START UP FOUNDERSHIPS EXPLAINED

This guidance will explain what our START UP Founderships pre-accelerator is, how it can help you and your business, and let you know when it is taking place.

Updated March 2022

START UP
www.ncl.ac.uk/careers/startup
What is START UP Founderships?

START UP Founderships is an intensive, six-month business pre-accelerator designed to give big ideas a big developmental push, advancing the next wave of growth-orientated company founders with innovation-driven opportunities.

Through bespoke one-to-one mentoring, group workshops, access to influential partnerships, a living stipend of £7,500, and funding up to £10,000 to drive business development, START UP Founderships will guide you and your high-potential proposal through proof of concept to market entry, first investment, and/or successful application to leading UK business accelerators.

This will be the seventh START UP Founderships cohort. Through our six previous cohorts, we’ve helped 21 founders of 30 businesses raise over £22M in funding, generate over £54M in turnover and create 199 jobs.

Our Founderships alumni have progressed onto highly competitive business accelerators including those from Ignite, NatWest and Bethnal Green Ventures amongst others. One, NOVELTEA, also appeared on the TV show Dragon’s Den in both the UK and Germany.

Both pre-accelerators and accelerators are intensive packages of support. They are unique to those running them but usually involve coaching and mentorship, skills development and financial support.

A business pre-accelerator is a programme for early-stage start-ups - business opportunities that are in development or have just launched. They are designed to help you establish your business.

A business accelerator is a programme for seed-stage start-ups - established businesses. They are designed to help you raise investment and scale-up your business venture.
How can START UP Founderships help you?

Advancing you and your ideas | If you’re a future-thinking individual with a realistic, scalable business idea that is new and different, you’ll need space and support to pursue it. START UP Founderships is adapted around your needs, with core elements coaching you to:

- Test your assumptions
- Refine your business solution
- Develop a Minimum Viable Product (MVP)
- Experiment, trial and measure
- Define your value proposition
- Convince others (customers, investors, accelerators)

Helping you solve big problems for big markets | START UP Founderships is open to businesses in all sectors. Though we’re particularly well-positioned to support you if your business falls into one of the sectors of Newcastle University’s Research and Industrial Strength Strategy, which are:

- Healthcare and Life Sciences, including Ageing
- Advanced Manufacturing
- Offshore and Energy Technologies
- Digital and Technology, including Data
- Culture and Creative Arts

Coaching you to become a resilient leader | Through START UP Founderships, we help you develop the necessary practical skills you need to thrive within the business world, coaching you to:

- Pitch: develop and refine a successful business pitch
- Lead: recognise your personal style and learn to guide others
- Build connections: find and manage positive relationships
- Have confidence: master how to make an ‘ask’ with courage and faith in yourself
- Be resilient: view challenges positively and bounce back from rejection
Introducing you to our experienced and trusted connections | Among our START UP Founderships mentors and facilitators are entrepreneurs and founders of growth companies that have secured significant investment and traded on a global scale.

**START UP Business Advisers** provide you with specialist, confidential coaching and guidance via regular meetings. They offer you continued support with insight, direction and introductions to our national network of industry experts, influencers and investors.

**START UP Mentors** are previous Newcastle University founders, friends or patrons. They offer you their expert advice on a relatable level, sharing their experience and being present to help you navigate the highs and lows of your journey.

**The START UP Board** includes the START UP Manager and Newcastle University friends and patrons who are responsible for selection and funding decisions. You’ll be accountable to the board at key points throughout the programme to demonstrate your progress and ask for help.

**START UP Guest Speakers and Training Providers** are Newcastle University founders, friends or patrons. They offer you their broad, multi-disciplinary experience and expertise to help you excel as an executive leader and progress your venture.

START UP Founderships will take place from **September 2022 through to February 2023**, with an initial round of online workshops and video pitches in **June-July 2022**.

The workshops and pitches are a fantastic opportunity for skills and business development, plus a chance to network and judge if this opportunity is right for you.

Please read all guidance in full before you consider applying, available at: ncl.ac.uk/careers/startup/founderships

If you have any questions about START UP Founderships, please email us via mycareer.ncl.ac.uk