

# CAMPUS LONDON

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## ANNUAL IMPACT REPORT





Hi,

2015 was an amazing year for us at Campus London. In March, we celebrated our third birthday and ushered in a year of great milestones, both locally and globally. Anyone who came to our party will remember we chose the theme “Around the World” in honour of our new spaces for startups—all based on the Campus London model.

Each Campus is a place for the early-stage startup community to come together. In London, our community—which includes designers, developers, founders, and investors—is now 50,000 strong. Our ever-growing membership is, for me, one more sign of the strength of our city as a tech hub.

#### **Convergence and diversity**

Trends we saw in the survey spoke to the breadth of amazing companies based at Campus. It's a rare startup that fits neatly into one vertical in 2015. Diversity gives strength to our city and community, and that diversity comes in many forms, whether it's background, race, gender, age, nationality, or more.

We're deeply invested in widening access and helping diverse teams thrive. I'm proud that our work—from the launch of *Founders over 50*, the fifth round of *Campus for Mums*, and our new networking breakfast #pocotech for people of colour working in tech—has helped us develop a Campus that's more diverse than ever. Read on to find out our latest data in this area.

#### **Quality education and going global**

In 2015, we delivered almost 1,500 hours of mentoring with Googlers, kickstarted our livestreamed series of technical talks, hosted a GV design sprint for scale-ups, and sought inspiration from fireside chats with Dave McClure from 500 Startups and Techstars' David Cohen.

Going global continues to be a hot topic. Google for Entrepreneurs Exchange brought seven hand-picked international fashion-tech startups to London for a week of immersion in our city's scene.

#### **The future**

2016 promises big things at Campus London. To keep up with this pace of change, we gave our building a little refresh; I can't wait for you to see our new spaces. We'll continue to run our own programs, from Friday morning mentoring to technical masterclasses, host hundreds of events run by others, from startups to organisations, and continue to test out new programs to learn how we can best serve you: our Campus community.

Here's to an amazing 2016 at Campus London!

Sarah Drinkwater, Head of Campus London

# £50,397,000 IN FUNDING RAISED AND 1,040 NEW JOBS CREATED BY STARTUPS AT CAMPUS LONDON

(that's more than £142 million raised and 2,830 jobs created since we opened in 2012!)



50,000+ MEMBERS AT CAMPUS LONDON



1,493 HOURS OF MENTORING

conducted by Googlers for entrepreneurs



From 2014 to 2015, the percentage of

WOMEN AT CAMPUS LONDON GREW FROM 20% TO 37%



704 COMMUNITY-RUN EVENTS

hosted at Campus London

38% OF STARTUPS AT CAMPUS LONDON

have at least one female **founder**

53% OF CAMPUS MEMBERS

come from outside of the UK



## THE PRIMARY REASONS MEMBERS SAY THEY WORK AT (OR FOUNDED) A STARTUP

1. To make a difference in the world
2. To work for myself
3. To pursue my passion
4. To create a solution to a problem

## THE TOP CHALLENGES FACING FOUNDERS IN LONDON

1. Acquiring customers/users
2. Generating revenue
3. Raising financial capital

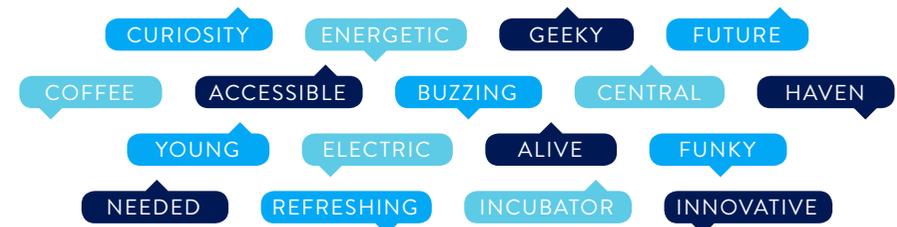
## THE TOP REASONS OUR COMMUNITY COMES TO CAMPUS

- 49% To attend programs & events
- 25% To work in the Campus Cafe
- 13% To work in TechHub's coworking space
- 13% Other

## FOUNDERS IN LONDON SAY THESE HELPED THEM SUCCEED

1. Their prior experience
2. Their own network
3. Their formal education

## SOME OF THE TOP WORDS USED ABOUT CAMPUS LONDON

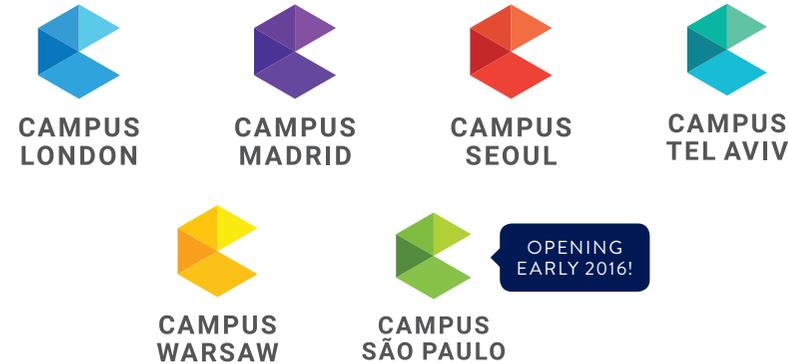


Almost two decades ago, Google began as a startup in a Silicon Valley garage—those entrepreneurial roots are something we still hold dear today. Times have changed since those early years, and we see now that great companies are not being founded in isolated garages, but in thriving communities all over the world.

The Google for Entrepreneurs team creates spaces called Campuses to bring those communities together and to help entrepreneurs get access to critical resources like mentorship, technical training, and a supportive community. At Campus, founders from all walks of life work on their big ideas in a collaborative environment. These same entrepreneurs are building exceptional technologies, creating new jobs, strengthening economies, and improving the web.

In 2012, Google opened the doors to our first Campus space: Campus London. The success of the startup community here at Campus London has paved the way for more Campuses to open, including the launch of three new Campuses in 2015. We've also been around to watch London establish itself as a global hotbed of startup growth and investment—today, London is the top ranked European city for supporting startups (European Digital City Index, 2015).

### TODAY, THE GLOBAL CAMPUS FAMILY INCLUDES:



Campus London is located in the heart of East London's Tech City. Our building offers seven floors of flexible work space, high-speed internet, a cafe where members can work for free, and event spaces where entrepreneurs are attending free classes, workshops, mentorship sessions, and meeting members of the community. (We even have a Bitcoin ATM!)



### A THRIVING COMMUNITY

2015 was a huge year for Campus London—we celebrated our third birthday and our community grew to be 50,000 members. Membership is completely free and open to anyone who wants to sign up on our website ([campus.co/london](http://campus.co/london)). We pride ourselves on welcoming, supporting, and enabling all kinds of founders from every kind of background and expertise.

Our community includes members from 159 countries, and 53% of our community is from outside the UK. In keeping with our commitment to an inclusive and welcoming community, we launched programs specifically for older founders, continued our successful Campus for Mums and Dads program for new parents, and hosted a variety of student groups to inspire the next generation of innovators. Women at Campus London now make up 37% of our community, an increase from last year and something we continue to work on across all of our Campus locations. We know that diverse teams produce more innovation, and we're proud to be a welcoming home for all kinds of founders and perspectives.

## CAMPUS PROGRAMS & EVENTS

Our team of experts at Campus London dedicates themselves to building a thriving community for entrepreneurs of all kinds. The Campus team runs premium programs and events designed to educate, inspire, and connect entrepreneurs. We have comprehensive programming ranging from design workshops to networking events to mentorship sessions. We are very proud of our extended courses for parents who want to start companies and pre-accelerator programs for older founders, and are committed to doing everything we can to serve entrepreneurs from around the UK and the world.

2,348 people participated in Campus London programs in 2015, and globally, 18,632 people participated in Campus programs.

### LEARN@CAMPUS

*Practical classes to teach people how to turn their ideas into a thriving company.* From one-hour advanced workshops to 10-week pre-accelerator programs, Campus London runs all kinds of classes and trainings to teach people how to turn their ideas into a thriving company.

#### Campus for Mums and Dads

*A baby-friendly startup school for parents*

Through a multi-week program, Campus London helps mums and dads make progress on their big ideas through courses, mentorship, and meetups. Campus for Mums and Dads is the world's first baby-friendly startup school.

#### Founders Over 50

*Helping experienced professionals build a tech company*

Founders Over 50 is designed to support and inspire first-time entrepreneurs over 50. Over six weeks, selected startups benefit from peer mentoring, workshops, and training sessions with entrepreneurs, all leading up to a Demo Day showcasing their companies.

### MENTORING@CAMPUS

*Googlers and industry leaders share their expertise with founders.*

Campus London hosts Googlers and other industry experts to answer questions and give feedback at weekly mentoring sessions.

Campus London oversaw more than 1,493 mentorship hours between Googlers and entrepreneurs, and organised programmes that gave a spotlight to entrepreneurs innovating in various industries—from food to fashion to education.

### TALKS@CAMPUS

*The best founders, industry leaders and innovators speak at Campus.*

Campus London brings the best speakers—including successful entrepreneurs, industry leaders, venture capitalists, artists, and dreamers—to speak at Campus and share their insight and experience.

**Dave McClure** of 500 Startups spoke about funding and nurturing startups.

Techstars' **David Cohen** gave a fireside chat discussing startup communities and venture capital, and celebrating the joining of UP Global and Techstars.

### CONNECT@CAMPUS

*Opportunities for founders to make meaningful connections.*

Campus London bridges the gap between entrepreneurs and larger corporations and institutions, and helps founders make meaningful connections with their next business investor, co-founder, or recruit.

### GOOGLE FOR ENTREPRENEURS EXCHANGE



#### Campus Exchange

*Helping founders take their startups global* Campus Exchange is a week-long immersion program that bridges the gap between startups, experts, and new markets. In 2015, seven hand-picked international fashion-tech startups came to London for a week of networking, investor meetings, and mentoring from founders in the industry.

## COMMUNITY-RUN EVENTS

Campus London's community event space is open to anyone who wants to host a great event for the tech startup community in London. The event space is free to use. Priority is given to events that are free, open, and beneficial to the Campus community.



704  
COMMUNITY-RUN  
EVENTS

were hosted at Campus London in 2015.

### EVENT HIGHLIGHT: HACK CANCER

Hack Cancer operated a nonprofit hackathon where coders, medical professionals, designers, and marketers came together to create products that addressed cancer and related problems. Examples of products created include an Android app to send love and care packages to patients at all phases of treatment.



2,075  
COMMUNITY-RUN  
EVENTS

were hosted worldwide in 2015.

## SUCCESS AT CAMPUS



**Eyetease** started at Campus London and is a geo-targeted advertising hardware and wifi service for taxis. Founder and CEO Richard Corbett had to lobby for a change in UK law to accommodate his business plans. The startup now holds contracts with some of the world's largest digital advertising suppliers, including US tech giant Verifone. Sales have grown from £21,000 to over £3,000,000.

*“From concept to launch, Eyetease has grown at Campus thanks to the facilities, people, and introductions made within the four walls of this entrepreneurial hub. If no one can see you or hear you, no one can buy from you. Being a resident at Campus over the past 3.5 years has enabled Eyetease to be seen and heard by the right audience, which has helped my business grow to the multi-million pound turnover business it is today.”*

— Richard Corbett, Founder, Eyetease



**GiveMeTap** is a reusable water bottle service and app that helps fund wells in Africa. Founder Edwin Broni-Mensah launched the company in the Campus London Cafe in 2013 and started building his team there. After 42,000 water bottles sold and £277,000 in revenue, GiveMeTap is now a Y Combinator company headquartered in San Francisco. The company uses a percentage of its profits to bring clean water to Africa.

*“Campus has always believed in the GiveMeTap mission. Campus has been much more than just a space to work from and the team has played a key part in our early success.”*

— Sanum Jain, Head of Partnerships, Give Me Tap



**Welldoing.org** is an independent psychotherapist and counsellor directory and information resource for people who want to enhance their health and wellbeing. Welldoing.org was founded by Louise Chunn, a former magazine editor (Psychologies, Good Housekeeping, In Style), who believed that the market for mental health practitioners should be as user optimized as a dating app. Chunn earned a slot in Campus London's "Founders Over 50" program, through which she was able to develop and launch her site. She recently won the only UK slot at Blackbox Connect, a two-week accelerator in Silicon Valley.

*“Campus London is great for welldoing.org. We can feel the creative energy every time we walk in the door and there are always people willing to help startups like ours.”*

— Louise Chunn, Founder, Welldoing.org



## THE ROAD AHEAD

Campus is proud to be a home for entrepreneurs of all kinds in London. In 2016, we'll continue to provide deep resources, from workspace to community to impactful education and opportunities so that we can continue to grow the innovation economy in the UK. We've just done a refresh of the Campus building and we encourage you to come check it out and meet some of our outstanding founders to see the incredible technologies they are building. As we always say, come start something!

For more information, or to become a member (for free!), visit [campus.co/london](http://campus.co/london).

Find this and our other annual Campus reports at [campus.co/impact](http://campus.co/impact).

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