



Impact Hub King's Cross Report 2014-15

It's a great pleasure to introduce our latest Impact Report in our 7th anniversary year at Impact Hub King's Cross and the 10th anniversary of the Impact Hub network.

We have always believed that the key to a better future for our world depends on the collaborative efforts of inspired and passionate individuals and teams coming together to make great things happen.

Our member community continues to be an ongoing source of inspiration to us in this respect, and it is our pleasure and an honour to be able to support our members in their own journeys to develop and scale their businesses.

It is good to see in this report that, just like us, the vast majority of our members put impact before profit. However, we also understand that profit supports impact by making businesses self-sustaining.

That is why we continue to strive to inspire, connect and enable our members to scale their businesses. The report highlights that we can still do more, especially to provide more concrete enabling support, and this is the clear focus of our main programmes such as Benisi and the Impact Hub Scaling Programme. We look forward to developing more such programming in the future and building on the success of these initiatives.

Thanks to all our members, partners, friends and supporters for bringing us to this point – here's to a thriving future and more impact to come!



*Richard Evans,
Chairman of Impact Hub King's Cross*

COMMUNITY

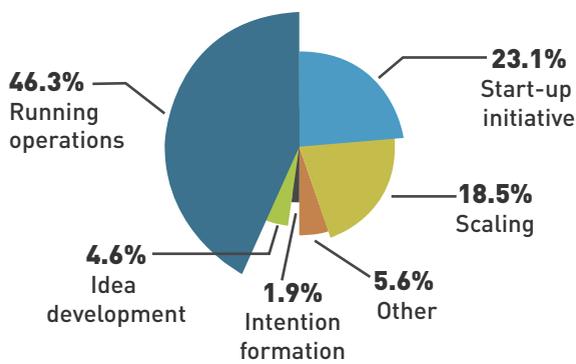
Impact Hub King's Cross unites people from every profession, background and culture who have the imagination and drive to pursue enterprising ideas for the world. These are the people who see and do things differently and have the entrepreneurial passion to create sustainable impact.

Our Community is:

Diverse

Diversity is a key driver of innovation, creativity and learning. A diverse set of experiences, perspectives, and backgrounds is crucial to the development of new ideas, to expand curiosity, encourage connections and foster opportunities.

Stage



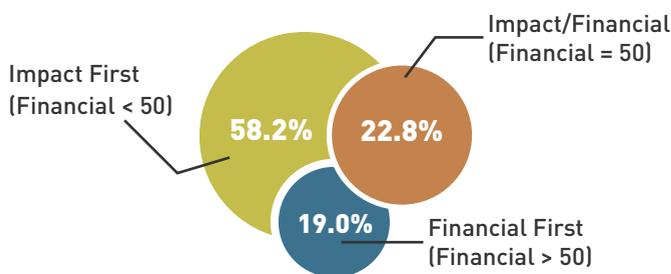
Fields



Impactful

No matter their profession, the sector, the status or the stage of their ventures, our members' focus is to take action to positive social and environmental change. They are mindful of the triple bottom line – people, planet, and profit to ultimately drive progress.

What kind of returns do you focus on?



New staff

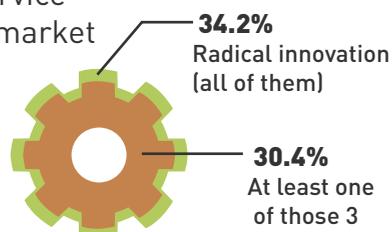
Our ventures have created **1.15** new full time paid position on average in 2014

Entrepreneurial

Impact Hub is the home of entrepreneurs who contribute meaningfully to economic and social development inventing new approaches, seizing opportunities and creating solutions to change society for the better.

Our members' activities are innovative in terms of:

- New type of product or service
- New way of producing, delivering or marketing a product or service
- New or so far unattended market niche or customer



68.4%

of our members are founders of their ventures

MEASURING OUR IMPACT

Impact Hub's mission is to create spaces that inspire, connect and enable people to realise enterprising ideas for the world. Measuring impact is always challenging. We asked our community how supportive their membership was in 2014 in the 3 areas that Impact Hub states as its key drivers.

We inspire

61.6%

Impact Hub King's Cross is an inspirational habitat for social innovators. Our diverse community full of people doing amazing things, our stimulating events and dynamic space create the perfect environment to get energised, increase your creativity, start a new project or find unconventional ideas to solve conventional problems.

51.3% Came up with new ideas and initiatives

71.3% Strengthened their personal motivation

We connect

65.7%

The main value of being part of Impact Hub King's Cross Community isn't the space, but the connections, the projects, the knowledge and the ideas you encounter everyday. Members are hosted to facilitate finding each other so they can build collaborative opportunities for and with each other.

87.5% Feel part of a larger community and network

73.7% Found other people to engage in their activities

We enable

56.9%

Impact Hub King's Cross combines the best of a trusted community, a business incubator and the comfort of home. Through our programmes, clinics and connections to a locally embedded and globally connected community, we enable our members to get new business opportunities or take their projects to the next level.

66.2% Gained visibility, recognition and credibility

53.8% Expand into new geographic areas

EVENTS

Impact Hub King's Cross offers a spectrum of events: from talks to fun feasts; clinics to musical performances that inspire and connect members and their community.

Start-up Season



In the summer 2014, Impact Hub King's Cross launched 'Startup Season' with a range of learning events to help people get exposed to new methods to develop ideas from a thought to a real product or service, as well as connecting to peers who have been through it first hand.

The four week programme was dedicated to ideas, innovation and real life startup challenges. 'Startup Season' offered solutions to some of the most important questions a person when starting an enterprise.

Participants also got the chance to learn from our vibrant community of social entrepreneurs, social investors, freelancers, creatives, artists, consultants, coaches and more through four networking and showcase events.

FuckUp Night



Impact Hub King's Cross hosts London's "FuckUp Night" event series, where people share stories of business and professional failure. It is a global movement with hundreds of people attending each event to hear three to five entrepreneurs share their failures. Each speaker is given 7 minutes and is able to use 10 images. After each speaker, there's a question/answer session, as well as time for networking.

The Fuck Up Night is an open and direct talk about the challenges of entrepreneurship.

Though there are plenty of events where people tell how they hacked, hustled, and created their success, there are very few where someone gets up and says "I totally messed up, and this is what you can learn from it."

Food Talks



What happens when you mix an entrepreneur, a restaurateur, and an ethical food charity? FoodTalks! FoodTalks is a series of event designed to stimulate debate and constructive thinking about the issues that surround the world of food.

The idea came from 3 Impact Hub King's Cross members, Charles Redfern (Organico) and Jamie Grainger (Think.Eat.Drink) – who joined forces with Dan Crossley (Food Ethics Council) and Impact Hub for this series.

The first 4 events tackled enormous questions:

What does sustainability in the world of food really mean and is sustainability compatible with an economic model focused on growth?

What problems are GM food and feed trying to solve?

How much should we pay for food?

Can the issues around meat and its trade be un-picked? If we eat meat, what is the best practice answer?

Impact Hub King's Cross provides a range of programmes as part of its ongoing commitment to developing and supporting the success of our members worldwide. Our programmes aim to accelerate innovative ventures, meet great talent and connect with new collaborators.

Fellowship



Together with AXA and Swiss Re Foundation, Impact Hub launched a global Impact Hub Fellowship, to enable entrepreneurs with innovative solutions to address the challenges of the increase in human's life expectancy and demographic ageing. The Impact Hub Fellowship for Longer Lives, implemented in four different cities (Oaxaca, Milan, Madrid and London) nominated up to three initiatives for each city and awarded one of them with a one year fellowship, gaining access to seed funding, focused skill development, valuable networks and a stimulating workspace at Impact Hub.

Impact Hub King's Cross launched the London stream of the Impact Hub Fellowship for Longer Lives in January 2014.

Speakset, an innovative new service to help older people video call doctors, family and friends won the first Impact Hub Longer Lives challenge.

Since the initial idea (awarded in 2014) Speakset:

- secured seed investment;
- hired 6 new team members;
- improved and refined the product;
- is now breaking even while growing by 15% every month;
- won several awards, among them Nominet Trust 100 and UnLtd Big Venture Challenge.

Benisi



BENISI is a trans-European consortium that aims at building a Europe-wide network of incubators for social innovation, meant for new ideas, products, services or models that simultaneously meet social needs and create new social relationships or collaborations. Social innovations are not only important for the new specific solutions to societal needs, but they can also impact society's capacity to innovate.

Therefore, BENISI aims at identifying at least 300 of the most promising, impacting and employment-generating social innovations identified with high potential for scaling successfully, and aims at ensuring them the delivery of the necessary support services, thanks to a wide network of competent partners throughout Europe.

BENISI is led by i-propeller, a consultancy firm specialising in social innovation and social entrepreneurship and is being implemented by six Impact Hubs in Europe: Amsterdam, Bucharest, London King's Cross, Milan, Stockholm and Vienna. In collaboration with: DIESIS (European Research and Development Service for the Social Economy), EURADA (European Association of Development Agencies), Fondazione Cariplo, PEFONDES (European Network of Foundations for the Social Economy).

Impact Hub Scaling

IMPACT
HUB King's Cross
Scaling

Launched in April 2015, Impact Hub Scaling supports 100 social entrepreneurs from across Europe to scale their business and their social impact locally or internationally. These high-potential social enterprises work closely with Scaling Managers located in Amsterdam, Athens, Bucharest, London, Madrid, Milan, Stockholm and Vienna.

Impact Hub King's Cross is the home of the Scaling programme in the UK. Each enterprise is provided with flexible one to one consultations, access to experts and investors and networking or training events on topics including social franchising, investment readiness, recruitment or impact measurement.

We are working with 22 enterprises from the UK. Ten of these have plans to, or are already, scaling internationally including Open Cinema, Proversity, Patient Opinion, Crowdskills, Party for the People and Code Club. Those scaling in the UK are spreading their reach, including 2JEvents, LifePsychol, Change Please and AltGen.

The UK is a very popular destination for social enterprises scaling into the UK. Amongst others, we are supporting Handiscover from Sweden, Filisia Interfaces from Greece, eSolidar from Portugal, Lemon-aid from Germany, Authenticitys from Spain, Tradeiron from Romania and Yoni from the Netherlands.

Impact Hub Scaling has been made possible thanks to the support of four visionary philanthropic foundations in Europe: JP Morgan, Cariplo, Stavros Niarkos and CRT.

CONTACT US

Impact Hub King's Cross

34b York Way
London N1 9AB

0207841 3450
kingscross.hosts@impacthub.net
@impacthubkc