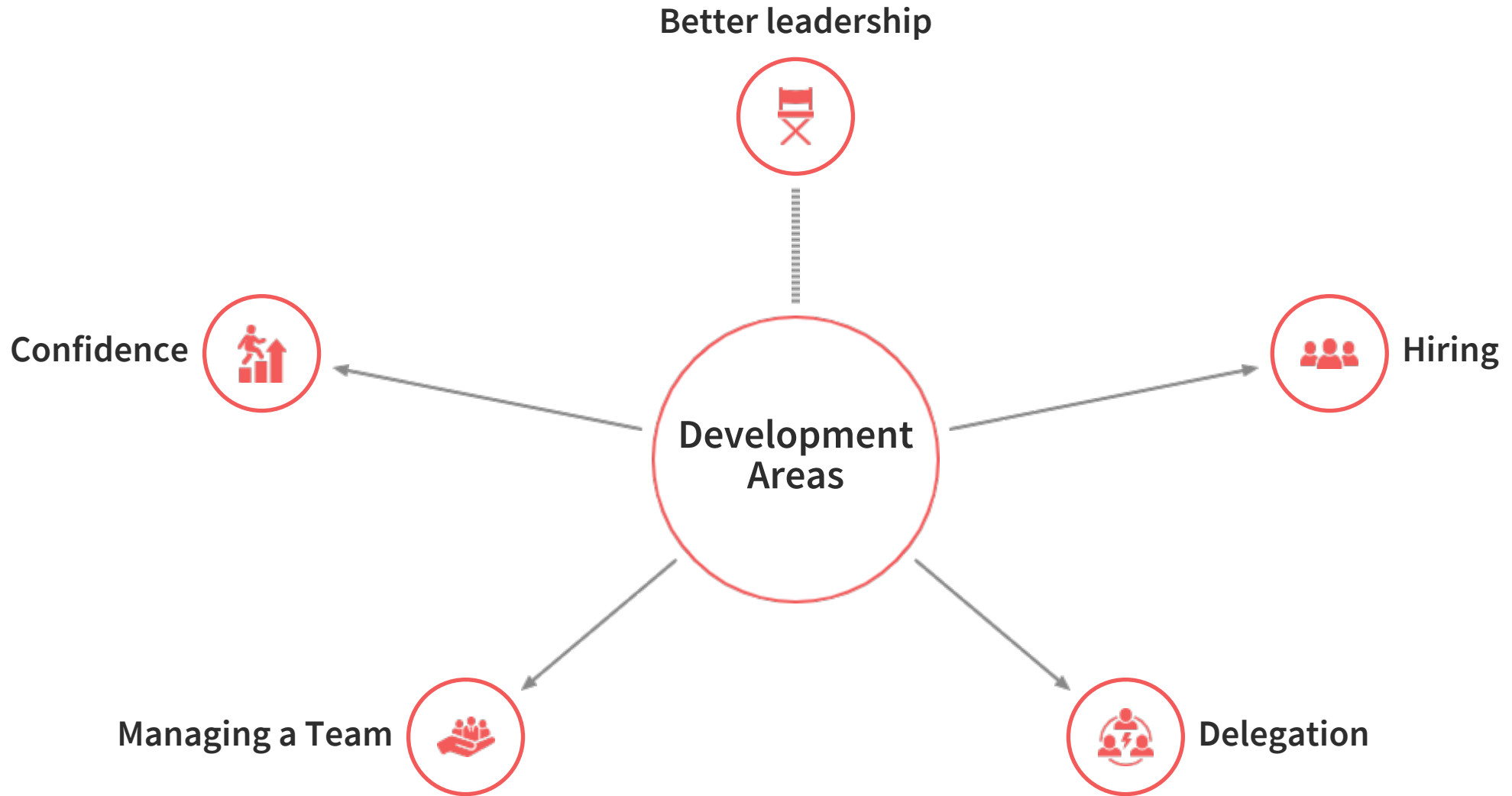
New B2B customers



#2

# Nurture entrepreneurial leaders not only start ups





# ASAP Commercialisation Programme

## Phase 2 Delivery

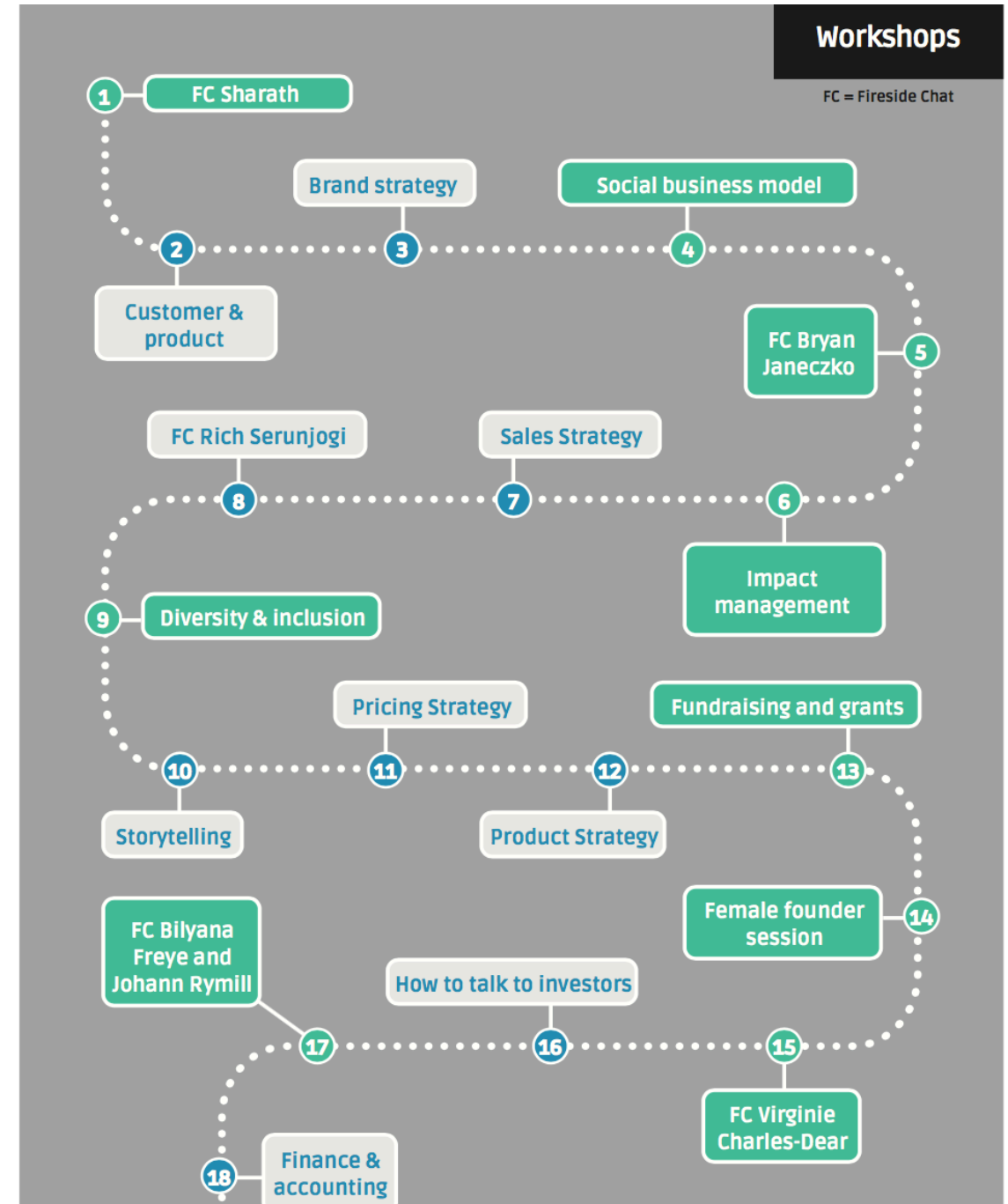
The accelerator curriculum was adapted to incorporate social business across the curriculum. Throughout core business modules such as brand strategy, facilitators tailored teachings for social entrepreneurs. Through mentorship, coaching and the wider community there was exposure to successful role models in social entrepreneurship.

**16** bootcamps tailored to social sciences

**150** hours 1:1 founder support

**2** month mentorship programme

**12** founder peer roundtables



**One in three entrepreneurs are women... closing the gap between women and men could add an additional £250 billion in Gross Value add to the UK economy**

The Rose Review of Female Entrepreneurship

**#3**

**Invest in your start up alumni  
community and lifelong  
entrepreneurial skills**









# Top Skills in demand in the workforce

## Soft Skills

- 1 Sales Leadership
- 2 Analysis
- 3 People Management
- 4 Creativity
- 5 Collaboration
- 6 Adaptability
- 7 Time management
- 8 Persuasion

## Hard Skills

- 1 Cloud Computing
- 2 Artificial intelligence
- 3 Translation
- 4 Mobile app development
- 5 Video & Audio Production
- 6 UX Design
- 7 SEO/SEM Marketing
- 8 Blockchain
- 9 Industrial design
- 10 Digital journalism
- 11 Animation

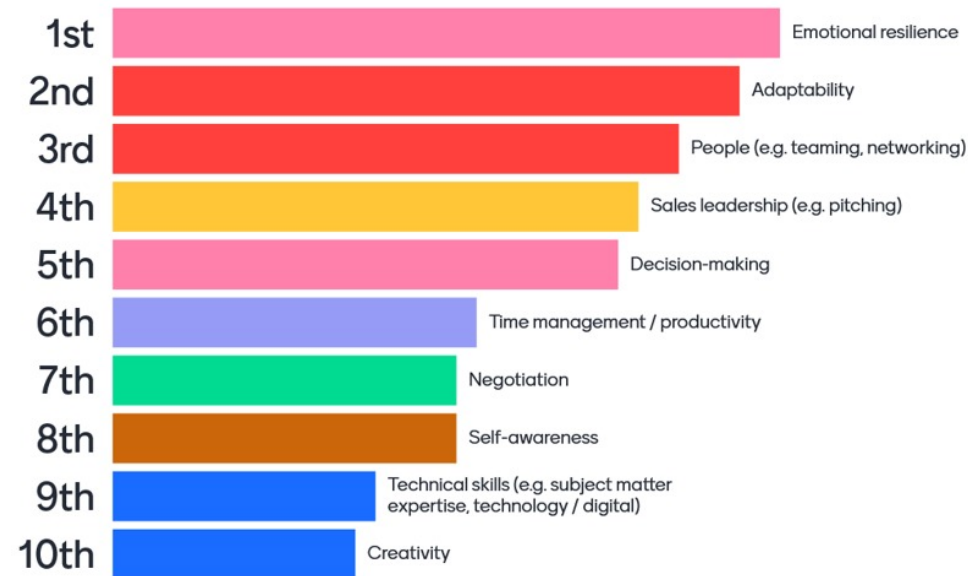
Source: [indeed.com](https://www.indeed.com)



# THE PORTFOLIO ENTREPRENEUR

THE PORTFOLIO ENTREPRENEUR | SKILLSET SELF-ASSESSMENT

Rank the following skills (1-10) in order of importance to you as a Portfolio Entrepreneur (to be)



# LEARNING ENTREPRENEURIAL SKILLS AT UNIVERSITY

**BLOGS**

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THEMES

ECONOMY AND ENTERPRISE

ENTERPRISE AND SOCIAL IMPACT

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**THE  
PORTFOLIO  
ENTREPRENEUR**



**“All human beings are born entrepreneurs. Some get a chance to unleash that capacity. Some never got the chance.”**

Muhammad Yunus