

Homerton Changemakers Seed Fund Initiative

A scheme for accelerating the development of student-led initiatives with capacity for making change in society, civics, education, business, policy.

Changemakers Seed Fund is an annual scheme to which Homerton students can apply for amounts £1000-£2000. Grants will be made for proposals for establishing a social enterprise, supporting an existing start-up or project, developing creative projects or campaigns, or supporting research towards a new enterprise. Proposed projects must be focused on increasing public good and societal impact, and reflect the values of Homerton Changemakers - building collaborative efforts towards more just, sustainable, regenerative systems and futures.

The fund explicitly supports ventures at the start up stage, where seed funding of this kind will make a substantive difference to the likely success of the projects/products: eg: a new or existing start-up, social enterprise, or collaboration poised for success. You're expected to have a legitimate, genuine idea that you're committed to pursuing. Wherever possible, you will also be encouraged to explore the possibility of using innovative technology to achieve your aims (but not necessarily developing the technology itself during this stage), or to upgrade existing digital technology you are already using.

Why this Seed Fund?

Are there other schemes like this available to Homerton students? Not exactly. Seed funds exist via the Judge Business School, Cambridge Angels, and various schemes across the Cambridge ecosystem—entrepreneurs, angel investors, Maxwell Centre, Deep Tech Labs, Startus Codon, Babraham, and many more.

The Homerton Changemakers Seed Fund differs from other opportunities in that it is a) Homerton-only, b) not restricted to entrepreneurial or business ventures - there is scope for creative and minor research projects leading to a change-initiative, and c) focuses explicitly on levers for change towards the common good, towards a more just, sustainable and regenerative world.

Conditions of possibility to enable success

The insights developed during your Changemakers experiences (from leadership to deep listening; systems change to social impact and innovation models; collaboration to inner development) can be directly applied to your work formulating a proposal and carrying it out.

Changemakers staff will be available to support the development of applications. You will also be directed to existing resources - eg: Ashoka Changemaker, The Skoll Centre - to help inform project design and ambition.

The scheme requires collaboration - a minimum of two people per project. Whilst this can be sometimes challenging, the strength and ways of working that teamwork requires often leads to stronger outcomes.

Winning project groups will be obliged to attend a development day (13 June 22), hosted in partnership with members of the Cambridge tech ecosystem and Cambridge Wireless, and to present their work to leading figures in the Cambridge innovation ecosystem at a Showcase day (30 Sep 22). You'll benefit from a dedicated, experienced mentor drawn from the Cambridge eco-system of CEOs, entrepreneurs, investors, artists, & leaders throughout the programme.

Winning groups will also be obliged to complete short surveys pre-project, mid-project and post-project (canvassing such things as self-confidence, understanding the problem domain, skill in collaboration), and to submit a final project report. These will be used to both help you engage more deeply with your own journey - you'll be sent a summary of their responses at programme end - and to develop impact narratives for the scheme.

Eligibility

At time of application, the lead applicant must be a current Homerton student or current Homerton Changemakers Student Ambassador and must have attended at least 5 hours of Changemakers events over the last 2 years (mentoring, residentials, workshops, conversations).

Application process and protocol

- 1) Applicants will be asked to submit a 2-minute video pitch* of their idea along with a short application form that outlines:
 - a. **a statement of the problem-why are you pitching for this money?**
Note: Funds will be made for proposals for establishing a social enterprise, supporting a new or an existing start-up or project/product, developing creative projects, running a campaign, or supporting research towards a new enterprise. Proposed projects must be focused on increasing **public good and societal impact** and reflect the values of Homerton Changemakers.
 - b. **the project process stating what you will do if you win the money, and what stage of development you expect to reach at the end of the funding period (mid June- mid-October).**
 - c. **a budget and justification for the amount requested** (eg: travel expenses; accommodation costs; interviewers costs; materials; production of reports/digital assets or posters). Funds may NOT be used solely as travel grants, to cover regular living expenses, or to pay for time whilst volunteering
 - d. **a statement on the proposed impact of the project:** whether enabling a business to be started, or the development of research of a campaign; and a statement on how the efficacy of the project will be measured quantitatively or/and qualitatively

**The video pitch can be a summary of all of these points; a single message; or an introduction. It's up to you. The task is to interest the judges, persuade them of the seriousness of your initiative, and to communicate something about you and how you will work. Any standard video file format is acceptable; and the file can be shared via email by file transfer (WeTransfer, Dropbox, G-Drive etc)*

- 2) Applicants can request between £1K - £2K per project. The budget can be used for expenses (travel and accommodation), to test specific aspects of technology, to buy technology, to develop materials, to run a campaign, to undertake a specific project with another partner

organisation, or to pay interviewers or researchers. Funds may not be used solely as travel grants, to cover regular living expenses, or to pay for time whilst volunteering.

- 3) Applications must be submitted via the online form and by email/file transfer (video pitch) to changemakers@homerton.cam.ac.uk by **26 May 2022, 5pm**. Late applications will not be dealt with.
- 4) Project groups must comprise at least 2 people (maximum 6)
- 5) The judging panel will comprise a Fellow of Homerton College, members of the Changemakers senior team, a Cambridge industry mentor, and an industry representative.
- 6) All successful project groups will be informed by 8 June 2022
- 7) All successful project groups must be available on the Briefing Day (13 June 2022), and Showcase Day (30 Sept 2022).*
- 8) All successful project group members will be required to complete a pre-, mid-, and post-project survey; and as a group submit a post-project report (proformas will be supplied).
- 9) Projects may also be featured on Changemakers social media, website and reports.

** If the lead applicant or a team member is an international student and not likely to be in the UK on Sep 30, please get in touch before applying. Arrangements may be made for an alternative form of presentation.

Timeline

Date	Activity
10 May	Call for application opens
26 May	Closing date for applications
30 May-3 June	Shortlisting applications
7 June	Decision-making
8 June	Notification to winning groups
8-10 June	Mentor matching
13 June	Briefing & Development Day, including workshops, presentations and networking <ul style="list-style-type: none"> • the winning groups will meet their mentor for the first time over lunch, have their first meeting on the day, and make appointments for future mentoring sessions

June-Oct	<p>Initiatives underway</p> <ul style="list-style-type: none"> ● Mentoring takes place online or in person, likely once a month until the submission of the final report ● Mentors will also help their groups to prepare for the presentation on the showcase day on 30 Sept. ● Pre, and mid-project surveys
30 Sept am (finishing with a buffet lunch)	<p>Showcase Day for the winning group on the final day of the Changemakers Autumn Residential (25-30 Sept) - stakeholders, judges, mentors, VIP guests and students are all invited</p>
15 October	<p>Final project reports and surveys due</p>
30 October	<p>Survey summaries to Project Groups</p>