



## WHAT IS IT

The *We in Social Tech* is a London-based accelerator created to support ambitious enterprising women like you, who are passionate about making a positive impact with your business.

Specifically, this accelerator aims to help you:

- Make a step-change in your business.
- Overcome a specific challenge or reach a specific milestone.
- Build your confidence, knowledge and the skills you need to spearhead your business to the next level.
- Develop your professional networks.
- Grow your social tech businesses that has a positive impact on society.

Full programme details: <https://www.weinsocialtech.co.uk/accelerator/>

The accelerator is delivered by [Nwes](#), the largest not-for-private-profit enterprise agency in the UK, in collaboration with founding partner Deutsche Bank, through its social enterprise programme [Made for Good](#).

## WHO IS IT FOR

*We in Social Tech* is open to ambitious women-led social tech businesses registered in the UK. Social tech is defined as a business that applies technology to address social challenges.

Whether you're starting out or are already established, the most important thing is that you're passionate about making a positive impact with your business.

**We invite founders who meet the following criteria to apply to the programme:**

### Essential

Your business:

- is a technology business which is female-led. Female-led is defined as a company, business or social enterprise in which at least 50% of the owners, partners or directors are female.
- has a clear social aim or purpose, and is using technology to address social challenges

Supported by

**MADE for GOOD**  
The Deutsche Bank enterprise  
programme for social good



+



- is UK registered. If not yet registered, the founder(s) must be UK residents.

You, the founder(s):

- have ambition to grow the business, increase turnover and develop a successful team.
- are working full time in the business, or have an intention to be full time within a year.
- must have a specific challenge to overcome, a milestone or goal to reach during the length of the programme.
- are willing to actively share your own knowledge and skills with other participants, and contribute to building a vibrant peer-network
- are willing to provide monthly information about your progress to help us monitor and improve the programme
- are able to start the accelerator programme on 10 July 2019, and are prepared to engage with the programme for six months - this includes attending Business Growth Programme events at Wood Green Works every Wednesday

Desirable:

- Your business has a minimal viable product and early traction

#### **WHAT WE WOULD LIKE TO SEE IN A SUBMISSION**

- A 1 minute pitch video (voice recording) OR,
- An image or infographic about your business and its vision
- A fully completed application form

All applications will be scored against the following criteria:

- ambition and determination of the founder(s) – 25%
- clarity of social purpose – 25%
- understanding of the market (positioning, competitors, customers/users) – 25%
- potential for growth – 25%

#### **WHAT HAPPENS IF YOU ARE SELECTED**

Successful applicants will be notified by no later than 10 June 2019.

You will need to confirm your place by no later than 14 June 2019.

The accelerator starts on Wednesday 10 July 2019.

## **TERMS AND CONDITIONS**

All applicants will be informed whether they have been successful or not. We are expecting a high number of applications, and we regret we will not be able to provide feedback on unsuccessful applications.

General Nwes Privacy policy:

<https://www.weinsocialtech.co.uk/privacy-and-cookies-policy/>