Market Test for Launch-Pad Venture Studio – Strategic Partner Project

Ref: 1715LaunchPad

Closing date for the return of expression of Interest :Tuesday 01st June 2021 at 12.00pm Midday

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| Owner: Phil Marshall Version No: 01 Approved by James Murray. Date: 17/05/2021 |  |

1. Timetable
   * 1. Set out below is the proposed timetable. This is intended as a guide and Falmouth University reserves the right to amend it at any stage.

| Activity | **Date** |
| --- | --- |
| Dispatch of Market Test Document | 17/05/2021 |
| Deadline for clarifications | 24/05/2021 at 12.00pm Mid-day |
| Return of Expressions of Interest | 01/06/2021 at 12.00pm Mid-day |

2. **Correspondence**

2.1.1 All interested parties who can meet the elements of criteria as set out in section 5, should reply with an Expression of interest, by the deadlines as stated above. This should include a brief overview of your company (including contact details) and any relevant experiences in delivering this type of project. All expressions of interests will then be reviewed and invited to participate in the next stage of the process (if applicable).

All correspondence should be directed via our procurement e-mail address – [Procurement@fxplus.ac.uk](mailto:Procurement@fxplus.ac.uk) and copying in the project lead [phil.marshall@falmouth.ac.uk](mailto:phil.marshall@falmouth.ac.uk)

All clarifications and expressions of interest submissions must be received by the requested deadlines.

1. **Background:**

3.1.1 Launchpad is an innovative, post-graduate incubation and acceleration programme developed by Falmouth University that creates new digital businesses to meet identified market demand in just 12 months. Software engineers, digital creatives and businesspeople are brought together to solve industry challenges set by strategic partners.

Founders create new high growth, high value tech businesses in Cornwall, that are underpinned by a specially designed one-year MA Entrepreneurship programme. Launchpad is an ambitious programme driven by Falmouth University and designed to retain talent in Cornwall, boost the local economy and create global opportunities. Our aim is to recruit the best graduates and work with exceptional partners to drive success for us and for Cornwall.

For more than 100 years, Falmouth University has been a hub of creative thinking and design innovation.

Today, its portfolio of undergraduate and postgraduate courses represents the breadth of the Creative Industries, from art, design, and fashion, to gaming, music, and film.

Falmouth’s research programmes are built on the principle of open innovation - the idea that the grand challenges of our age can be addressed most effectively when tackled collaboratively across disciplinary boundaries. They focus on delivering impact for lives and economies through the development of new knowledge, solutions, services, and products.

More than 5000 students from across the globe study on Falmouth’s two campuses, with access to professional standard environments including state-of-the-art performance and recording studios, some of the best photography facilities in Europe, cutting edge digital manufacturing technology and a TV studio and gallery.

As well as the courses that are delivered on-campus in Cornwall, Falmouth also provides ground-breaking online distance learning and exciting partnerships with industry-leading bodies including the Academy of Contemporary Music and the Fashion Retail Academy in London.

Falmouth University is changing the way Higher Education is delivered. Its future focussed and transdisciplinary approach means it is planning for the needs of the future economy, ensuring its students have the skills they need to excel in a fast-changing world. Putting real world, real market challenges and hands-on experience at the heart of the learning experience also means that Falmouth’s graduates leave as experienced professionals, accomplished complex problem solvers and strong team players.

Falmouth University’s Launchpad programme is building a large number of software businesses in Cornwall; our target is 16 new companies a year each looking for various funding streams/investment

1. **Purpose of Market Testing Document:**

4.1.1 We are seeking a strategic partner to provide a structured learning experience with three 90-minute on-line sessions that take our students from introduction of a proposed problem space to designing, developing, and pitching a solution in a short-sprint process.

The winning student pitch would receive working capital and mentorship from the strategic partner for the remainder of the year with the objective to coach them through market validation activities. If any of the teams are of an investment interest, the partner would be willing to become a lead investor with Falmouth University, take an equity position, and continue mentorship.

An ideal strategic partner would:

1. Focus on holistic and regenerative ecosystem solutions.
2. Be founded by Serial Entrepreneurs with deep experience building human and system-centred ventures, products, services and programs from insight, conception, and development to market execution.
3. Have leadership experience across a broad range of organizations and cultures from early-stage start-ups to large established enterprises.
4. Be able to solve Global Challenges from A Local, Place-based Perspective
5. Have expertise running collaborative  workshops and design sprints for large companies around the world. (For example, NASA)
6. Fundamental belief that technology can be leveraged to change the world - for the better.
7. **Project Expectations:**
8. Develop 2 problem space options and present each of these as a 1-page outline to the Launchpad Team.
9. Develop and deliver 4 sessions within the induction of the programme
10. a minimum of 1 hour per week in the first three months from the Commencement Date
11. Provide £5000 of working capital
12. a further minimum of 1 hour per fortnight (two weeks) for the remainder of the Term following the initial three months.
13. High level strategic input relating to the market to which the project relates
14. Background information / context about the Strategic Partner
15. Introductions to networks, people or organisations that are deemed to be of value to the Venture team in order to further the Project
16. Review at month 6 of the cohort to assess if there are any potential investable prospects.