



ACCELERATOR

Elevating Ambitious
Ethnic Minority
Founders

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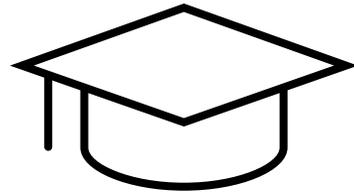
MSDUK Accelerator Mission

To develop the ethnic minority businesses of today so that they become the diverse businesses and leaders of tomorrow.

Our Why



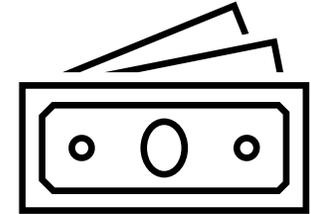
Underrepresentation
In **early-stage**
investment



Lack of privileges
due to **education**
route



Excluded or
underrepresented
from **VC funding**



Underrepresented
in startup **financial**
support ecosystem

At MSDUK, we understand these first-hand struggles and are on a mission to change this narrative.

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MSDUK Aims & Ambitions

- > Support 300+ ethnic minority business ventures through the MSDUK Accelerator over 3 years
- > Leverage our unique advantage of corporate and ethnic minority business network to help participating ventures
- > Create a community for ethnic minority business ventures to thrive
- > Motivate, support and challenge them to succeed
- > Create pilot-ready companies 6 months post-acceleration

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Programme Benefits

Programme Benefits



Exclusive mentor network
of experts in B2B,
entrepreneurship,
technology, and design



**3 months intensive
acceleration support**
covering 5 unique sprints,
with no equity or cost



1 year of follow-on support
as a registered MSDUK
member



**Community of diverse
businesses, advisors, and
investors** who champion
ethnic minority startups



Entrepreneur support
with insights in startup
strategy, growth and
development, investment,
and product testing

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Application Requirements

We are looking for **Business to Business (B2B)** or **Business to Business to Consumer (B2B2C)** ventures that believe the following will help them:

- Has a product or service that a corporate may need or want.
- Focus on validating your business assumptions.
- Fast track your knowledge on key components of entrepreneurship and building a business venture.
- Connect and engage with a cohort of fellow business ventures to support and help each other.
- Connect with the MSDUK corporate and Ethnic Minority Business Network.
- Have a growth and execution focused mindset to develop yourself as an entrepreneur as well as developing your business venture.

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Our Value Pillars

Value Pillars



PROPELLING BETTER SOCIETIES

From accessible healthcare solutions to big data for good, we want to leverage innovations that will truly impact society.

Examples include: Healthtech, IoT, edtech, Social innovations



AMPLIFYING SUSTAINABLE SOLUTIONS

Whether it is zero carbon, circular economies, or green technologies, we want to discover your solutions to the world's climate problems.

Examples include: Green technology, Sustainable packaging/Fashion, Clean energy

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Value Pillars



BUILDING CITIES OF THE FUTURE

From internal systems and processes to external commercial innovations, we are looking for the EMBs of tomorrow's cities.

Examples include: Employability and HR, Infrastructure, Logistics, Materials



EMPOWERING WITH CREATIVE AND DIGITAL

Whether it is revolutionizing advertising or reinventing creative communications, we want creativity to power our future economies.

Examples include: Immersive technology, Adtech, Artstech

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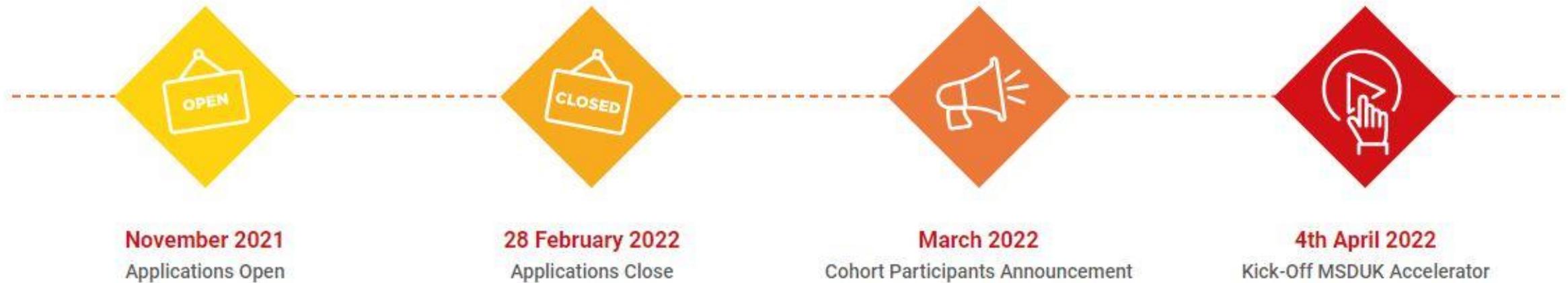
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Timeline



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Learning Methodology



Educational Journey

Providing insider knowledge and tangible outcomes, MSDUK Accelerator follows a two-week sprint model.

- > Built by enterprise educators, entrepreneurs, and EMB leaders
- > Expert Facilitators like Tectonics and Skyamo amongst others
- > Diverse representation in the Curriculum Team and educators
- > Masterminds and peer-to-peer learning opportunities
- > Additional support with Expert Entrepreneurs and MSDUK Mentor Network

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Our Learning Cycle: Think & Do, Share



Week 1: Think & Do

- Learn from experts within the sectors
- Engage in hands-on educational workshops and activities with facilitators
- Learnings into action with traction-orientated tasks
- Gain additional insights from Expert Entrepreneurs and Mentors



Week 2: Share

- Share growth and next steps with mentors, fellow EMBs in Feedback Friday Pitching Sessions
- Develop public speaking and communication skills

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Learning Modules

MSDUK Accelerator highlights practical knowledge from both our expert facilitators as well as our corporate mentors

- > Module 1: Customer Discovery
- > Module 2: Customer Validation
- > Module 3: Product Management
- > Module 4: Growth Marketing & B2B Insights
- > Module 5: Communication and Funding

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Guest Workshops

- > Corporate sponsor expert workshops – Branding, UX/UI, Practical Procurement
- > Entrepreneurial Finance
- > Entrepreneurial Marketing
- > EMB expert workshop
- > Tendering processes
- > Grant funding
- > Startup Legals online course

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EiR + Mentors

Expert Entrepreneurs

Much like entrepreneurs and experts-in-residence, the MSDUK Accelerator will have leading professionals share their insights in 1:1 meetings throughout the 3 month programme.

These individuals include:

- > Entrepreneurs with experience
- > Legal and accounting professionals
- > Marketing and product design experts
- > Pitching and sales coaches

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MSDUK Mentor Network

Each team will be given a vetted, volunteer mentor to provide external support and be a sounding board.

The mentors will:

- > Provide unbiased feedback on the company's growth
- > Join in Feedback Fridays for group insights
- > Share their personal experiences within the industry or their enterprise journey
- > Foster leadership support in the founding team

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Any questions?