



**LAUNCH IT**

Empowering Young People to Take Off



**LAUNCH IT** labs

Unleash the Next Generation of Innovators



## ABOUT

# LAUNCH IT

Launch It is a group of charities with the same mission: to **change lives through enterprise**. We **provide affordable workspace, training and mentoring** for 18-30 year olds.

We set up our first enterprise hub in Deptford, London in 2000, and have since expanded across London and helped to establish 'sister' charities across the UK.

**There is a great need for what we do.** In the UK, where you come from and what your parents do for a living determines the opportunities that are available to you in life, from education, work experience and career aspirations through to hobbies and interests.

As a result, young people from poorer backgrounds are more likely to find themselves unemployed or stuck in low-skill, low-wage, insecure jobs.

This leads to a **sense of disillusionment, a lack of purpose and poor mental health** and has been made worse by the pandemic and the cost of living crisis.

And when talented individuals are prevented from reaching their full potential, this has a **knock on effect on society**, with a less productive workforce, lower levels of innovation, and ultimately slower economic growth.

**Launch It harnesses this talent, helping young people to develop skills and make valuable connections through entrepreneurship.** This leads to a boost in confidence, the ability to create wealth and improves social status.

**Most importantly, it changes the way young people see themselves.**





# INTRODUCING LAUNCH IT labs

Launch It Labs is an **immersive, sector-agnostic entrepreneurial programme** designed to provide young people aged 18 - 30 with the skills, knowledge and support needed to launch and grow their own business or social enterprise - addressing inequalities and creating pathways to economic empowerment.

Through the programme, **budding young entrepreneurs will, over the course of 12 weeks**, get access to intensive business skills training, a range of resources, experienced mentors and business advisors who will provide guidance and support; pitching, and funding opportunities.

The programme is a **unique opportunity for young people from all backgrounds to explore their passions and develop their entrepreneurial skills** in a supportive and collaborative environment. They are able to get the support they need to overcome the many obstacles they often face, helping to level the playing field but also creating a more inclusive and diverse business community.



## STARTING A REWARDING PARTNERSHIP

We are looking for partners to collaborate on this exciting opportunity. **Working with Launch It can help your company make the social commitments that fulfil your purpose and build your reputation as a socially responsible company** – in ways that matter to you, your customers and your employees.

### BUSINESS BENEFITS

- Demonstrate you are a socially responsible business which will help attract and retain staff.
- Utilise engaging content about how our partnership changes the lives of young people – perfect for social media and other communication channels.
- Benefit from active and engaging volunteering opportunities that make a clear and tangible difference to young people's lives.
- Fund a programme that has a clear before and after story, with quantifiable reach and impact.
- Access to a pool of talented and motivated young individuals who are eager to share their insights and develop their entrepreneurial skills.
- Achieve an estimate reach of 75K-100K through combined online advertising, social media, email and other digital content (ie. influencer partnerships, Tiktok, etc), on top of potential PR mileage.

### FUNDING REQUIRED

**Your support of £100k** will enable us deliver Launch It Labs, providing up to 50 young people with a pathway to economic mobility and success - our track record attests to this. In addition, we are seeking grants and prizes for the businesses.





# PROGRAMME STRUCTURE



## STARTUP BOOTCAMP

The programme kicks off with an **in-person event**, then **50 selected entrepreneurs** with growth potential will access an 8-week virtual training bootcamp, with ongoing individual and peer group mentoring.

Your employees can get involved by providing training workshops on topics such as marketing, finance and sales.

## PITCHING ROUNDS

With the knowledge gained, the entrepreneurs prepare for a **round of virtual pitches**.

Your employees can get involved by coaching the young founders to develop their pitch.

## DEMO DAY

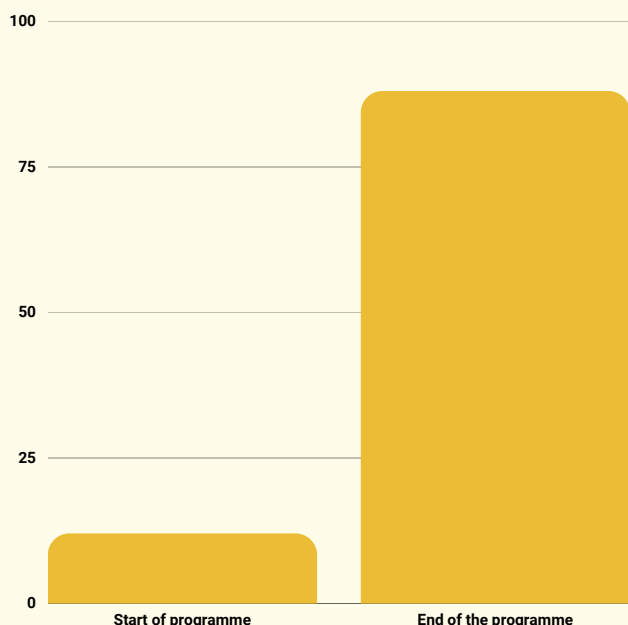
The programme will culminate in a **celebration of achievements at a Demo Day**, featuring pitches by the finalists, grant and certificate awards, exhibition of the businesses and inspiring guest speakers.

Your employees can get involved by appearing as guest speakers and / or judges.



## DEVELOPING SKILLS & BUILDING CONFIDENCE

Empowering participants with business skills builds their confidence, giving them the tools and knowledge they need to succeed in their careers.



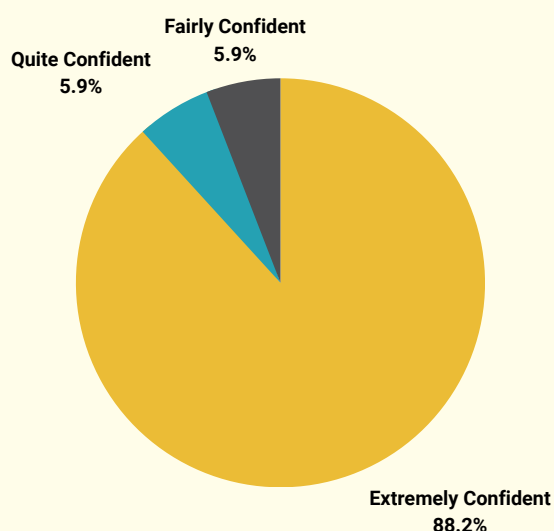
*"I feel confident about setting up and running my own business."*

## BUILDING RESILIENCE

Through the various activities and preparations for their final pitches, our entrepreneurs learn to overcome challenges and setbacks, which builds their resilience for future endeavours.

## RAISING ASPIRATIONS

At the start of the programme, only 25% of the participants felt a sense of hope and positivity about their future while at the conclusion, 88.2% had become extremely confident



*"I feel positive about my future."*

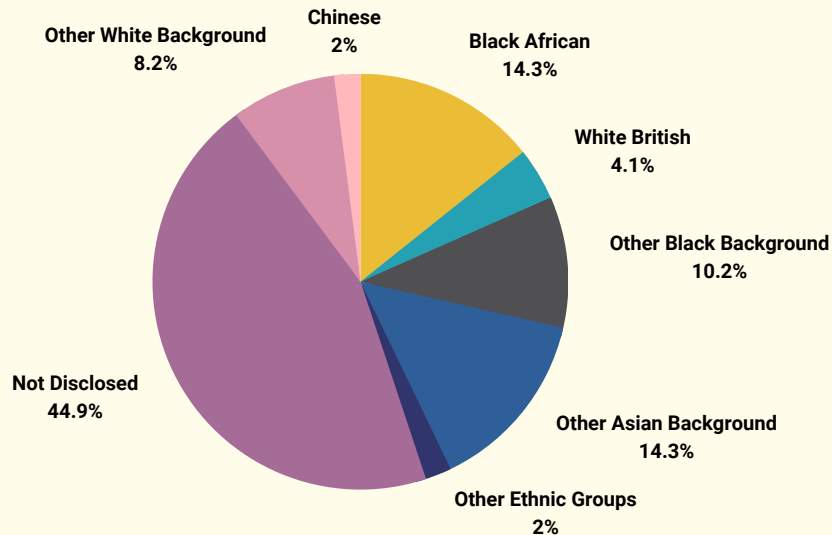




## PROMOTING INCLUSIVITY

Launch It Labs **creates opportunities for young people from all backgrounds** to develop their entrepreneurial skills, creating a more inclusive and diverse business community that better reflects the wider population.

Out of the total participants, **55% were female and 45% were male**, with **12% of which were people with disabilities**.



## EMPOWERING COMMUNITIES

**80% of those on the programme launched their business.** This yields positive results in their communities and benefits the local economy. The summary below shows the **percentage increase in various aspects of community support**.

*"I buy from local suppliers."*

**62.5%**

*"I provide work experience."*

**41.5%**

*"I host local events."*

**75%**

*"My company is a social enterprise."*

**70%**

*"I'm a role model for other entrepreneurs."*

**75%**

*"I hire freelancers."*

**50%**







"Before joining the Launch It programme, I was experiencing a difficult time in my life. I faced some personal and health issues when I moved to the UK and this had a knock on effect on my confidence.

My business, **Tetra Artsy Design**, specializes in bringing people's ideas and words to life through engaging and charming illustrations. I wanted to start this business because of my love for illustrations but it was difficult to get going because I didn't have the confidence and I had no idea how to start a business or explain to people around what exactly my services are.

I found out about Launch It through searching online for places that offer longer programmes of support. Being a self-taught artist, I frequently questioned my skills and was hesitant to share my work with others. **Launch It Labs has given me confidence to believe in my work and taught me how to create diverse revenue streams for my business.**

It has been **a life changing programme for me**. Having a mentor to guide and support me has helped me overcome business related challenges as well as personal ones. **Because of my mentor, I have really gained confidence and I am coping better with life.**

The future is bright for Tetra Artsy Design because I now have a vast amount of knowledge which I can use to grow my business."

--SUMYIA IMRAN,  
**Tetra Artsy Design**

**"Fiverr decided to partner with Launch It because there is synergy between what we do.** Our brand purpose is to create opportunities for anyone to grow their business, brand, or dreams.

Through our social impact work, we aim to pursue programs and partnerships that enable people from all backgrounds to access the support and resources they need to start their businesses.

Providing Fiverr credits alongside Launch It's programming for young entrepreneurs has provided opportunity for those on the program to launch a business and become confident entrepreneurs with a **strong sense of purpose and achievement.**

**Launch It's communication has been excellent** and they have used every opportunity to promote the work we are doing together."

--MICHELLE BALTRUSITIS,  
**Social Impact Manager, Fiverr**

**fiverr.**







**LAUNCH IT**

WWW.LAUNCHIT.ORG.UK

# Ready to pitch in and make a difference?

**CONNECT WITH US!**

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