

# Foundervine

5-Year Impact Report  
2018 - 2023

**Five years in our mission to build a world with no social or economic barriers to innovation.**



# Welcome. We're Foundervine

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Building digital skills for the future

**“Ensuring that anyone with potential can start new ventures just makes good business sense. It means that women should have the same opportunities as men to start their own businesses and be represented in business at every level. It means that individuals from underserved communities should be given the same access and opportunity to scale ventures. By working in partnership with industry, Foundervine breaks down the barriers for all entrepreneurs, regardless of background, by providing access to training, networks and funding. We believe that by investing in founders, we invest in all of our futures and build an economy that is far more sustainable and equitable than today.”**



**Izzy Obeng,**

Chief Executive Officer,  
Foundervine

**What truly accelerates innovation? How do we elevate the potential for all groups in society to build the companies of the future?**

Foundervine exists to remove the social and economic barriers to innovation. To create a world where ambitious leaders, creators and innovators have the tools to build the organisations of tomorrow.

In a world where social inequities are being exacerbated by increases in the cost of living, the climate crisis, and global unrest, we must not only break down barriers to innovation but support the founders, creators and changemakers of tomorrow to shape a more sustainable future.

People often underestimate the power of coming from a background where your parents are in business, or discussions around the dinner table include world events or what is going on in the markets. This gives you a comfort zone when entering business discussions that some people simply don't have. At Foundervine, we want to see a world where each individual feels included at the table and has everything they need to bring their best selves to the discussion.

Since 2018, we have skilled thousands of individuals with strong participation by women. In this report, you will learn more about the many ventures we have accelerated in Europe and Africa. Our impact extends beyond the numbers, from working with government to influencing legislation on enterprise education to supporting countless individuals who, through our programs, have gained the confidence and support needed to take charge of their future, enhance their social capital and realise their potential.

We're proud of our achievements in the last four years and look forward to welcoming you to the Foundervine Community.

## Our Vision

**Our vision is to build a world with no social or economic barriers to innovation. We're driving forward this world by building opportunities in overlooked communities that fuel growth for ambitious founders.**

### Access

We increase access to entrepreneurship and opportunities in the digital sector for future leaders.

### Acceleration

We increase opportunities for emerging leaders, including providing access to networks, high-impact learning opportunities and investment-readiness support.

### Advocacy

We act as a voice for underestimated leaders, creators and innovators in the UK and beyond.

**“Our job will be complete when someone with no MBA, no connections, no entrepreneur uncles, and very little money has a community in which they can build a startup from scratch and has the right support to do so.”**

Cecil Adjalo,  
Chief Operating Officer,  
Foundervine



# The First Five Years

2018-2023

## We launch in the UK

### Foundervine is launched at Founderfest:

A festival celebrating diversity in entrepreneurship supported by KPMG with **+130 guests and speakers.**

**Startup 54 (SU54) is launched: 2 events** are held in partnership with EY Foundation, Pivotal Labs and Druthers Search, creating **+95 SU54 alumni.**

**Vine Gathering Series is launched** with PwC Multicultural Business Network and Power Circle, and Foundervine hosts **5** other community events with **+245 attendees.**

## We're recognised in the press

Foundervine wins the People's Vote Award in the Sunday Times Maserati 100.

2018

### Growth stats

**+470 alumni**

**6 partners**

**1 press mention**

**9 community events + programs**

**2019**

**We're providing access to opportunity**

**Startup 54 is delivered 4 times with partners:** Monzo Bank, Travers Smith, OneTech, Just Eat and Black Southwest Network, totalling **+255 SU54 alumni.**

**Founderfest returns** and is sponsored by **5 partners** with **+150 guests and speakers.**

**Entrepreneur in a Day launches: 2 events** with PwC & Fun 4 Young People, and Shell Foundation, reaching **+30 young students.**

**4 other community events** are delivered to **+260 attendees.**

**We're invited to Number 10**

Foundervine makes headlines in the Sunday Times and makes the Digital Leaders 100 list.

Foundervine is invited to Number 10 Downing St for a policy roundtable on inclusive entrepreneurship.

**Growth stats**

**+1,000 alumni (+113% YoY)**

**19 partners (+217% YoY)**

**4 press mentions (+300% YoY)**

**20 community events + programs (+122% YoY)**

**We accelerate growing ventures**

**The Vine Fellowship launches** with **35 Fellows.**

**WeWork Diverse Founders Program** offers **100 founders** access to co-working space.

**Foundervine launches a Black Founder Accelerator** in partnership with Barclays Eagle Labs to support **25 founders.**

**A scale-up accelerator launches** with Angel Network Cornerstone Partners for **20 growth-stage black ventures.**

**6 more Startup 54 events** are delivered with Spectra, Lambeth Council, University of Hertfordshire, and Capital Enterprise, totalling **+430 SU54 alumni.**

**2 more Entrepreneur in a Day events** are delivered with St Mary's University and London Academy of Excellence, totalling **+55 student alumni.**

**Foundervine partners with 6 universities** and delivers workshop events to **+200 students** from University of Westminster, University of Warwick, University of London, and University of Greenwich.

**9 community events** are delivered to **+480 attendees.**

**We've engaged over 2,000 individuals**

**125 Vine Fellows** are onboarded in the second and third cohorts.

**Foundervine launches in Ghana** and partners with Nesta, Dream Oval and 4 other organisations to create the Ghana Science and Technology Explorer Prize (GSTEP).

**2 more university partnerships** (Oxford Brookes University and Imperial College) and **+500 students** engaged across all programs.

**OneTech partners with Foundervine** to deliver a Survive & Pivot Incubator and STRIDE Pre-Accelerator program to **40 businesses** impacted by the pandemic.

**Wray Forward launches** in partnership with Wray & Nephew and Warm Street.

**Barclays Black Founder Accelerator 2.0** accelerates a further **40 founders.**

**Foundervine partners with Lloyds Bank** to make **10 founders** investment-ready and with Brabners law firm to support **25 founders.**

CONTINUED →

**2021**

**We're invited to Buckingham Palace**

Foundervine is invited to Buckingham Palace to discuss supporting young leaders and creating positive worldwide change with the Duke and Duchess of Sussex.

**2020**

**Growth stats**

**+1,880 alumni (+88% YoY)**

**32 partners (+68% YoY)**

**5 press mentions (+25% YoY)**

**35 Fellows**

**145 accelerated businesses**

**47 community events + programs (+135% YoY)**

**1 more Startup 54 event** was delivered with STRIDE, supported by the Mayor of London to **+40 future founders**, totalling **+470 SU54 alumni**.

**Forward program launches** in partnership with Hatch Enterprise and The Westminster Foundation to provide employment training for **+270 18-30 year olds**.

**Foundervine partners with UnLtd** to support **+140 founders** to access COVID-19 business support grants.

**13 community events** were delivered with **+1,150 attendees**.

## 2021

### Growth stats

**+3,780 alumni**  
(101% YoY)

**48 partners** (+50% YoY)

**8 press** (+60% YoY)  
**mentions**

**160 Fellows**  
(+357% YoY)

**74 community events +** (+57% YoY)  
**programs**

**245 accelerated businesses** (+69% YoY)

### We're back at Number 10

**Foundervine returns to Number 10 Downing Street to discuss opportunities for diverse leaders with the Prime Ministers Office.**

**Foundervine secured press interviews with CNN and the High Commissioner to Ghana.**

## 2022

**In early 2022**, Foundervine Immerse launched, in partnership with Lloyds Bank - a comprehensive support program in response to the Black, British, in Business, and Proud report. The third Barclays Black Founder Accelerator launched, committing to accelerating a further 115 ventures in coming years.

We continued to work in partnership with councils such as Lambeth and our university partners to deliver Startup 54 and digital skills training. **We had our third and fourth visit to No. 10** and are looking forward to the future impact we will create alongside our partners.

### Access/Accelerate

**Wray Forward** accelerates **1,987 businesses** in the community of which **65%** are led by women.

**Barclays Black Founder Accelerator 3.0** accelerates a further 50 founders.

**WeWork Diverse Founders Program** offers **100 founders** access to co-working space.

**Foundervine Immerse** launches, in partnership with Lloyds Bank - a program of events in response to the Black, British, in Business, and Proud report and supports over **1,109 businesses** through accelerators, community gatherings and evening spotlights.

**Thrive with Sainsbury's** supporting **9 businesses** to get shelf ready through masterclasses, personalised 1-1 support and access to supermarket experts.

The **Futures in Tech programme with Amazon Web Services** was supported **16 women** and non-binary people who identify as Black to build a career or a start-up in tech.

The **Greenwich GRE Hacks** programme delivered multiple hackathons to over **40 students**.

## 2023

### Advocacy

**We had our third and fourth visit to No. 10 and are looking forward to the future impact we will create alongside our partners.**

**Promoting women and diversity in entrepreneurship at the House of Lords**

**Promoting underrepresented founders with our partner Lloyds at the Speakers House at Westminster.**

### Growth stats

**2 more Startup 54 events are delivered with Lambeth Council to 35+ future founders, totalling 505+ SU54 alumni.**

# Our Impact

**Since graduating from our programs, our alumni have been named in the Forbes 30 Under 30, the The Grocer, and the Financial Times.**

**Our alumni have gone on to raise 41.8 million in revenue and employ roughly 671 people. They have been featured on Channel 4, BBC News, The Guardian and CNN.**

Thousands of people apply to Foundervine programs each year to become one of our select cohorts supporting founders across different sectors and stages of growth. Through partnerships including Barclays, Lloyds Bank, Sainsbury's and UK Government, we have provided founders internationally with immerse, high-impact support to build and scale growing ventures.



# We're proud to partner with industry **leaders**



**485**  
**students**  
**supported**

**455**  
businesses  
accelerated

**160 industry fellows**  
**appointed to**  
**support founders**

**41.8M**

investment raised



**671**  
**new**  
**jobs**  
**created**



**+440**  
**expert**  
**mentors**  
**and**  
**coaches**

**1198**

leaders  
supported

# Access

**+460 Business ideas generated**

**+75 Consultancy teams formed to respond to live client briefs**

**+175 Mentors engaged to support teams**

**26 Partner organisations**

## Helping to grow **new ideas.**

**There is a graveyard of brilliant ideas out there which wither without the right support. When aspiring founders are able to access the networks, resources or support they need to grow - we all gain as a society.**

We recognise the importance of developing entrepreneurial capability early, regardless of whether participants go on to start businesses one day or be 'intrapreneurial' in careers within the private and public sector. By linking young people with inspirational role models from world-leading companies, we boost confidence, knowledge and long-term enterprise skills.

Our Access programs, Startup 54 and Entrepreneur in a Day, have equipped **+1,500 young people** with the entrepreneurial skills and confidence to grow their early-stage business idea or become intrapreneurs within their university or professional organisations.

**“We’ve always wanted to be a place where founders, creatives and anyone building interesting things can come together to drive change. Our mission is clear - building a world with no social or economic barriers to innovation. We only get there through increasing access, driving acceleration and being advocates for change. Founders come to us because we’re committed to making their dreams a reality with the right support.”**

Izzy Obeng, Chief Executive Officer of Foundervine



## Startup 54

**Startup 54 brings together ambitious future founders from all backgrounds to form teams, build prototypes and launch new business ventures in just 54 hours.**

Participants select ideas with the most promise and make as much progress on the business as possible over the course of 54 hours. Business leaders and mentors are on hand to support teams by sharing their unique insights and experience.

Since 2018, **16** startup 54 programs have been delivered with over **100** businesses ideated, attended by **+460** young entrepreneurs with **+100** mentors and speakers, and **13** partners.

## Startup 54 - Hannah’s Story

*“I started my company VR Calm during Startup 54. It’s a virtual reality experience to help people with dementia alleviate symptoms of loneliness, depression and anxiety.*

*VR is such a new technology but there are so many amazing studies that show the impact it can have on people by influencing the brain and potentially improving mental wellbeing.*

*I wanted to bring the project to life because I felt that it could help a lot of people but I had no capital, I had no networks, and I really had no clue how to start.*

*At Startup 54 I met my co-founder, Samar Babiker, who is a medical student at St George’s University. I also built a great network and picked up a lot of skills on*

*how to build a business. I’m sure that VR Calm would not be the company it is today if it weren’t for Startup 54. We’re collecting primary data on the experiences of patients to provide further credibility for using VR Calm for therapeutic and potential publication purposes. Soon, we will be entering various primary and secondary care organisations with our product.*

*We’re constantly honing and developing the product according to exciting emerging research surrounding dementia. We have just brought on a third member of the founding team who is leading in medical research, clinical trials and data analysis. So we’re really excited about the results of our pilot phase and where we’ll be going in the future.”*

Startup 54 alumni:

Hannah Blair,

Co-founder of VR Calm

**We’d like to thank our Startup 54 partners:**

- Spectra
- EY Foundation
- Just Eat
- Lambeth Council supported by the Mayor of London
- OneTech
- Capital Enterprise
- JP Morgan
- University of Hertfordshire
- Travers Smith
- Monzo Bank
- Pivotal Labs
- Druthers Search
- Black Southwest Network



# Entrepreneur in a Day

Launched in 2019, Entrepreneur in a Day is an opportunity for students aged 12 - 16 to develop their entrepreneurial spirit and business knowledge.

Students work on live client briefs to analyse information and provide recommendations or set up a business venture. At each stage of the process, students are supported by business coaches and mentors to present their ideas to a panel of judges; further validating their talent, increasing their confidence and giving them a realistic taste of stakeholder challenges.

**Since 2019:**  
**4 programs**  
**attended by**  
**+55 young**  
**people and 5**  
**partners have**  
**been delivered.**

*"I learnt that an entrepreneur is not just somebody who makes a profit off what they've done, it's someone who's willing to work with others to make it better. Foundervine is important because it helps people understand business, marketing and what they might potentially get into when they're older..."*

Byron, aged 12

*"It was a very engaging and creative session, I knew nothing about starting a business and I left with so much confidence and determination to achieve my dreams of becoming an entrepreneur"*

Eden Joseph

*"Foundervine is hugely important. Bringing together all these kids in an environment in which they can make a real difference, where they feel valued, can provide a huge amount of energy and most importantly, to reset that expectation of what we can expect from kids."*

Asim Saddiqi

Partner at PwC UK



**We'd like to thank our Entrepreneur in a Day partners:**  
 Shell Foundation  
 PwC  
 Fun 4 Young People  
 London Academy of Excellence  
 St Mary's University Twickenham

# University Partnerships

Foundervine has partnered with 8 universities to deliver idea challenges, workshops and hackathon-style events designed to support students to develop consultancy skills by responding to live client briefs or entrepreneurial skills by ideating and developing an MVP for a new business venture.

Over 500 university students have attended Foundervine programs and upskilled their entrepreneurial capabilities, supported by over 75 mentors and expert speakers.

## 2018

**University of Warwick (November 2018)**  
Foundervine delivers a workshop on 'How to tell your startup story' as part of Warwick Impact Summit to **24 students.**

**University of London (January 2020)**  
Foundervine delivers a workshop on how to 'Pitch Like a Pro' to **23 students** as part of Gradventure - a pitching competition for student entrepreneurs.

**St Mary's University Twickenham (February - March 2020)**  
Foundervine delivers **2 workshops** on business modelling, and fundraising, as well as an Entrepreneur in a Day attended by **19 students.**

## 2020

**University of Hertfordshire (March 2020)**  
Startup 5+ comes to Hertfordshire and was attended by **29 students.**

**University of Greenwich (July 2020)**  
Foundervine delivers a workshop on 'How to build your reputation when starting your career' to **24 students.**

Foundervine delivers the first of 'GREHacks' challenge series in partnership with organisation Cassava Republic Hack (November 2020) to **35 students.**

## 2021

**Oxford Brookes University (January - March 2021)**  
Foundervine delivers RISE, an 8-week program to develop black and minority ethnic business talent in Oxfordshire delivered to **30 students.**

**University of Greenwich (January - November 2021)**  
Foundervine delivers 4 GreHacks events, partnering with local organisations Tree Shepherd (January), Made In Greenwich (February), Peabody Group (May), Book Love (November) reaching over **140 students.**

**Imperial College (November 2021)**  
In joint collaboration with Imperial Enterprise Lab, University of Ghana, Legon and Impact Hub Accra, Foundervine delivers a series of knowledge sharing roundtables to uncover the unmet needs and challenges of student entrepreneurship in Ghana.

## 2022

**Imperial College London (March 2022 - Idea Challenge)**  
In joint collaboration with Imperial Enterprise Lab we lead an idea challenge. It featured a series of masterclasses empowering students to build a personal brand and develop their own ideas.

**St Mary's University Twickenham (February 2021)**  
As part of 'Start-up St Mary's' 9-week program for student entrepreneurs, Foundervine delivers workshops in business modelling and pitching.

**University of Westminster (November 2020 - Pioneer Program)**  
Foundervine delivers The Pioneer Program, a pre-accelerator for **50 students** wanting support to develop their MVP

**University of Hertfordshire (May 2021)**  
Foundervine delivers 'From 0 to Startup in 3 hours' attended by **30 law students.**

**University of Greenwich (February 2022)**  
Foundervine delivers GreHacks in partnership with engineering and construction business Kilnbridge to **35 students.**

**University of Hertfordshire (March 2022)**  
Foundervine delivers 'Start-up in a day' to **30 students.**

# University of Greenwich: GREHacks

Foundervine has partnered with University of Greenwich's enterprise hub, The Generator, since 2020 to deliver a series of idea challenges titled 'GREHacks' in partnership with local businesses including: Pixel Pond, Kilnbridge, Book Love, Peabody Housing Association, Made in Greenwich, and Tree Shepherd.

University of Greenwich students valued being able to network with influential businesses, exchange knowledge and work towards an end-goal and deadline within a team. GreHacks has had huge benefits for employers as well, with exciting ideas being generated from the project and taken back into workplaces. In addition, introductions have been made from the events that have led to paid internships for students.



**“I had the pleasure of being part of a brilliant and hardworking team. It is with working together to tackle our challenge and embracing different skills and strengths that we had an enjoyable group discourse. I must admit today's experience has raised my expectations of future group rapport.”**

Maja Rovis, Student at  
University of Greenwich

# Building digital skills for the future

**Across the UK, thriving creative and technology sectors have driven demand for digitally-skilled talent that is ready for the workplace. Yet, despite this growth, the tech start-up sector continues to perform poorly on the representation of women, people of black, Asian, minority ethnic backgrounds, D/deaf and disabled people, those with low socio-economic incomes and from LGBTQI+ communities.**

While the case for diversity is well understood - increased productivity, staff retention, better products, reputation - it remains hard for some organisations to make the changes needed to optimise for inclusion, which results in great talent being wasted.

That is why Foundervine is working towards a digital skills training agenda designed to inspire more young people into digital entrepreneurship, and improve the pool of talent available to employers.

To date, we have partnered with **+48 mission-driven companies** to disrupt the talent landscape and provide immersive training programs that provide talented young people with the skills, experiences and mindsets needed in business.





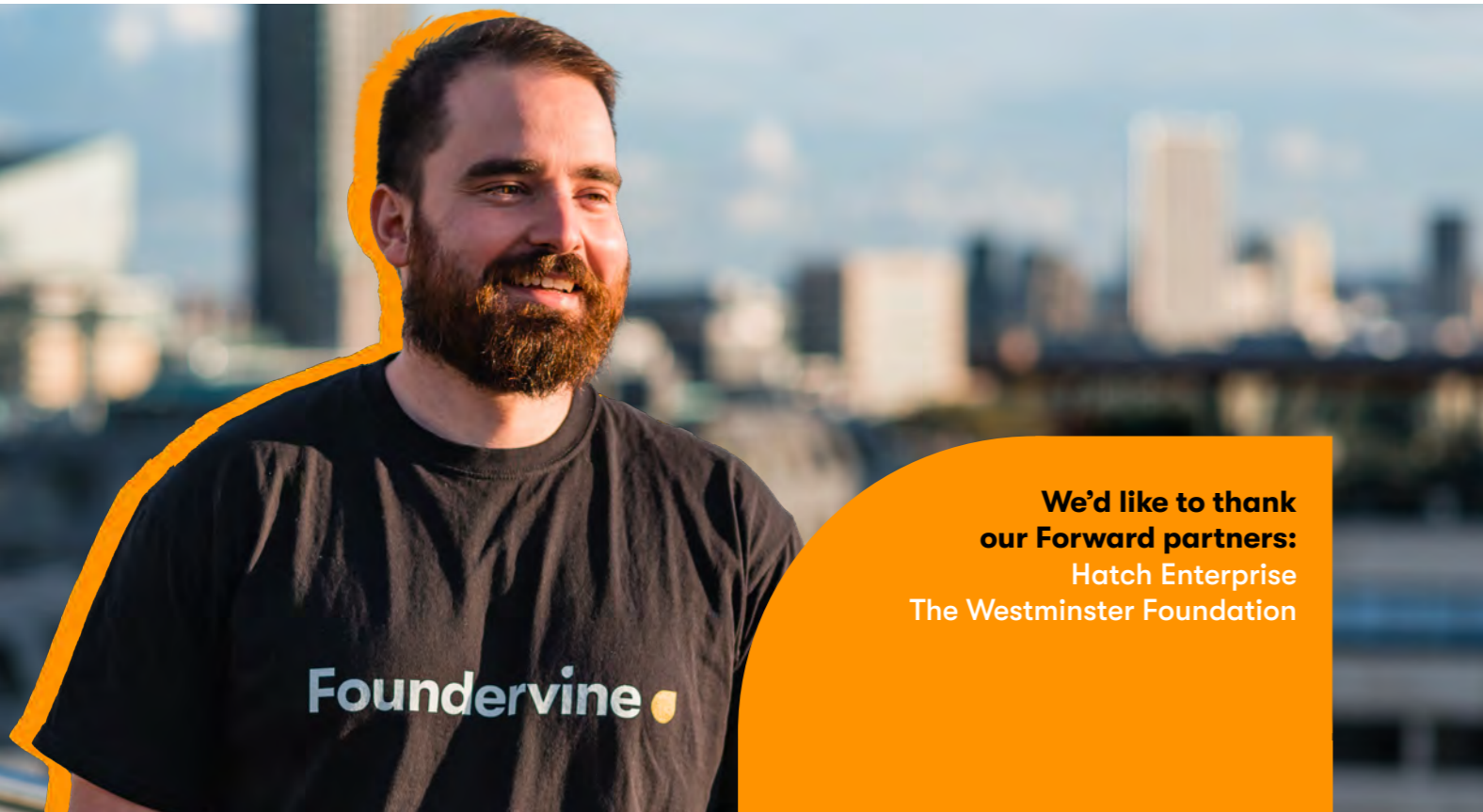
## Supporting digital skills within Westminster

**Forward** was an employment and training program for 18-30 year olds living and studying in Westminster and Southwark, supported by Hatch Enterprise and The Westminster Foundation.

Through a series of industry bootcamps and masterclasses, Foundervine supported **+270 young people** with the skills and knowledge to thrive in their future tech and creative careers.

*"I participated in the 2-day intensive bootcamp and developed a campaign strategy for a live client brief. I also participated in 3 masterclasses on Business Problem Solving, Marketing and Branding, and Pitching and Presenting Skills. The experience led to an opportunity to join Lockr Space as a Marketing Manager Intern for 12 weeks."*

Jasper Hernando



We'd like to thank our Forward partners:  
Hatch Enterprise  
The Westminster Foundation

Foundervine



## Building digital resilience during COVID-19



### The Bold Series

**BOLD** was a series of masterclasses supported by UnLtd and National Lottery to support businesses across the UK whose operations had been negatively impacted by COVID-19. We helped these organisations build the digital skills needed to thrive during the pandemic and beyond.

Participants had the opportunity to learn from leading organisations such as Travers Smith and Adobe, as well as industry experts to digitise their traditional business offering.

**10 masterclasses** were delivered on topics ranging from 'Embracing change in uncertain times', 'Alternative funding' to

'How to build a personal brand on LinkedIn' and 'The Future of the Black Economy' attended by **+900 entrepreneurs**, students and early-career professionals.

We'd like to thank our Bold partners:  
Travers Smith  
Adobe  
UnLtd

# Building skills in South London

**Lambeth Council** and the Mayor of London identified a need for innovative thinking and re-skilling in response to wide scale unemployment in the borough due to the pandemic. Foundervine partnered with Lambeth Council between 2020 - 2023 to run a series of programs and events to run a series of programs and events focused on digital upskilling and entrepreneurship for Lambeth residents.

Since 2020, over **300 Lambeth residents** have attended over 62 digital skills events and programs on topics ranging from employability skills to entrepreneurship, designed to support employment opportunities and upskill talent within the community.

**“An excellently planned and delivered course has given our residents the opportunity to thrive and develop some amazing ideas that will get them on the road to successful business ownership.”**

Tara Roudiani,

Quality Manager and Deputy Head of Service at Lambeth Council



## Elise Vigilance ‘How to Launch a Career in Tech’

Elise participated in the Lambeth ‘How to start a career in Tech’ program, which equipped her with the knowledge to upskill and pivot her career. She then secured a role as an Operations and Customer Support intern at Wealth8 - a FinTech startup built by David Fisayo.

*“The internship has been an invaluable experience for me, I’ve been able to shadow the product team and have had strong ownership of the customer support program. Wealth8 has a great mission and a great team, so working alongside them has been a privilege”*

Elise Vigilance

## Kimberley Obongonyingie ‘Startup 54’ Lambeth’

Kimberley participated in the Lambeth SU54 program, she succeeded with a winning pitch for her idea ‘Vood’ - An app that allows people to substitute products to make standard recipes vegan friendly.

*“The Foundervine Startup 54 weekend was more than an educational experience, it is the first time I have felt part of a community in which my blackness and womanhood was valued and celebrated. I have gained a heightened sense of self-respect and self-love as well as an array of transferable business skills from partaking in this program.”*

Kimberley Obongonyingie

The managers. The agents. The promoters.

The hairdressers. The eaters.

WRAY & NEPHEW

# Wray Forward

Together, we will champion the forward movement of Black businesses all over the UK.

In June 2020, the world changed. Institutions of all kinds had voiced their support for the Black community, the Black Lives Matter movement, and were denouncing racial injustices. Wray & Nephew recognised the difficulties faced by Black communities and released a pledge, signalling a commitment to change.

Foundervine has collaborated with Wray & Nephew to build an ambitious three year program of support to local community businesses across the UK. Through over **200+ hours** of masterclasses, events and coaching opportunities, we have accelerated business growth and digital resilience for Black creatives, entrepreneurs and music businesses. The program has ultimately championed the progression of over 1,987 diverse-led businesses all over the UK.

The record label owners.

The barbershops. The craftsmen & women.

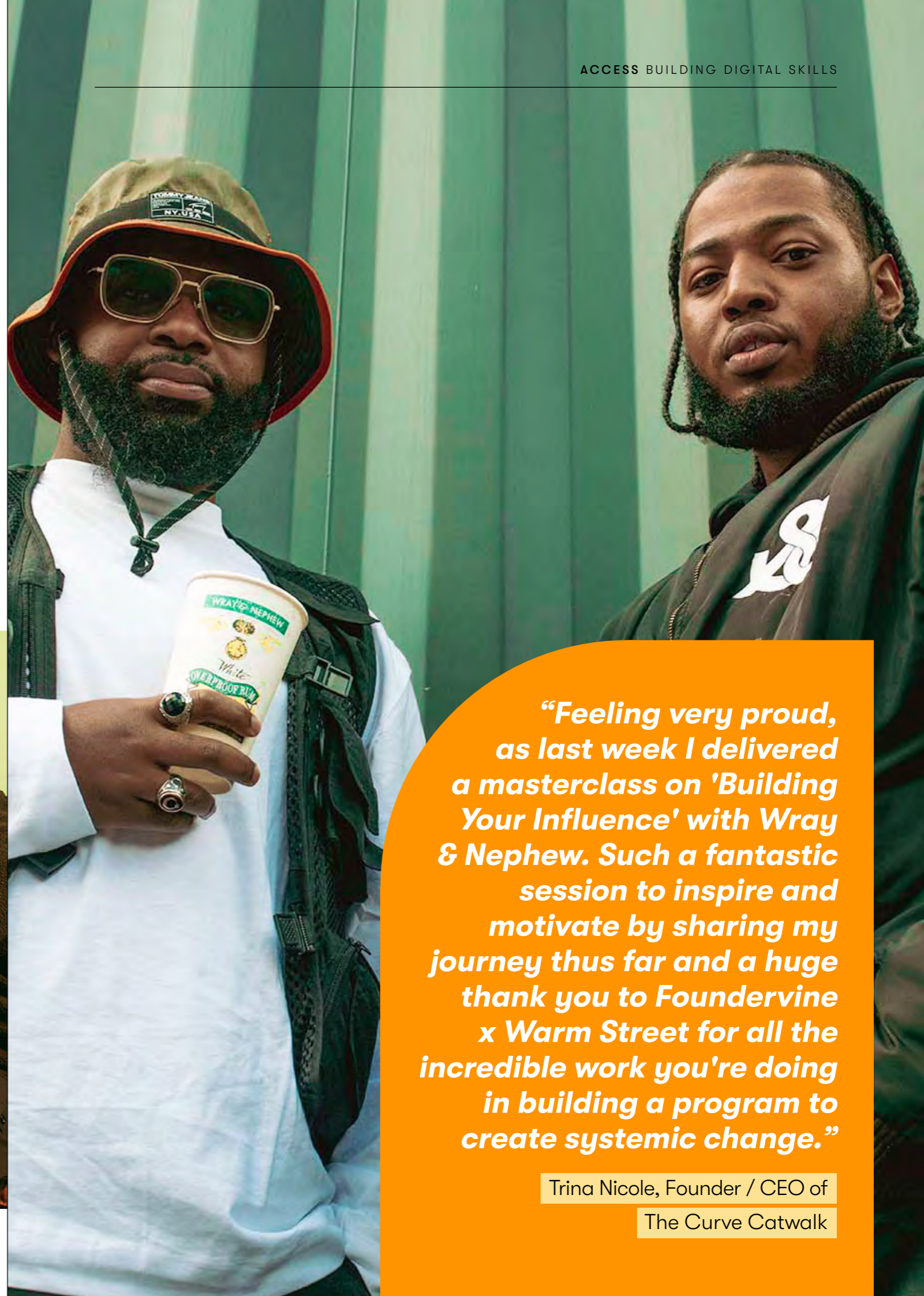


We'd like to thank our Wray Forward partners:  
Wray & Nephew  
Warm Street

*“We’ve loved working with Foundervine to create Wray Forward, which continues the proud Wray & Nephew tradition of uplifting and supporting the Black-British community – in this instance, businesses and entrepreneurs, including restaurateurs and hairdressers, through to interior designers, creatives, and DJs. Our own research found that almost seven in ten (68%) Black-British entrepreneurs don’t feel there’s enough business tools available for them, and three-quarters (76%) feel they would have found business success much quicker if those tools had been offered – and so we hope Wray Forward is playing its part in addressing these issues.*”

*For us, it’s important that we’re encouraging positive change within the community – and continuing to push for equity that will introduce a new wave of Black British changemakers to disrupt the UK business world. We’re pleased to share that we’ve supported over 1,987 Black owned businesses and facilitated workshops with 50+ experts in the field to date, and created long-lasting relationships and partnerships along the way too. We don’t intend to stop there, and are excited to continue to inspire, support, and facilitate the next wave of Black businesses in the UK and develop the programme year-on-year with Foundervine.”*

Marina Santos,  
UK Marketing Director,  
Campari Group



***“Feeling very proud, as last week I delivered a masterclass on 'Building Your Influence' with Wray & Nephew. Such a fantastic session to inspire and motivate by sharing my journey thus far and a huge thank you to Foundervine x Warm Street for all the incredible work you’re doing in building a program to create systemic change.”***

Trina Nicole, Founder / CEO of  
The Curve Catwalk

# Building entrepreneurial capability

**455 Businesses accelerated**

**£41,800,000 Funding raised**

**671 Jobs created**

**Since 2020, we have partnered with 48 organisations to deliver accelerator programs that support UK ventures looking to grow, raise capital and scale faster. We support founders through personalised business growth planning, leadership development and a trusted community of fellow founders.**

We are a leading founder community trusted by UK startups with ambitious growth and investment goals

### **Access to expert advice**

We recognise that confidence is a barrier for many entrepreneurs. A unique focus of our accelerators is building peer networks between like-minded individuals, as well as access to expert coaches and advisors to create value-adding networks.

### **Access to funding**

As access to funding is a key barrier for founders we build dedicated investment-readiness programs in partnership with companies such as Sainsbury's, Lloyds Bank & investment firms like Cornerstone VC. For social businesses, we supported communities through COVID-19 support grants in partnership with The National Lottery.

### **Access to space**

Despite many businesses shifting to working in a digital environment, access to physical space in the early-stages of an entrepreneur's journey can be pivotal to providing community and making the journey less lonely, which is why we established a strategic partnership with WeWork to provide over 200 businesses to date with access to desk space.



# Barclays Black Founder Accelerator

Foundervine has partnered with Barclays Eagle Labs since 2020 to provide black-led pre-seed startups in the UK dedicated with growth planning support and stronger community to create generational change. Eagle Labs connects the UK's entrepreneurial ecosystem to drive digital skills development to help grow the economy through innovation and change.

Designed to champion black-led businesses through personalised business growth planning, leadership development and a powerful community of venture-backed founders, industry experts and VCs. The program has so far helped over **115 founders** accelerate their ventures with support from a network of **150+ industry experts** in investment planning, sales, product development and operational capacity-building.

*"We hope by giving the founders access to the knowledge and expertise we can help accelerate their growth and unlock the potential that we know is waiting."*

Liz Boadi, Ecosystem Manager  
at Barclays Eagle Labs

## Barclays Black Founder Alumni:



Audrey  
Limery

**Audrey is the CEO and founder of Kweevo, a tech startup that provides Analytics Dashboards via a SaaS model to help businesses get more value out of their data, and boost revenue and growth:**

*“As a solo Black Female Founder in the UK, I often felt isolated, particularly while building a tech start-up during the pandemic. One intangible and invaluable benefit I received from Barclays Black Founder Accelerator (BFA) was the access to an incredible community of founders, leaders, experts, mentors and coaches.*

*For me, the cherry on the cake was attending Demo Day, where only 16 Founders were selected to introduce their business: pitching Kweevo in front of a public audience and investors such as Nick Jenkins was a remarkable and rewarding experience.*

*At Kweevo, we are now getting ready to fundraise and also launch a major feature - Kweevo API - in June 2022, one year after the official launch of our platform. Another brilliant milestone was our nomination at the Black Tech Achievement Awards 2022 where Kweevo ended as a finalist in the “App of the Year” category, and I won the “Innovation Champion” category with Kweevo. The amount of traction we are getting since BFA is truly amazing, and we intend to continue to grow and scale as much as possible. We currently have some exciting things on our roadmap, and we cannot wait to share them with everyone!”*



Paul  
Watts

**Paul is the founder of Lenuity, a peer to peer secure lending platform, that focuses on helping individuals and institutions provide mortgages to their customers when selling property:**

*“I am a strong believer in the power of financial education and frustrated by the side effects of placing little importance on a subject that affects every aspect of modern living.*

*When referring to the top 1% financially most people have images of celebrities come to mind, the reality is to be in the top 1% in the UK is to have £60,000 in total assets in any form. That means that you can be in the top 1% and still can't afford to buy a flat in London.*

*So what does that make the 99%? Otherwise known as normal people or the average Joe, well I would say, poor & suffering.*

*I think everybody who doesn't want to live like normal people should have a keen interest in finance. My favourite entrepreneurs are people who create opportunities for others to be financially comfortable doing what they love to do. That's why my mission is to help create jobs, provide homes and opportunities to build wealth by unlocking the excluded economy. I am doing my best and always looking for help along the way.”*



# Foundervine Immerse with Lloyds Bank

Foundervine’s multi-year partnership with Lloyds Bank began in April 2021 to directly support the growth of black businesses across the UK with a four-week course preparing 10 businesses for investment and linking them with potential investors.

In January 2022, Foundervine and Lloyds Bank launched Immerse, inspired by the Black. British. In Business & Proud Report 2021. It showed that black owned businesses face significant challenges in starting, growing and accessing the right support. The mission of this partnership between Foundervine and Lloyds Bank is to create an equitable landscape for Black entrepreneurs and other underrepresented founders to have the best opportunity to start, grow, adapt and thrive in their business pursuits.



## Foundervine Immerse Alumni



Arthur Harvey

Arthur is the founder of H&A Luxury Group, an end-to-end property development platform that aims to maximise speed and sustainability while minimising costs:

**“We are proud to be partnering with Foundervine. They reinforce Lloyds Bank’s long-term commitment to play a leading role in addressing the recommendations and delivering tangible impacts for Black entrepreneurs and other underrepresented founders at various stages of their journey.”**

Gary Laphorn

Head of Sustainability & Responsible Business, Commercial Banking, Lloyds Banking Group

**2 community gathering events with over 250 attendees**

**A mini-masterclass video series with over 11k online impressions**

**Finance Readiness Accelerator to support 30 entrepreneurs**

**Sales and Marketing Accelerator to support 35 entrepreneurs**

**302 participants across six evening spotlights.**

**1,109 businesses in our Immerse community**

*“The Lloyds Immerse Sales and Marketing accelerator was one of the best programs I have attended. The program helped me improve my skills in sales and marketing, and I was particularly impressed by James’ (expert speaker) ability to explain in the simplest way the most complex technical subjects. James helped us simplify our value proposition, which our customers loved.*

*The next step for our business is to build a strong community. We recently moved to Cambridge and are looking to recruit the most talented people we have in the county to help us deliver for our customers and investors.”*



# Thrive with Sainsbury's

In 2022 we partnered with Sainsbury's & Mission Ventures to launch the Thrive accelerator open to any food and drink business with founders who identify as being of Black ethnicity or heritage.

Thrive was inspired by Sainsbury's recognition of the lack of diverse-led businesses on supermarket shelves and the unique barriers that they face including inadequate funding, limited access to social capital and networks, or limited industry knowledge and expertise.

As part of the Thrive programme, nine successful applicants received a welcome grant of £20,000, as well as more than 150 hours of practical 1:1 support and group learning opportunities with a variety of subject matter experts during the process. Each participant's journey was tailored to their specific needs and there was additional funding available at various stages throughout the process, up to the value of £105,000 per brand.

As one of the most important industries in the UK, representation in the grocery sector has the potential to create immense social change. Thrive with Sainsbury's opens up the possibility for Black-led brands to become household staples across the country, and to ignite conversations about supplier and supply chain diversity.

£20,000 grant funding

394 Applications

9 Founders selected

37.5 Total hours spent

7 Masterclasses

4 Q&A sessions

Launch party

Community meet & eat

£105k investment per founder

Store visit

Investor demo day

Cook with me session

*"Honestly, I now feel more confident in my brand than I ever have done. Sainsbury's Thrive has given me great optimism that I now have the necessary capabilities to penetrate a competitive market. Through this program we have been guided through a roadmap of every essential touch point to set us up for scaling successfully.*

*Through the carefully and strategically planned sessions we have learnt essential new skills and how to inbed those skills in to key milestones on our journey. The level of support, knowledge and expertise has been simply amazing. Submitting my application was the best business decision I have ever made for my brand. It has been transformative.*

*Sainsbury's, Foundervine & Mission Ventures have dove tailed impeccably throughout to deliver a fully immersive and rounded program covering everything from food safety & investment pitch techniques to understanding legal requirements for UK grocery and how to increase on-shelf visibility through tweaking existing brand designs."*

*"A key focus of our Win in Food strategy is to bring innovation to our customers and at Sainsbury's we've always been passionate about seeking out new or emerging brands. As an inclusive retailer, we believe that to offer great food and drink for everyone, it should be made by everyone. We know that despite the strength of ideas and potential amongst Black founders, often opportunities and success can be hindered by ethnicity, which is we are starting with this group of the most underrepresented founders first.*

*By working with brilliant partners, Foundervine and Mission Ventures, to launch Thrive with Sainsbury's we're able to give start-up brands access to quality support and services to which they ordinarily would not have access to. Our hope is that this will help them grow and successfully sustain their brands and businesses."*

Silika Shellie-Manso,  
Director of Grocery Innovation

Deano Moncrieffe,  
Mirror Margarita



## Futures in Tech with Amazon Web Services (AWS)

In 2022, Foundervine launched our first partnership with Amazon Web Services (AWS) designed to scale leaders in the digital sector. The Futures in Tech programme, delivered in collaboration with AWS, welcomed women and non-binary individuals identifying as Black. This initiative aimed to foster career development and support aspiring tech entrepreneurs.

During the pandemic, numerous women in the UK embraced fresh learning prospects, enrolling in virtual classes like coding and web development. However, the overall retention rate in various companies and opportunities remained low, primarily due to inadequate direct support and understanding.

Foundervine and AWS recognised the opportunity to build a dedicated program providing expert advice, networking and leadership develop to future leaders in technology. Over the course of four weeks, 15 talented participants were granted access to an exclusive platform where they could develop both technical expertise and soft skills. The program's design prioritised empowering the future leaders in the industry by facilitating networking opportunities, imparting cutting-edge technological knowledge, and nurturing their growth potential.



**72 Applications**

**16 Leaders selected**

**18 Hours spent**

**5 expert masterclasses delivered by industry experts**

# Investing in Impact

**Funding mission-led  
ventures**



## Raising Money is Difficult Right Now

UK Startups are finding it harder to access funding:

### £2.2 trillion

The amount of funding UK SMEs generate in revenue annually<sup>1</sup>

### 1.7%

The average venture capital funding received by all-minority led teams

### 2.9%

Funding received by all-female founding teams compared to 68% for all-male teams

### 0.24%

The total investment Black founders have received despite Black and multi-ethnic communities making up 14% of the population.

### 0.02%

Black female founders have an even tougher time, receiving just 0.02% of funding

<sup>1</sup>Alone Together, British Business Bank, 2020



## Vine Fund

Opening doors to funding for underserved leaders and innovators to a grant funding program designed to help great ideas thrive.

**At Foundervine, we focus on building a world with no social or economic barriers to innovation. Funding remains extremely elusive for diverse and underrepresented founders.**

It is clear that a lack of available growth capital, distributed fairly, remains a significant barrier towards inclusive, high growth economy. One of our main goals in the coming years is to provide our community with access to funding. The Vine Fund, Foundervine's flagship grant funding opportunity, aims to support social impact initiatives built by ambitious founders across the world. From ending extreme poverty to protecting our planet, the Fund aims to also create a more sustainable future in line

## Social Impact Fund

**The Social Impact Fund, the first initiative of the Vine Fund offered social ventures in West Africa affected by COVID-19 grants of between \$500-\$1000.**

We've been working in Ghana for three years now. During that time it has been devastating

to see the impact of COVID-19 on local social impact organisations. The operations of these organisations were adversely affected by changes in the global economy, leaving many of them struggling to stay afloat. We built a small grants program designed to help some of these

organisations build a path towards financial sustainability.

The Social Impact Fund supported 16 organisations in Ghana and Nigeria of which 56% were businesses led by women with over \$10,000 awarded in grant money.

**1231 Applications**

**9 Founders selected**



Founderfest 2019

# Scaling ventures





# WeWork Diverse Founders Program

**Foundervine is proud to have partnered with WeWork for over two years to offer co-working space and community support to early-stage entrepreneurs**

Our partnership with WeWork, which started in the height of the pandemic in 2020, has provided the stability and structure early teams need to grow. To date, the WeWork Diverse Founders program powered by Foundervine, has provided over 200 businesses with hot desks and WeWork Labs memberships, alongside extra support and mentorship to maintain the running of their business.

**WeWork Diverse Founder:**

**Yemi launched Herby Box in the height of the pandemic after struggling to find ways to boost his health and immunity via natural remedies. The team launched their first two products with Selfridges in 2021 and after a sell out success, now have a whole display in their stores.**

*“When we were starting out, we worked remote and didn’t have a base, access to the WeWork space has been crucial, as well as the mentorship support that was provided – it allowed us to meet and learn from other people to develop our business. We were also able to take part in events such as a pop up WeWork did for Black History Month, during that event we met our first corporate client in the agri-tech sector and have been working on a collaboration with them since Christmas.”*



Yemi Awopetu,  
Herby Box



**“We had discussions with a few different potential partners but Foundervine was really keen to build the program together and knew what they were standing for as an organisation which is really important. It was really good to be two entities that know what they’re standing for.”**

Rosalie Klein, Social Impact & Sustainability Manager at WeWork

## Cornerstone 2.0

### An accelerator for growth-stage black-led ventures

Cornerstone Partners is the first Angel Investor Network exclusively focused on investing in UK based black-owned businesses. Foundervine partnered with Cornerstone to deliver a 9-week scale-up program for 20 black-only businesses to significantly grow their network of investors, expand their business operations and absorb cutting-edge knowledge from over 30 experts and mentors.

Alumni ventures on the Cornerstone 2.0 program have been featured in Forbes, The Times, BBC and are stocked in national stores such as Sainsbury's, and John Lewis which stock alumni Patrick Adom's 'Very Puzzled' Jigsaws.

## Brabners Legal Accelerator

### Fueling innovation with tailored legal guidance

In partnership with Brabners law firm, Foundervine supported 25 founders through a 6-week immersive program aimed at demystifying important legal principles and providing UK-based SMEs with all relevant knowledge and skills needed to navigate the legal aspects of starting and running a business.

*"We are working with Foundervine to improve social mobility by removing the barriers to legal support that many budding underrepresented entrepreneurs still face today. We have put together a comprehensive legal accelerator program to equip entrepreneurs with the legal awareness and expertise to thrive."*

Piers Dryden, Partner, Head of the Technology Sector

**Munga is the founder of Gusoma Technology, an organisation that creates digital tools supporting African languages and offers ICT courses directly in African languages:**

*"In the long journey of entrepreneurship, the importance of having role models and living examples of success is key for personal development, mental stability and renewed commitment to establish a successful business."*

*"During the entire program, I was surrounded by people who I can relate on so many different levels, who share a similar culture, who went through the same type of experience as I did and who understood the highs and lows of Entrepreneurship as an Afro descent in Europe."*

*"I believe Gusoma Technology as a company is more resilient, more investor ready and better designed for success than it was before I entered the program."*



# COVID-19 Business support and financing

## Partnering with **local** government.

**During the pandemic many entrepreneurs required support to pivot their business models and councils needed to respond to increasingly high unemployment rates.**

In partnership with OneTech, Foundervine delivered a series of programs funded by local government to support residents across the London Boroughs of Lambeth, Lewisham, Southwark, Wandsworth, Camden, Islington, Tower Hamlets and Hackney. Over **80 business owners**, unemployed or early-career residents were upskilled to pivot their business model or improve their employability skills.

### Partners

OneTech	Lewisham
Capital Enterprise	Southwark
LIFT (Leading Inclusive Futures through Technology)	Wandsworth
London Boroughs of: Lambeth	Camden
	Islington
	Tower Hamlets
	Hackney





# Helping Future Founders Grow in South London

In partnership with OneTech and backed by the London Boroughs of Lambeth, Lewisham, Southwark and Wandsworth; Foundervine delivered the Stride Pre-Accelerator and Startup 54. Stride campaigns to build networks that inspire imaginations, encourage collaboration and the exchange of knowledge.

Foundervine delivered a 3-day Startup 54 program and engaged over **20 residents and students** between the ages of 18 -30 to gain real-life experience in building, creating and pitching their own business. In addition to a 6-week Startup 54 pre-accelerator to equip early-stage start-ups based in South London, with quality resources and access to business training, expert support and coaching. **40 founders** were supported on business growth topics which included, defining your value proposition, customer acquisition, building a strong brand, building a sales strategy, raising capital, and pitching for success.

**“It’s the first time I have been to such an event, and I think it has exceeded my expectations. I have grown as a person, learned a lot of tools and skills I can use in my entrepreneur career, and I have met a lot of people and joined a community - finally a place where I can see myself where I belong!”**

Oscar, Stride Startup 54 attendee



# LIFT Survive & Pivot

In 2020 then again in 2021, OneTech and Foundervine partnered to deliver the Survive & Pivot incubator - an expert-led program, providing COVID-19 Business Resilience Support Across London.

The business incubator is a 14-week program, consisting of masterclasses, accountability group sessions and a final pitching event part of the wider Leading Inclusive Futures through Technology (LIFT) program, aiming to make entrepreneurship more inclusive across Camden, Islington, Tower Hamlets and Hackney. Over 20 businesses were supported on topics such as customer discovery, finance readiness and strategy to pivot their business model and reach new customers.



Ricky, Cohort 1 Participant

**Ricky is the founder of Sitcksology, a brand of tea infusion sticks and biodegradable compostable coffee capsules:**

*“The program has given me insight into how I can redefine my business’ value proposition and purpose. We have reframed our product as an all-in-one convenient, simple and hygienic product and we can now market our business directly to customers.”*



Yumi, Cohort 2 Participant

**Yumi is the founder of YouMeSquared Ltd, during lockdown she began re-purposing kimonos passed down in her family for generations. With the undoing of every stitch, and each video call with her mother in Japan showing the design progress, she felt herself turning back the clock and strengthening ties to her family and heritage:**

*“It’s reassuring to know that everyone in the program is starting out their business in a similar position to me. I have met lots of people who are really energetic, friendly and willing to help each other.”*



## Social Enterprise Support Fund (SESF)

**A great number of community organizations across the UK were impacted by COVID-19. However, the chronic underfunding of minority-led social enterprises supporting COVID-19 resilience in communities had been a long-term cause for concern. It was recognised that many of these organisations struggled to maintain long-term sustainability, and the need for change became apparent.**

The Social Enterprise Support Fund provided grants to help social enterprises rebuild from the challenges posed by COVID-19. The initiative was established in partnership by The National Lottery Community Fund and five social enterprise support agencies, including UnLtd. Foundervine had partnered with UnLtd to provide additional community support for founders going through the grant application process and to extend the reach of the opportunity to businesses owned by underrepresented entrepreneurs.

Together, we aimed to create a more equitable and inclusive landscape, supporting social enterprises and fostering the growth of underrepresented businesses during those trying times of the pandemic and persistent funding disparities.

**Foundervine supported over 140 social enterprises in the application process. Overall, 500 enterprises in total were supported to rebuild from COVID-19 with £16.1m of funding.**

# Advocacy

**We act as a voice for  
change in industry**

**We are witnessing a boom in UK tech, with the industry developing in hubs right on the doorstep of very diverse communities, particularly in London. To thrive, these hubs required individuals with a diversity of thought, background, and lived experience. The richness of perspectives and insights brought by people from various walks of life played a vital role in fostering innovation and driving the success of these tech hubs.**

Our passion lies in being a strong voice for entrepreneurs, within the UK and beyond.

We actively engage in collaborative efforts with governments to support inclusive entrepreneurship growth in the British economy. As part of this commitment, we have become a signatory to the Tech She Can charter, founded by PwC UK, which seeks to empower women in technology roles. Our involvement in this charter places us alongside esteemed organizations such as American Express, Nesta, Channel 4, and others, collectively working towards creating a diverse talent pipeline in the tech industry.

In response to the June 2020 Black Lives Matter protests, we initiated 'The Future of the Black Economy' series, with the core purpose of promoting community economics as a means to address the impacts of racial injustice. We joined forces with the British Business Bank, actively participating in the 'Employment and Enterprise' working group, contributing valuable insights to the Commission on Race and Ethnic Disparities. This commission, established by the Prime Minister in July 2020, sought to review inequality in the UK and find avenues for positive change.

Through our participation in roundtable discussions, insightful reports, and decisive actions, we have cultivated strong relationships with national government bodies, as well as private and public-sector organisations. Our concerted efforts center on supporting underrepresented founders, addressing the barriers they face, and working collectively to build a more inclusive and thriving economy for all.



## Number 10 Downing Street

**In 2019, Foundervine was invited by the Prime Minister's Office to discuss how the government can support inclusive entrepreneurship growth in the British economy, and build the next generation of innovators. A discussion which led to the formation of the Black and Minority-ethnic SME Roundtable - a gathering of mission-driven organisations committed to building the future pipeline of diverse tech talent.**

Foundervine returned to Downing Street in October 2021 to discuss the digital ecosystem and its role in building communities. The conversation was facilitated by Myles Stacey OBE and engaged a range of stakeholders from across the private sector.

In March 2022, Foundervine was invited to a roundtable policy discussion on skills and entrepreneurship with Alex Brant, MP Minister for Skills.

In April, 2022, Foundervine hosted a roundtable at 10 Downing Street in partnership with the Prime Minister's Office to discuss skills, entrepreneurship and employment opportunities. The meeting brought together key industry stakeholders including Barclays, Lloyds Banking Group, LinkedIn and BNY Mellon.

*"We spoke in depth with government about the misalignment that currently exists between entrepreneurship and mainstream education, and how we could better integrate them. Entrepreneurship is built on creativity and thinking outside the box. Our education system doesn't adequately give our young people the opportunity to be creative or innovative. We need to establish a new curriculum that entrepreneurship can flourish within - a more holistic approach."*

Indie Gordon,

Head of Programs, Foundervine

# Advocacy

**Building the pipeline of  
underrepresented talent.**



# The Hamilton Commission

The Hamilton Commission was announced in June 2021, by six-time Formula One World Champion, Sir Lewis Hamilton alongside the Royal Academy of Engineering to explore areas including lack of role models and career services at schools, as well as other barriers that prevent people from more diverse backgrounds joining the motorsport industry and pursuing careers in STEM.

Foundervine CEO, Izzy Obeng was selected as one of fourteen individuals to join the commission and offer their unique insights and expertise to examine the research findings and help identify the key challenges and opportunities facing young black people entering STEM careers.

*“I am honoured to be part of the Hamilton Commission, collaborating with remarkable individuals to explore and address the barriers that hinder young black people from entering STEM careers. Together, we aim to create a more inclusive and diverse motorsport industry, providing opportunities and breaking down obstacles to empower the next generation of talent.”*

Izzy Obeng, CEO of Foundervine



## In the Press

Joined by the likes of the Mayor of London, Clear Channel and Diversity VC and other notable organisations - Foundervine joined the Digital Leaders 100 list and became a member of the Inclusive Tech Alliance to help collaboratively build the pipeline of ethnic-minority digital leaders.

CEO of Foundervine Izzy Obeng and other Foundervine alumni spoke to CNN about the difficulties black founders face in securing funding:

*“It is clear that the UK is not the place to try and get funding for your startup...Only the very best [UK] VCs*

*are interested. The second-tier funds tend to ignore Black founders and give excuses such as the business’ market size not being big enough or the idea being ‘too niche’.”*

Richard Serunjogi, Startup 54 alumni

To mark the Commonwealth Day service, Foundervine’s CEO Izzy Obeng sat down with the Duke and Duchess of Sussex to discuss the importance of supporting young leaders around the world on topics such as mental health, equality, and creating positive worldwide change.

- Press:**
- The Telegraph
  - The Guardian
  - CNN
  - Forbes
  - Global Citizen
  - The Big Issue
  - Startups Magazine
  - ITV
  - Digital Journal
  - BBC
  - The Times
  - Stylist Magazine
  - Grocer
  - Sifted
  - Harpers Bazaar,
  - Financial Times



# Promoting Sustainable Global Development

**We recognise that to support our mission of providing opportunities in underserved communities that help tomorrow's leaders shape the future, we must look beyond the UK and extend our reach worldwide.**

To date, our international work has included extending our consultancy services and knowledge share in Romania with the non-governmental centre for culture and sustainable development Centrul Cultural Clujean; the centre hosts **116 member organisations**, institutions, universities and associations of the Romanian business sector. Foundervine connected with Centrul Cultural Clujean to support the setup of their Culturepreneurs program, an entrepreneurial education program dedicated to professionals in the cultural and creative sector.

In September 2021, Foundervine launched in Ghana. Our work in Ghana is motivated by the firm belief that education is the cornerstone of sustainable development. Across sub-Saharan Africa, education has the power to uplift young people, nations and societies. Through initiatives such as the Ghana Science and Technology Explorer Prize (GSTEP) we are committed to expanding opportunities for **20,000 young people** across Ghana by developing STEM skills, improving educational outcomes, and providing opportunities for youth from underserved communities to realise success.

**We'd like to thank our partners:**  
Centrul Cultural Clujean  
The Ministry of Education - Ghana  
Ghana Education Service  
DreamOval Foundation  
MEST  
Dext Technologies  
Nesta Challenges



# Ghana Science & Technology Explorer Prize (GSTEP)

**We acknowledge that fulfilling our mission of providing opportunities for tomorrow's leaders to shape the future requires looking beyond the UK and extending our reach worldwide.**

Our international efforts have encompassed extending consultancy services and knowledge sharing to Romania in partnership with the non-governmental Center for Culture and Sustainable Development, Centrul Cultural Clujean. The center hosts a network of 116 member organisations, institutions, universities, and associations within the Romanian business sector. Foundervine collaborated with Centrul Cultural Clujean to support the establishment of their Culturepreneurs program, an entrepreneurial education initiative dedicated to professionals in the cultural and creative sector.

In September 2021, Foundervine launched in Ghana, driven by our firm belief that education is the cornerstone of sustainable development. Across sub-Saharan Africa, education has the transformative power to uplift young people, nations, and societies. Through initiatives like the Ghana Science and Technology Explorer Prize (GSTEP), we are committed to expanding opportunities for 20,000 young individuals across Ghana. Our focus lies in developing STEM skills, improving



educational outcomes, and providing underserved youth with the chance to achieve success. By doing so, we strive to foster a brighter future for communities in Ghana and beyond.

*"GSTEP has helped me very much as I am now able to talk confidently and present in public. At the beginning of the program my confidence level was around 2 but now I can boldly testify it's at a 9 or 10. Most women think their place is in the kitchen but I want to prove them wrong and help them see that through STEM they can become engineers, doctors and astronauts. Science is not only for men - what a man can do, a female can do better."*

Candice-Nora Komea Bonsu,  
GSTEP Ambassador

*"I am organising a club in my school where I will teach others to learn about STEM. GSTEP has helped me to improve in life, this is the main reason I want to organise the club. I am proud to be a GSTEP ambassador"*

James Dzokoto, GSTEP Ambassador



**63 GSTEP ambassadors onboarded**

**16 masterclasses**

**13 mentoring sessions**



# Community

**Building a thriving  
network of founders**



**We are proud to serve a network of changemakers ready to lead and transform our society by making innovation open to anyone, anywhere.**

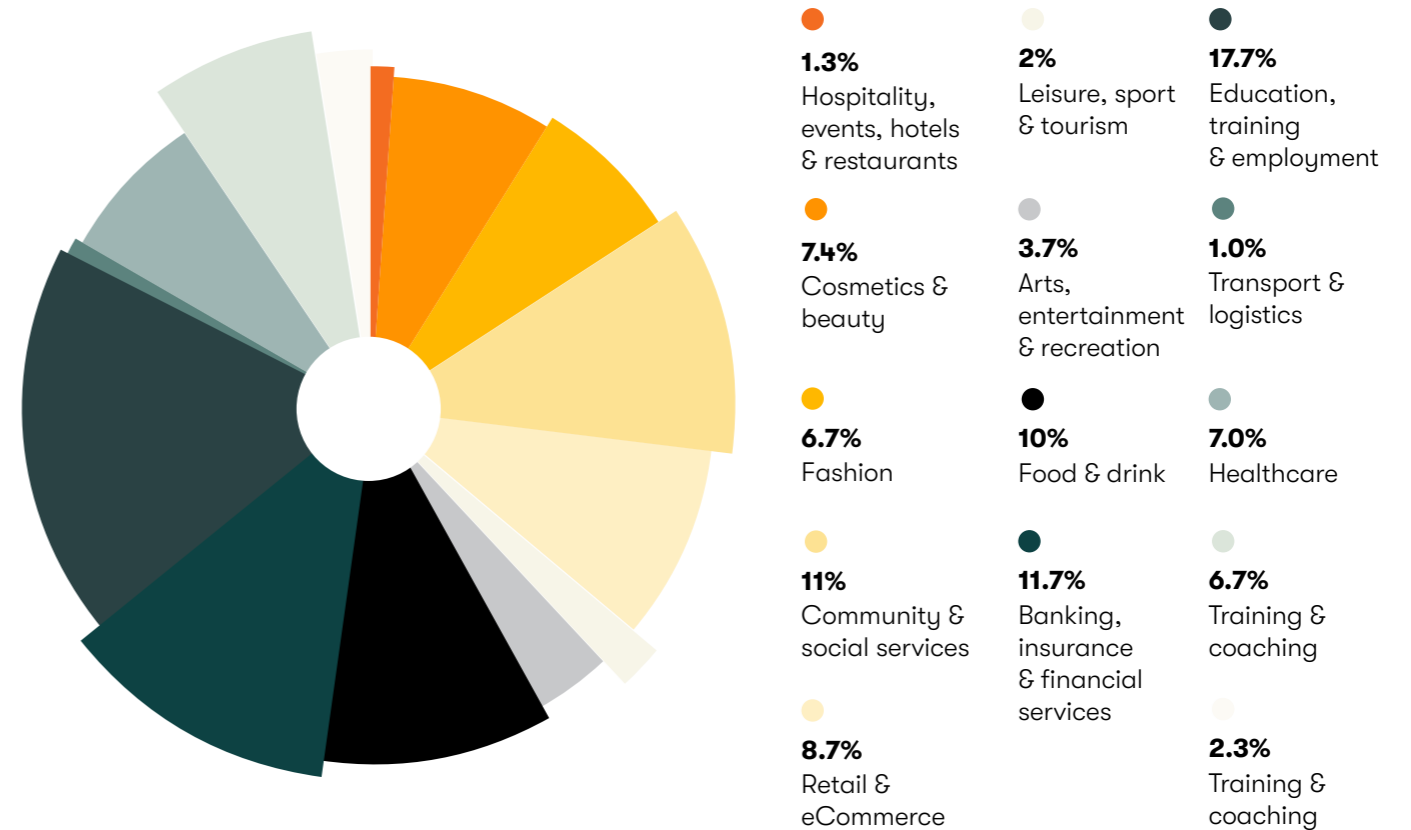
The Foundervine Community caters to individuals at different stages of their career or entrepreneurial journey within the UK, with a strong focus on growth and investment opportunities. From early-stage founders seeking rapid expansion to idea-stage entrepreneurs brimming with potential, the platform is carefully curated to meet their specific growth needs.

We launched the Foundervine Fellowship to bring together an excellent mentoring pool from various sectors, made up of experienced leaders, exited founders and investor all committed to sharing their expertise and providing unwavering support to founders as they navigate their growth trajectories.

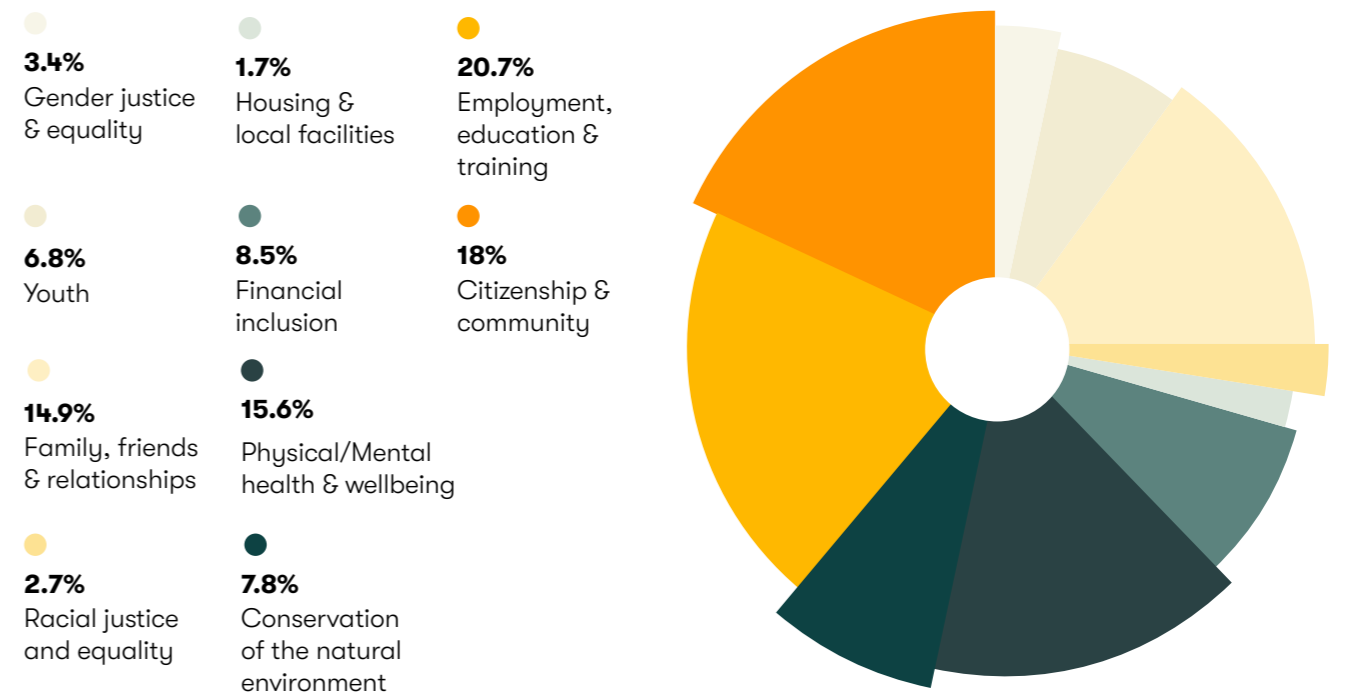
As a growth-centric community, Foundervine offers founders and aspiring entrepreneurs a nurturing and inclusive environment to thrive. By granting access to industry experts, exclusive events, funding opportunities, job placements, and an extensive network, community members gain the essential resources to propel their entrepreneurial journeys.

Unifying their efforts within this community, its members are making a tangible and positive social and environmental impact across the technology sector in the UK. Together, they strive to drive innovation, foster sustainable businesses, and create a better future for society and the world at large. →

## Business Sector



## Social or Environmental Impact



# Community Spotlights:

**James  
Kaguima**



Skate Cabal is a community-driven roller-skating initiative set up by Foundervine Community member James Kaguima to help improve social connectivity and mental wellbeing throughout the London Borough of Hackney through the community's shared interest in Skating:

*"I think the Foundervine Community is a great place to learn from people in various walks of life, who may possess unique skill-sets & experiences that could be beneficial in any venture."*

**Akeem  
Bundu-Kamara**



**Andrine  
Allen**



AA Educates is a social enterprise founded by Foundervine Community member Andrine that responds to setbacks of COVID-19 and previous deprivation by providing 100% subsidised quality tuition, educational programs and mentorship for underserved students:

*"Foundervine has provided me with a host of opportunities to connect and build my network. More importantly; it has provided me with opportunities to grow, not only my enterprise but also as an individual."*

Foundervine Community member Akeem Bundu-Kamara is the founder of Lockr Space, a platform for sustainable sportswear brands across the UK and Europe:

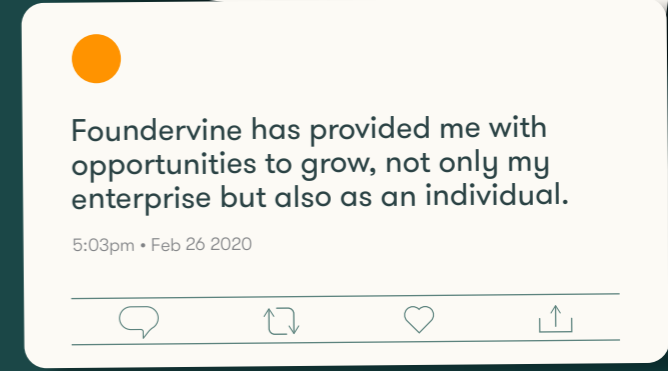
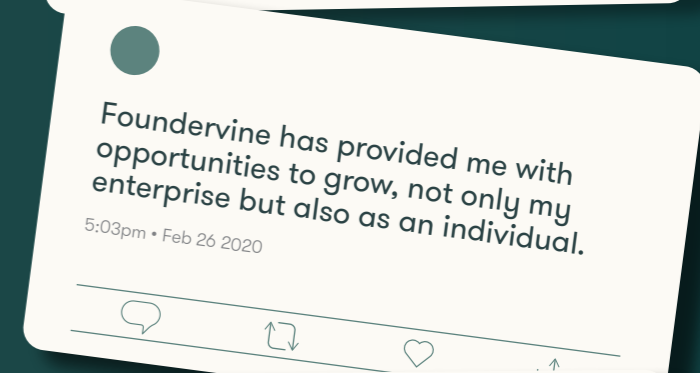
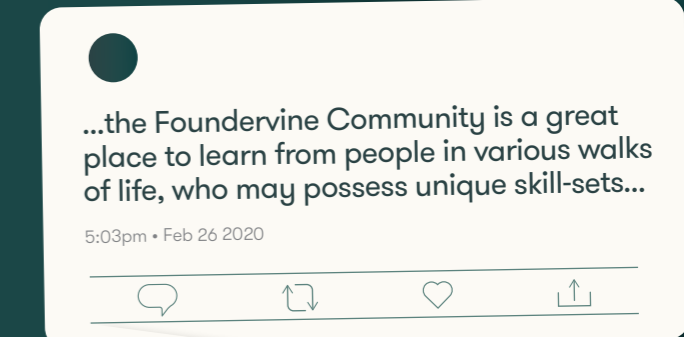
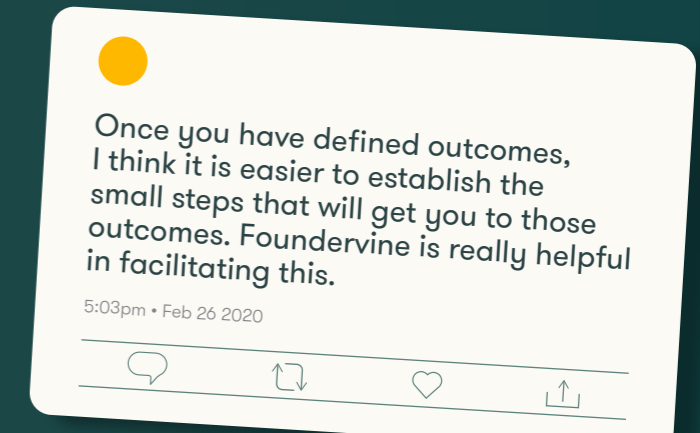
*"The Foundervine Community has helped me expand my networks. I love to connect with people working in the world of sportswear and sustainability to share learnings."*

**Elise  
Vigilance**



Foundervine Community member Elise is passionate about delivering impact for customers by leveraging technology to create a personalised experience for them:

*"I believe it is key to have an idea of what you'd like to get out of Foundervine programs. Once you have defined outcomes, I think it is easier to establish the small steps that will get you to those outcomes. Foundervine is really helpful in facilitating this."*



# Community Events

We bring our community together in powerful spaces to ignite action, network and collaboration. Through Foundervine’s marketing, campaigns with partners, events and experiences, we aim to better serve and engage our communities. Our Community engagement team work in developing relationships and programs with community leaders, grassroots partners, influencers, creators and partners to develop an inclusive entrepreneurial ecosystem.



## Partner Events

Through partnerships, Foundervine has hosted workshops and events designed to upskill and engage **+4,700 community members**. Previous partners have included: KPMG, Kopfadeyemi Fellowship, PwC, Business Launchpad, OPENSOURCE Global, Rise London, Microsoft Reactor, Capita Scaling Partner, Capital Enterprise, Hatch Enterprise, Framer, Travers Smith, Adobe, UnLtd, and IDEALondon.

## Let’s Get Xuntos

A virtual conference and careers fair for ethnic minority and underrepresented graduates looking to break into the technology sector; sponsored by Google, Government Digital Service, and AND Digital with Foundervine as community partner.



## Framer

Framer is a no-code solution used to build app prototypes and bring ideas and concepts to life. Framer partnered with Foundervine to deliver a virtual masterclass and help diverse entrepreneurs build startups from scratch.

## Microsoft Reactor

Microsoft Reactor connects developers and startups, helping users to learn new skills, meet new peers, and find career mentorship. Microsoft partnered with Foundervine to offer the community technical workshops such as ‘How to Build a Mobile App’.



## Gathering Series

A series of networking events for diverse innovators and entrepreneurs, who want to start up, scale up and turn their vision into reality.

Since 2018, **4 Gatherings** have been hosted with over **150 community members** and over **50 Foundervine Fellows** in attendance.

The first summer gathering was hosted in partnership with PwC and Power Circle, a millennial networking community and saw diverse founders and future founders come together for pitching, panel discussions and mentoring. The second gathering followed a similar format and was delivered to celebrate Global Entrepreneurship Week. The third and fourth gatherings were tailored to Vine Fellows and included networking and ‘speed hackathons’ and a virtual mural creation around inclusive innovation.

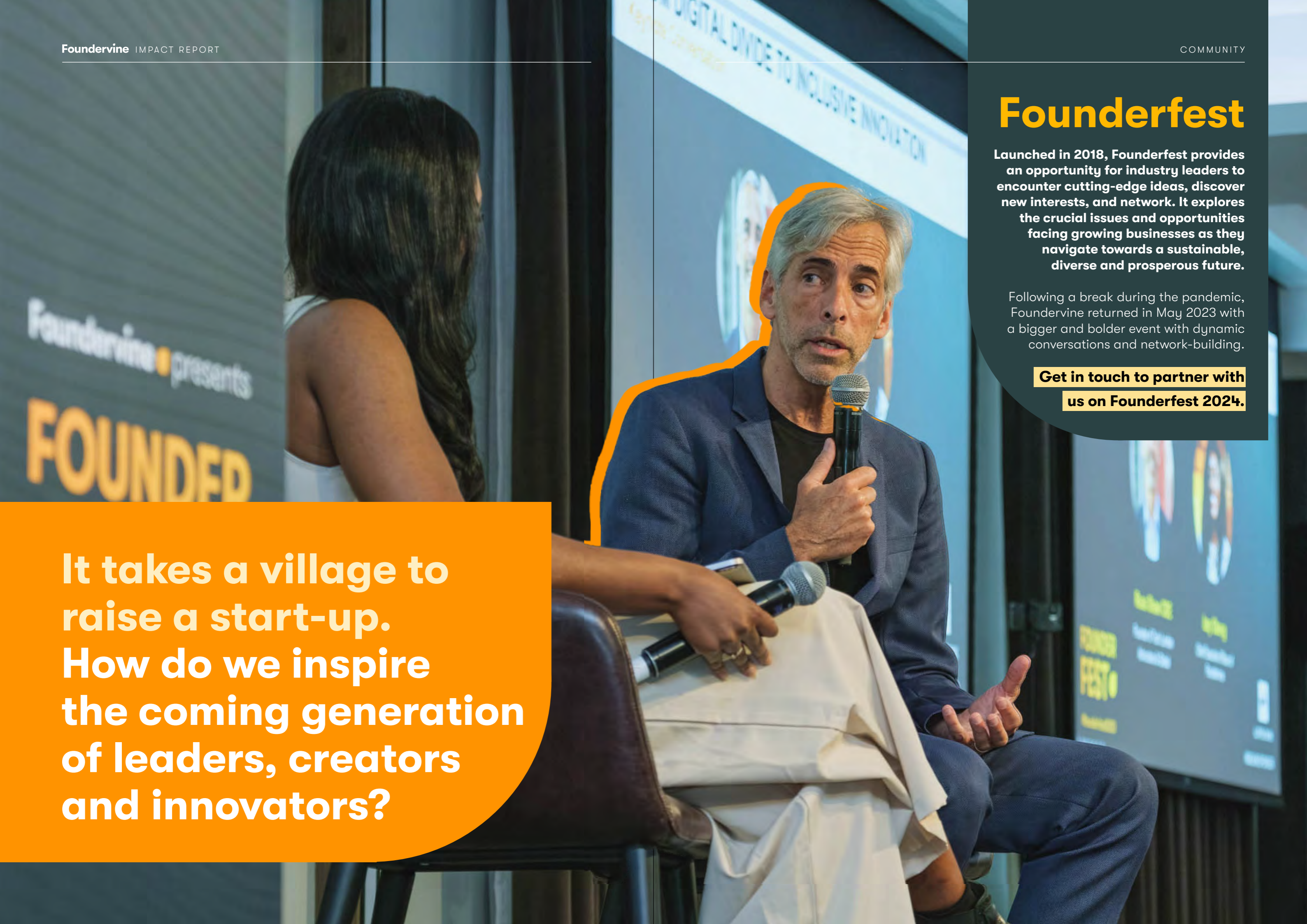
## Founderfest

Launched in 2018, Founderfest provides an opportunity for industry leaders to encounter cutting-edge ideas, discover new interests, and network. It explores the crucial issues and opportunities facing growing businesses as they navigate towards a sustainable, diverse and prosperous future.

Following a break during the pandemic, Foundervine returned in May 2023 with a bigger and bolder event with dynamic conversations and network-building.

**Get in touch to partner with us on Founderfest 2024.**

**It takes a village to raise a start-up. How do we inspire the coming generation of leaders, creators and innovators?**



**March  
2018**

**118 attendees**

**Host**  
**KPMG**

**19 speakers from leading organisations:**  
Do It Now Now, Jr Entrepreneur and Entrepower Academy, Community Growth Ventures, Santander UK, Suppa App, Foresight Group, Future Space Technologies, Fanbytes, Ariatu PR, Brands of Colour, Hatch Enterprise, HSBC UK, Rice At Home Podcast, UK BlackTech.

**131 attendees**

**Over 20 speakers from leading organisations:** Government Digital Service (GDS), Backstage Capital, PwC, Chuku's London, Close Brothers, Uber, Just Eat, L Marks, Gallium Ventures, Trussle, Ingenyus, TRIMIT App, Experience Haus

**Sponsors**

**Barclays (event partner), Monterosa, Monese, Just Eat, Open Suse**

**May 2019**

**327 attendees**

**Over 42 speakers from leading organisations:**  
Extend ventures, Lockr Space, Social Investment Business, Ventures 54, Colorintech, CMS, Cornerstone Partners, i3 Investing, Bethnal Green Ventures, Arkad Consult, 10,000 Interns Foundation, Lendoe, City of London Corporation, UBS Global Wealth Management, Impact X Capital Partners, Lloyds Bank, Voice4Change, Black Star Fund, PollenPay, Meta, Channel 4, UnLtd, Cabinet Office, Included VC, Google for Startups, UK Black Business Show, Global Tech Advocates, Mentivity, The Gym Kitchen, Founders Factory Africa, British Business Bank

**May  
2023**



**“I had the privilege of chairing an insightful panel about the Magic of Failure at Founderfest 2019, a brilliant event hosted by Foundervine. The entrepreneur journey is rewarding but full of ups and downs.”**

**Amrit Patel, Creative Director, Experience Haus**

**“Events like Founderfest are critical to the growth of the ecosystem. When good people connect to good people, good things happen. So events like this bring together founders, investors, change agents all coming together to learn from one another, build relationships and be able to advance their businesses.”**

**Kwame Anku, CEO of Black Star Fund**

# Foundervine Fellowship

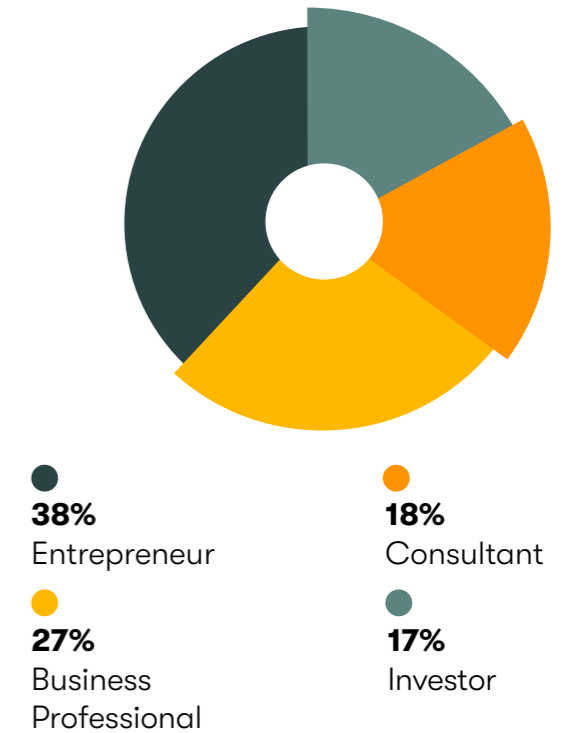
The Foundervine Fellowship is committed to empowering business leaders, exited founders and investors, providing them with the networks, opportunities, and invaluable connections to become effective, collaborative agents of change.

As esteemed Fellows, members have the opportunity to actively engage in a series of exciting events, programs, and Foundervine initiatives. They serve as mentors, advisors, speakers, or judges for early-stage startups, nurturing the next generation of entrepreneurs. Our Fellows nurture their passion for thought leadership, sharing insights and expertise designed to leave a lasting impact on the business sector. Activity includes:

-  Connect with early-stage startups as a mentor or advisor
-  Engage in public speaking and thought leadership
-  Network and build a professional community



Fellows by type



**Daniel Tuitt is a Foundervine Fellow, Service Design Lead and Innovation Consultant:**

*“For most of my career, I have been helping companies small and large bring their ideas to life. My spare time is devoted to helping the next generation of leaders build the mindset and tools to develop ideas into businesses.*

*Now more than ever founders need to be equipped with the right skills and resources to solve the challenges of the future. While working with underrepresented entrepreneurs at Foundervine, I have seen the level of untapped talent and quality of businesses developed in the right incubated environment.”*

Daniel Tuitt

# Partnerships

## Creating change with mission-led organisations

**We believe that to create systematic change and break down barriers to innovation, a truly collaborative effort is required. Our people-first approach to partnerships is unique to our business model. We look to co-create our programs and events to ensure an alignment of vision and values across organisations.**

*“A core part of Foundervine’s ethos is partnering with the right organisations that share our values of making the world a better place for all.”*

Cecil Adjalo, COO,  
Foundervine

Our partners enable us to create impact and play an important role in making innovation open to anyone, anywhere. We look to collaborate with a diverse range of partners, from large corporations to government organisations, non profits, community organisations, SMEs and early-stage startups across many different sectors.

**Get in touch to partner with us.**





## Partner spotlights:

### Foundervine partnered with law firm Brabners to deliver a legal accelerator:

*“Foundervine is a truly game-changing enterprise led by an incredible team, and their values for empowering tomorrow’s entrepreneurs are closely aligned to our own. We’re proud to partner with the team and look forward to driving lasting positive change together.”*

Nik White, Managing Partner at Brabners

### Foundervine partnered with PwC to deliver an Entrepreneur in a Day event:

*“Foundervine is hugely important. Bringing together all these young people in an environment in which they can make a real difference, where they feel valued... most importantly to reset the expectations we have of young people.”*

Assim Siddiqi, Partner at PwC

Foundervine has a pro-bono partnership with law firm Travers Smith who to date have provided 36 mentors to support the Barclays Black Founder Accelerator:

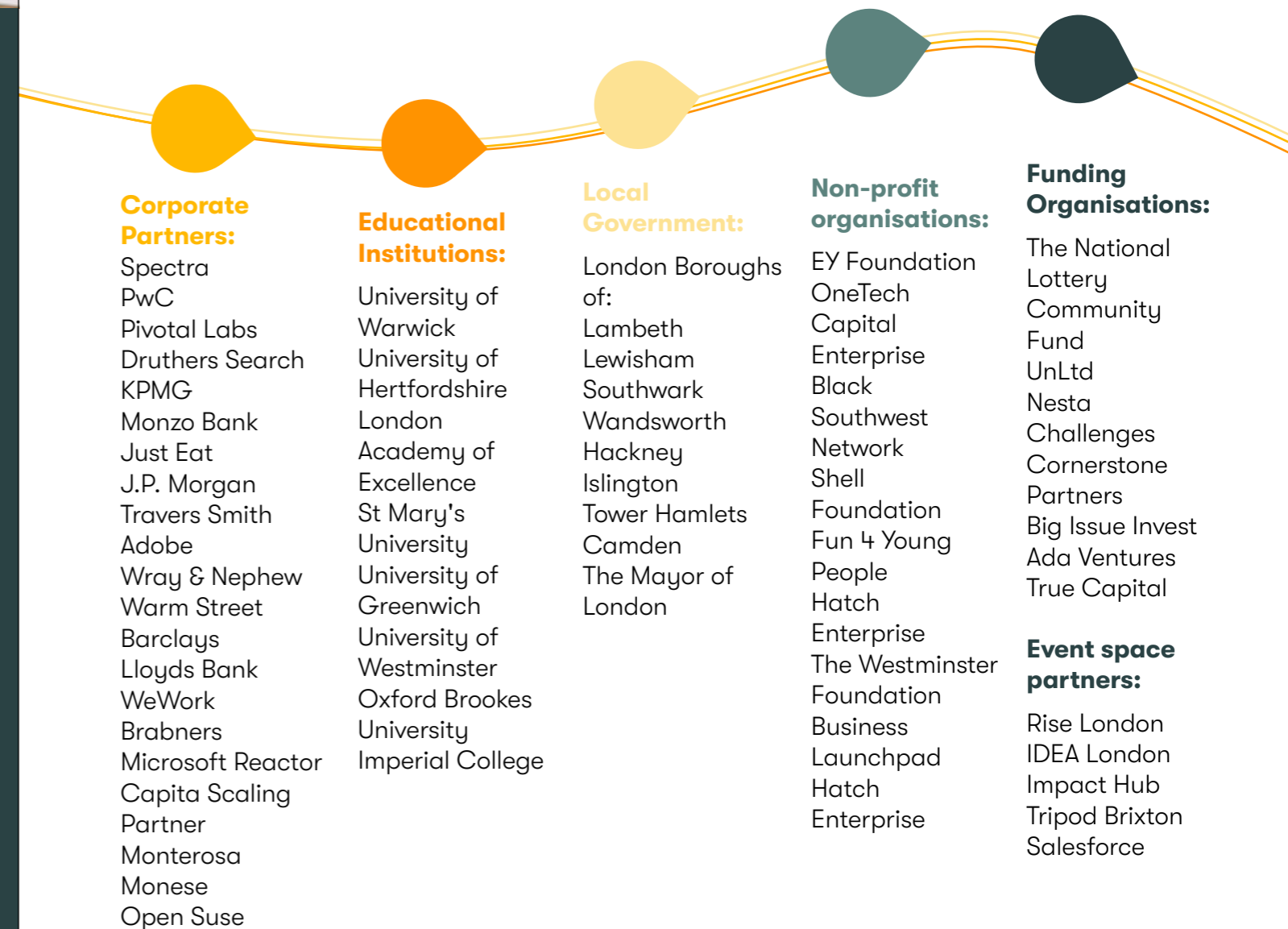
*“As a firm that prides itself in our ability to service the community at large, giving back in the form of pro-bono is the least that we can do. Pro-bono humbles you, brings you more in touch with the people around you and makes you alive to concerns that are outside of your bubble. And most importantly you can learn a lot about yourself and the work you’re undertaking.”*

Evander Obi, Associate - Private Equity and Financial Sponsors at Travers Smith

## Our ecosystem

**Our ecosystem is inclusive of the boldest educational institutions, corporate partners, councils, charities, investment and social purpose organisations consistently working to create systematic change. Together, we are breaking down barriers to innovation.**

We value our relationships, and would like to thank our past and current partners to date:



# Foundervine Team

**Our organisation was created by a group of consultants and technology leaders who strongly believe in a fairer business sector. Back in 2018, they voluntarily joined forces to start our mission of making innovation accessible to everyone, no matter where they come from.**

Today, Foundervine has grown and now has a team of over 36 talented professionals, whom we call game-changers. Their hard work and dedication have made a significant impact, as you can see in this report. Our success is all thanks to our amazing staff who continue to drive our mission forward.

**Past and present team members:**

Abiola Kareem  
 Amanda Hilaire  
 Ambi Mistry  
 Amina Essaid  
 Ayo Awotona  
 Dr. Barbara Nnotum  
 Belinda Bentil  
 Belvides Kussumua  
 Cecil Adjalo  
 Charlie Martin  
 David Fyaso  
 Elikem Annan-Wuaku  
 Fred Osei  
 Gurveer Sihra  
 Hollie Andrews  
 Imelda Fossu  
 Indie Gordon  
 Isabella Mahoney  
 Izzy Obeng  
 Jameelah Webster  
 Jamie Pyrke  
 Jemiah Douglin  
 Jennifer Takyi

Joanita Fugar  
 Jordanna Knight  
 Jouja Maamri  
 Kwadwo Amoatin  
 Laverne Thomas  
 Leah Williams  
 Meena Sadasivan  
 Meriem Benhabiles  
 Mohammed Rinoos  
 Nicola MacPhail  
 Phil Kennedy  
 Regina Antony  
 Rukiya Khan  
 Sam Lam  
 Samar Alam  
 Saphia Haddouche  
 Shakirah Akinwale  
 Shanmuga Surya  
 Stephen Chapendama  
 Steph Lau  
 Tash Davidson-Grey  
 Zaynab Atsegbua



# Our Partners

**Centrul Cultural Clujean**

**Barclays Bank UK PLC**

**Black Business Network**

**Brabners LLP**

**Capital Enterprise**

**Distill Ventures**

**DreamOval Foundation**

**Ernst & Young**

**EY**

**Goldsmiths University of London**

**Greenwood LLP**

**Hatch Enterprise**

**IRIS**

**Just Eat Holdings Limited**

**KPMG**

**Lambeth Council**

**Lloyds Bank PLC**

**London Academy of Excellence Tottenham**

**Monzo Bank**

**Oxford Brookes University**

**PwC Foundation**

**Sainsbury's Supermarkets Ltd.**

**Spectra**

**St Mary's University Twickenham London**

**SUSE Software Solutions GmbH**

**University Of Greenwich**

**University of Hertfordshire**

**University of Sussex**

**University of Westminster**

**Unltd**

**Warm Street**

**Wealth8**

**WeWork International Limited**

**Wray & Nephew**

**YouTube**





**Foundervine**

[www.foundervine.com](http://www.foundervine.com)

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