

Impact Report 2017

Impact Hub King's Cross: Locally rooted, Globally connected



King's Cross

Meet the Team

Welcome

Welcome to the Impact Hub King's Cross 2017 Impact Report. Our report last year focused on collaboration - a cornerstone principle for the Impact Hub Network. This time, we felt that "growth" was the word that most captured the achievements of our network and members in the past year.

Our Global Network reached over 100 Hubs, and the launch of one in particular made us truly excited: Impact Hub Inverness, the first in Scotland. We were honoured in helping them become an Impact Hub.

Becoming the UK's first collaborative workspace to be certified as a B-Corp was an important landmark, and summed up many of the efforts we make every day to be a business that works for all our stakeholders.

We continued our work with the European Commission, and helped design The Social Challenges

Platform, which has quickly positioned itself as the most important online tool for social enterprises that want to scale across the continent.

Helping impact-driven businesses to scale remained central to our work. Scaling across borders was at the heart of the AXA Prevention with Impact and the EOI European Coworking programmes, two initiatives that have helped us consolidate our position as one of the main British organisations successfully supporting social enterprises that want to internationalise.

We are proud of the growth we have experienced individually and as a network, but what truly gets us out of bed in the morning is the knowledge that we have been able to play a crucial part in enabling members like the ones you'll hear from in this report to scale their businesses for an ever greater impact in our world. Growing (up) has never felt so good!

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Programmes
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Assistant



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Operations
Manager



Harriet Syms
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Programmes Assistant

**Enabling growth on a
local and global level**



Enabling Growth for Impact

Over the nine years of our existence, Impact Hub King's Cross has brought together a diverse group of like-minded and passionate people. We have built a community around bringing about positive social and environmental change. We have helped social entrepreneurs make an impact with our multifaceted and people oriented solutions.

Here at Impact Hub King's Cross our solutions come in different shapes and sizes; coworking space, inspiring events, programmes, meeting and event space, an online platform and business support. A flexible, tailored mix of these solutions, combined with our locally rooted, global community, is how we enable growth in our members.

In this report we take a look at six stories from our community in 2017, hearing in members' own words how our solutions and our community have enabled them to:

- Grow in offering
- Grow in geography
- Grow in team
- Grow in scale
- Grow in network
- Grow in cause

In addition to exploring these individual stories we take a step back and look at our impact in figures both on a global and local scale. The data comes from the annual Impact Hub members' survey conducted in 2017. It quantifies how members perceived our impact in supporting, connecting and engaging them and the impact we have helped enable by facilitating members' growth.

Key Services



Programmes

Our programmes are designed to enable entrepreneurs in all stages of their journeys to grow.



Team Support

Our dedicated team support ensures that members are getting the individual attention they need to grow.



Space

Our multipurpose, flexible space allows members to work, book meeting rooms and event space.



Network

Our local and global network allows members to connect and grow on a worldwide scale.



Events

Our varied event formats foster inspiration, growth and connection in our community.



Anchor Desks

Our fixed desks enables teams to grow in the community with their own space.



Collaborative Workspace

Our flexible coworking packages offer members work and meeting space surrounded by other social entrepreneurs.



Online Platform

Our online platform enables members to manage their membership, connect with other members and share in message forums.

Our Year

2016

1st March
Alternative UK Launch Event

March
AXA Application Period

8th May - 12th June
EOI Programme I

May - July
B Corp Workshops

7th - 14th July
AXA Training Week

September
Became a certified B Corp

October
Our 9th Anniversary

6th November - 11th December
EOI Programme II

2017

AXA x Impact Hub King's Cross

The global insurer AXA partnered with Impact Hub King's Cross to deliver an accelerator for an enterprise working on Health or Risk Prevention. After global scouting and selection rounds London-based Alcove was chosen as the winner. We provided a seven-day intensive accelerator with contributions from Impact Hub, Boston Consulting Group and PwC, as well as a pitch to senior managers at AXA.

B Corp Impact Assessment and Certification Workshops

Impact Hub King's Cross partnered with Junxion to deliver information sessions and workshops that enabled participants to work through the B Corp Impact Assessment one section at a time. B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

EOI European Co-workings programme

EOI Business School in Madrid regularly sends entrepreneurs from all over Spain to different co-working spaces for mentoring and support to develop their business in this EU funded programme. Impact Hub King's Cross has participated three times so far, welcoming eleven entrepreneurs working on diverse businesses.

Junxion



30
workshop
participants



110
hours of support
provided by
Junxion



9
Impact Hubs
certified as B
Corp

A collaborative partnership that enabled growth of the B Corp movement in the UK

Junxion seeks to facilitate other people's impact. We integrate strategy, branding, impact measurement and reporting for organisations committed to rethinking profit for the common good. We became one of the first organisations in the UK to certify as a B Corp and to be trained as B Leaders.

As B leaders we are always looking for new ways to promote the B Corp concept and to support businesses in completing the impact assessment and certification process. Discovering that Impact Hub King's Cross were looking to certify as a B Corp themselves was an exciting opportunity, and we soon agreed on a collaborative partnership to offer workshops where prospective B Corp applicants could go

through the certification process together.

We delivered free information sessions, and a series of workshops at Impact Hub, leveraging their meeting room space, team expertise and network. In doing this, we were able to lead several businesses through the certification process – one of those businesses' being Impact Hub King's Cross itself.

Impact Hub King's Cross is now the first collaborative workspace in the UK to certify as a B Corp, and that's something that we are really proud to have facilitated. One of the other workshop participants has also now certified; and that is just the beginning, with a further two hub members interested in certifying and several more from the wider network.

Working with Impact Hub King's Cross has helped us widen our audience and support more businesses in becoming Certified B Corps.





Mongoose Energy



8
messages sent to
the network



66%
of members
globally were
supported in
finding capable
staff



3
new staff
members
hired

Utilising the space and network to grow in size and impact

Mongoose Energy started as a spin out from Bath & West Community Energy, one of the oldest community energy groups in the country. We work with community groups, commercial project developers and investors to identify, develop, finance, build and manage community-owned renewable energy installations.

What started as one man working from his garage in the West Country quickly grew to two of us using Impact Hub King's Cross as a base for our London office a few days a week. We found the location ideal and the space great to work from and meet clients. As the team grew, the need to be together every day increased and so we moved onto an Anchor Desk, which has given us a very flexible

form of office and the space to grow further.

We love being here. We are surrounded by other social businesses, we get on great with the staff and really appreciate the community events. We also value the network through which we have been able to hire three new members of the team in 2017. There's a strong feeling of enjoying being here which is why we have continued to grow here at Impact Hub King's Cross.

Being in this flexible environment that we like has enabled us to build our team of professionals over the last three years, a team that has raised one hundred million pounds to buy solar farms and to launch twelve community energy groups. It's been a very steep learning curve for all of us, but being together, we've been able to build something very valuable.

Revolution Hive



1498
young people
reached through 20
workshops



1250
hours spent at
Impact Hub



41%
of members gained
access to support
institutions and
networks

Facilitating growth through tailored business support and flexible membership packages

Revolution Hive is a social enterprise that equips young people for life beyond the classroom by teaching them topics that aren't covered in formal education.

We had heard about the Impact Hub through various events like Fuckup Nights and were drawn in by the impressive space and community of social entrepreneurs.

One thing that has been a game-changer for us are our Member Host agreements; instead of paying for membership, we exchange our skills. This has allowed us to keep our overheads low, mitigating business risk.

We've also made great business connections through the

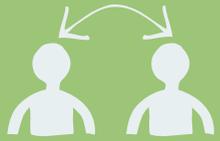
community and the Hub team's connections, such as with the Boston Consulting Group, which have had a direct impact on our business. As a result of the pro bono support we received from BCG for example, we've been able to optimise the way we package and position what we do. We wouldn't have received that support anywhere other than Impact Hub.

In 2017 we went from having one school that we worked with to five. We hired twelve freelance facilitators and went from working with 700 young people in 2016 to 1,498 in 2017.

We're now on a mission to work with 3,000 young people across a minimum of 30 schools in the next year, so for us being at Impact Hub King's Cross is like a dream come true at this stage in our business. It means we can dream big while being linked into a network of high level business support and fellow social entrepreneurs.



Our Members



72%

believe we strengthen their motivation

92%

feel part of a larger community or network

70%

have partnered or collaborated with other members

60%

were supported in connecting with experts & advisers

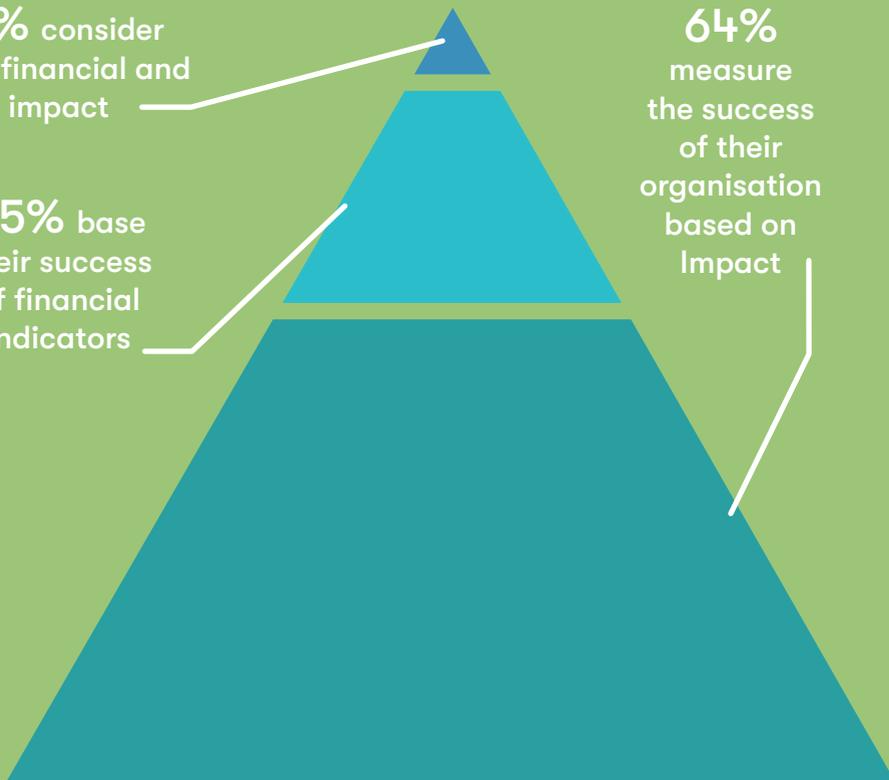


Success Criteria

11% consider both financial and impact

25% base their success of financial indicators

64% measure the success of their organisation based on Impact



Sustainable Development Goals

A huge 97% of our members are working on the UN's Sustainable Development Goals.

These are the five that matter most to our community.



28%

Health & Well-being



24%

Education & Lifelong Learning



18%

Decent Work & Economic Growth



16%

Poverty Alleviation



14%

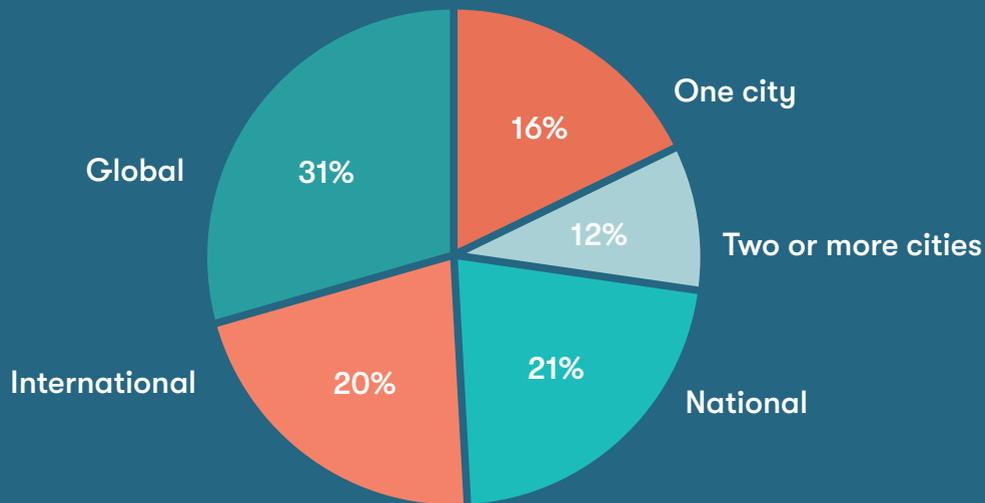
Equality, Equity & Social Justice

Member Facts and Figures

Field of Work



Geographical Reach



The Space



72%

of members accessed better working infrastructure

85%

of members love our hosting services

90%

of members love how our space looks

85%

of members love the atmosphere in the space

Company Role

37%
Sole Founder

31%
Co Founder

32%
Self Employed or Employee

Impact Hub Global Network



85%
recommend
Impact Hub



4800
full time jobs
created



600,000
hours of peer
support between
members



71%
of members
feel inspired by
Impact Hub

100+
Hubs

16,000+
members

5
Hubs in the
making

100+
cities

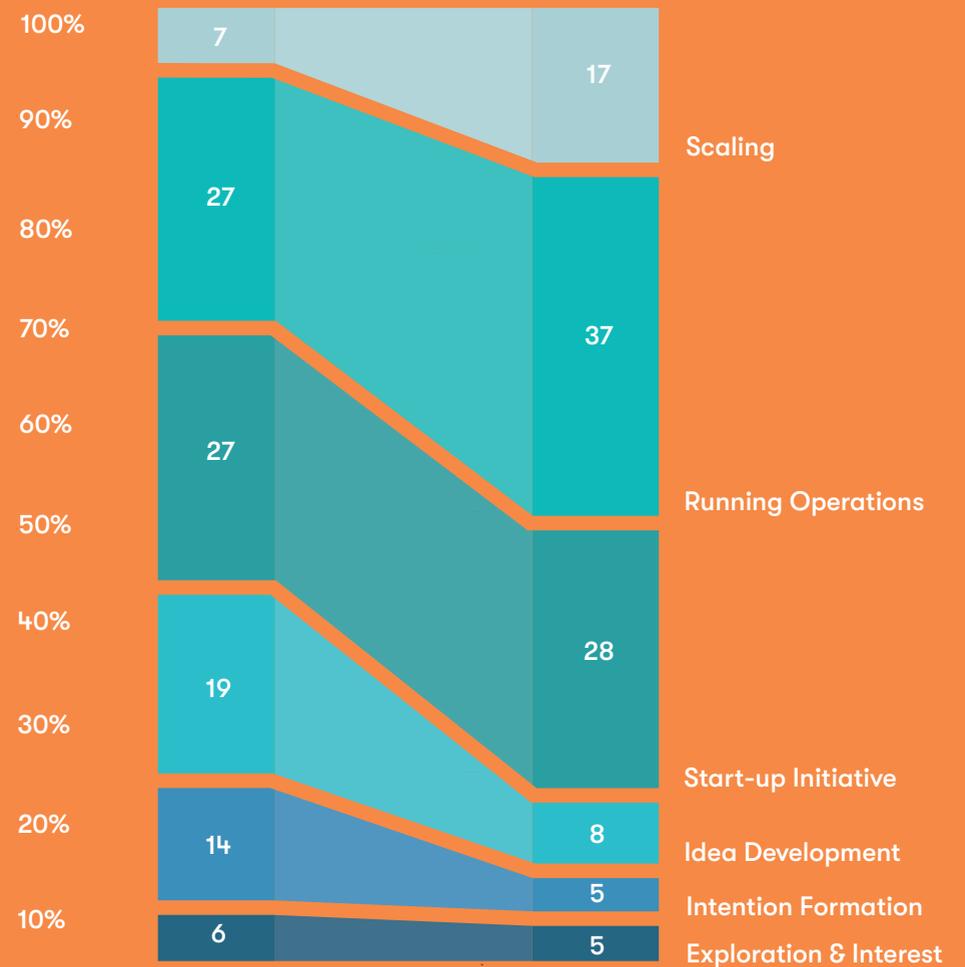
5
regions

2000
start-up's
founded

Entrepreneurial Journey

Stage when joining

Stage today



Sunntics



4
new
collaboration
agreements



71%
of members were
supported in
collaborating with
other members



56%
of members globally
found opportunities
through Impact Hub

Expansion into new markets through an international scaling programme and tailored connections

Sunntics develops technology for concentrated solar power in order to generate clean electricity, heat and steam for industrial applications.

Shortly after registering as a company in Spain in March of 2017, I applied to take part in the EOI programme. I got my wish of being matched to London and spent five weeks at Impact Hub King's Cross receiving membership, mentorship and business support.

The support I received through the programme was very important. My mentor from the Impact Hub King's Cross team was very knowledgeable and provided me with business advice, referrals to different business support clinics at the Hub, and introductions to

members in the community. Many of the members I was introduced to or connected with using the online platform I still work with today.

In August when I decided to focus my efforts on incorporating in the UK, I looked at different coworking spaces but decided to come back to the Impact Hub because of its overarching objective to have an impact on society. The environment is easy-going, and the location is very well connected.

With continued support from the team during and after the programme we incorporated in the UK in August 2017, our first overseas market. Since then our team has grown from one to five, we've struck four collaboration agreements and had meetings with important governmental bodies. We look forward to continuing to grow growing in 2018, building on the foundation the EOI programme and Impact Hub King's Cross gave us.





The Alternative UK



110
attendees at the
launch event



55%
of members feel
comfortable
discussing ideas with
other members



54%
of global members felt
Impact Hub helped
them gain visibility
and credibility

Global U.Lab programme inspires founding of new political platform

The Alternative UK is a new political platform inviting everyone to start reimagining politics.

Launched in Spring 2017 The Alternative UK was largely inspired by taking part in the global U.Lab Reinventing Democracy group hosted at Impact Hub King's Cross. We had been working on different related projects but everything came together when we took part in the real-time global U.Lab framed by the idea of new politics. Having a solid framework and community who shared our views led us to launching the new platform.

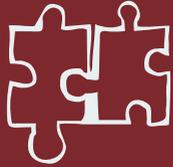
We felt that Impact Hub King's Cross was the perfect place to host our Alternative UK launch event off the back of U.Lab. We wanted to create an event that felt radically different from the

usual events surrounding politics, being fully participatory with art, music and food. We worked with the Impact Hub King's Cross team to push the boundaries of what had been done before, both at the beautiful venue and in terms of event itself.

Since the launch event we have been developing our network, finding partners and running lab sessions with community groups across London. We've now been drawn back to Impact Hub and King's Cross because of the diverse communities both at the hub and in the area.

After starting at Impact Hub King's Cross it feels natural to continue to work within the community, to develop a much better, more complex citizens culture by hosting labs, facilitating thought-provoking discussions and bringing together the hub's community with the local communities.

Alcove



230
businesses from five
continents applied to
the AXA programme



1 week +
3 months
of team support



4
new countries
scaled into in 2017

Global programme partnership supports technology business to scale into four new countries in Europe

Alcove is an Internet-of-Things powered technology business. We make technology to keep older and disabled people safe, secure and connected in their own homes.

The Impact Hub King's Cross team got in touch asking if we would be interested in applying to the global accelerator programme they were running in partnership with AXA. They were specifically looking for innovative businesses working in the health and safety sectors and we fit the bill.

There were over 230 applicants from five continents and after three rigorous competition stages including votes from 80,000 AXA employees, we won! It felt phenomenal to win - we were so happy to get that validation for our business.

Winning gave us access to a team of employees within AXA as well as ongoing support. We also became members of the Impact Hub King's Cross community and spent a week at Impact Hub getting scaling training and advice from the Impact Hub team and expert advisors.

The Impact Hub team are superstars, and the week itself was a great opportunity to assess our business plan and to ensure we were ready for international expansion.

Since then we have expanded to France, Germany, Spain and Poland. With the help of both programme partners we have gone from being a UK to an international company. We feel that there is no greater impact than keeping people safe, and we are really excited to continue working with AXA and Impact Hub King's Cross to continue growing and keeping even more people safe globally.



“ For me the Hub was a great networking place. I met many people who helped me in the beginning of the business journey and it was an invaluable test ground before we went live.”

- Sandro de Castro, Member



Connecting to Our Future

It is a privilege to reflect on another year in which we have had the opportunity to support and collaborate with so many inspired and inspiring people who are all striving, as we are, to make their contribution to improving the world we share.

We now look forward to our year ahead with many exciting partnerships, programmes and opportunities to enable members' growth to come. In particular we are thrilled to be working with The Mark Leonard Trust and Bank of America on the innovative Feeding the City programme, and look forward to playing our part in fostering a new cohort of sustainable food social enterprises across the country.

We are also excited about our new collaboration with PwC to bring a new social scaling programme to our community.

Another highlight in 2018 will be in October when we will celebrate our tenth anniversary. Looking further forward, to the next ten years of our existence, we are motivated to continue to play a central enabling role in developing London's social enterprise community. Overall, we are determined and committed to redoubling our efforts, leveraging our experience and our expertise, to support many more people on their impact journey.

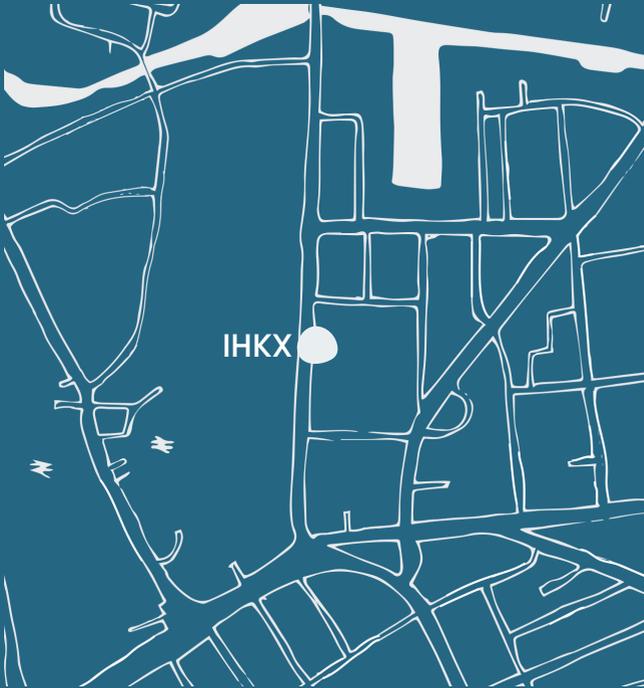
Richard Evans, Director

We would like to say thank you to our featured members, all our friends, partners and collaborators over the years. Together we are co-creators of the Impact Hub King's Cross community and the social innovators for a better tomorrow. A special thanks also goes to Alaine Burns Laycock for the report design and layout and Chris King for the Photography.

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**IMPACT
HUB**

King's Cross