

Our members are top universities, accelerators, business incubators, co-working spaces, colleges, local authorities and enterprise support agencies.

Collectively, our constantly evolving membership community form a large part of London's world class ecosystem for new & growing businesses.

We create innovative support projects and establishing delivery consortia from our membership base, to maximise the impact of public resources and leverage of private sector co-investment.

We have helped SMEs raise finance, access business support & benefit from the innovation and knowledge capacity of our university members

**70+**

**Members**

**2000**

**SMEs supported**



**CAPITAL ENTERPRISE**

We are London's start-up experts, connecting and energising a world-class entrepreneurship ecosystem

Capital Enterprise is a body of connectors, influencers, providers, investors and policy-makers, collaborating to super-charge London's start-up scene.

**32**

**London Boroughs covered**

Our members deliver and operate their organisations across 32 London Boroughs (plus the City). They serve approximately 15% of all entrepreneurs and SMEs in London, a third of all companies looking to raise capital and can reach all parts of the community. Our footprint gives us visibility of the challenges faced in different parts of London.

**3500**

**Entrepreneurs in our network**

Our interaction with entrepreneurs enables us to understand the challenges they face.

We have collaborated and supported a wide range of different entrepreneurs. This enables us to build a knowledge hub and help supplement our talent pool to support further SMEs in London.

# THE PROBLEM



Tech entrepreneurship and start up opportunities are not accessible to all communities in London:

- Hackney, Tower Hamlets, and Newham are missing out.
- Digital and tech sectors are not inclusive or diverse and numbers of BAME and female founders are very low

Public funding for entrepreneurship is shrinking and new approaches are needed.

## STRATEGIC PRIORITIES

# J.P.Morgan

&



CAPITAL ENTERPRISE

JP Morgan Chase's Global Philanthropy priorities for London 2018 – 2020 include:

- Supporting under-represented entrepreneurs to start up successful businesses
- Helping existing community businesses to be more resilient
- Helping under-represented entrepreneurs scale their businesses and increase productivity

Capital Enterprise have developed a programme to make tech entrepreneurship more diverse.

## THE SOLUTION Diversity in Tech

**1 DELIVERY**  
TARGETING HACKNEY, TOWER  
HAMLETS & NEWHAM

### DIVERSITY IN TECH

Outreach marketing and community engagement  
Diversity action plans and awareness  
Reserved places for BAME and female founders on pre accelerators, accelerators and investment readiness programmes  
Mentoring programme  
Enhanced access to investors

**2 THOUGHT LEADERSHIP**  
PAN LONDON

Inspiration capital campaign - #facesoffounders – developing a pipeline and sharing inspirational stories  
Venturing into Diversity– research and toolkit to make London's finance and investment community more diverse  
Longitudinal Study

2 year programme starting Summer 2018

# OUTCOMES

1

2x



Double no. of women and BAME-led tech founders raising investment through CE's programmes

2



Improved diversity of tech pre accelerators, accelerators, investors and other relevant ecosystem stakeholders

# OUTPUTS

**100** BAME / female led businesses supported

**100** BAME / female-led entrepreneurs mentored

**£15M** investment raised

**60** Investors and accelerators signing 'Diversity in Tech Pledge'

**300** high value jobs created

**50** female or BAME-led start-ups progressing to investment or accelerator support

## PARTNERSHIP

This initiative is led by Capital Enterprise with support from the JP Morgan Chase Foundation



**CAPITAL ENTERPRISE**

It is delivered by a consortium which includes:



**DIVERSITY VC**



THE UK NETWORK FOR  
AMBITIOUS TECH ENTREPRENEURS