

## The School's mouldbreaking entrepreneurship communities going from strength to strength

### THE BUSINESS INCUBATOR

London Business School's Business Incubator was given a resounding vote of confidence earlier this year when one of the start-ups it supported scooped the top prize in a prestigious enterprise competition.

SalesGossip, co-founded by **Zabetta Camilleri MBA2000** and **Emilio Sanz MBA2011**, won £25,000 in the RBS EnterprisingU business plan competition.

The Business Incubator supports a select number of graduating MBA students and recent graduates who have set up or are in the process of launching a business.

SalesGossip is just one of ten businesses currently supported by the Incubator, which offers premises, services and advice to recent degree programme graduates of the School. To see how SalesGossip and a selection of other Incubator businesses have fared, look at the case studies below.

To qualify for Incubator space, businesses must demonstrate that they have secured funds or have a reasonable prospect of doing so and make their application by submitting a business plan covering the following 12 months by 15 June 2013.

### ENTERPRISE 100

Launched in 1999, the E100 angel investor network brings together would-be entrepreneurs and potential investors four times a year and many student and alumni start-ups have launched with its support.

One of these is logistics and supply chain management company ByBox. Its co-founder **Dan Turner MBA2005** says: "When we needed funding to grow the business we pitched to E100 and rapidly received enough interest to close a crucial funding round.

"The investors took the time to understand our business, have been

super-supportive ever since and offer great practical help along the way. In addition, one of these investors – Stephen Bullock – became our chairman."

Membership of E100 is open to alumni with experience running successful businesses who now want to invest in high-growth potential ventures.

### ENTREPRENEURSHIP SUMMER SCHOOL

The Entrepreneurship Summer School, runs once a year from July to September, comprising a block week and two weekends, interspersed with field work.

The Summer School aims to provide participants with the tools to analyse their business idea and develop and apply the skills required to bring it to fruition.

For more information visit [london.edu/innovation](http://london.edu/innovation)

## Case studies: Growing with the Business Incubator



**Managing Director Cheyne Tan MBA2010 and Commercial Director Barnaby Voss MBA2010**  
BlikBook is a web platform that allows students and academics to engage with each other and discuss course issues without the need to get involved in a time-consuming round of email inquiries. Less than two years after launching, Blikbook supports courses at no less than one third of UK universities. "We were the first cohort to have access to the Incubator," says Cheyne Tan. "By offering us the basics, such as a roof over our heads, heating and an internet service, it allowed us to forget about those issues and concentrate on building the business. It's been great for us."



**Co-founders: Dr Jamie Wilson MBA2011 and Daniel Mueller MBA1996**  
HomeTouch is a consumer telecare business set up to provide solutions for older people to help them live independently. Its lead product is a ready-to-install tablet that provides a range of functionality that helps older people stay in touch with their family and communicate with care and support services. The founders recently received a prestigious Best Company award at Europe's premier Aging/Assisted Living event in Bilbao. HomeTouch's tablet-enabled software service will help to tackle the urgent problem for 20% of UK employees who currently have elder care responsibilities.



**Co-founders: Zabetta Camilleri MBA2000 and Emilio Sanz MBA2011**  
SalesGossip is an online digital marketing service that enables fashion retailers to communicate their promotions to targeted customers. Meanwhile, shoppers can find out about any fashion sale going on in their city and online. "The School's Incubator really helped SalesGossip get off the ground," says Zabetta. "The supporting community at the School in conjunction with the space and resources on offer enabled us to refine our proposition, start building momentum and be investment ready."  
"By the end of our term, we had secured the backing of some of the best angel investors in the UK."



**CEO Adam Davies SLN2009, CFO David Abbott SLN2009 and International Director Sanmit Ahuja SEMBA2004**  
Sanona is the UK's largest online pay-per-view Hindi movie service, offering the latest films from Bollywood and beyond, delivered directly via the internet into people's homes. "The Incubator provided a stable environment, including meeting rooms and free internet, while we grew from a founding management team to a staff complement of 11," says Adam Davies. "We also raised significant angel funding during this period. We are now in new offices but remember the times fondly and with deep appreciation of the support given."



**Co-founders: Julie Dagonet MBA2010 and Tadahiro Wakasugi MBA2010**  
Simbell designs and delivers flow learning experiences that leverage technology, engage learners and empower them to fulfil their potential. It develops engaging online courses in business skills to help 20 to 30-year-olds be successful at work and bridge the skill gap between academia and employment. The courses focus on achieving excellent student experience and learning outcomes through unique learning methods and proprietary content. They are sold to universities, to complement their degree programmes, and to corporations. The business model is scalable as it involves a one-off investment.

## 2012: A great year for the School – and here's why

**London Business School enjoyed yet another fantastic year in 2012, with MBA alumni benefiting from a record-breaking salary boost, the School retaining top positions in all the major rankings and members of faculty winning world-class awards for research, with no fewer than four named in the prestigious Thinkers50.**

### STUDENTS/ALUMNI

■ The class of 2008 enjoys the highest percentage salary rise of any of the major schools at 134%, according to the *FT's* MBA rankings for 2012, which compare the difference between salaries before and after the MBA.

### FACULTY

■ Four professors – Lynda Gratton, Gary Hamel, Nirmalya Kumar and Costas Markides – feature in the "definitive global ranking of management thinkers", the Thinkers50.  
■ Professor of Accounting Lakshmanan Shivakumar's article 'Earnings quality at initial public offerings', published in the *Journal of Accounting and Economics* in 2008, is acknowledged in the Emerald Management Reviews Citations of Excellence Awards for 2012.  
■ Professor Nirmalya Kumar's talk on

innovation in India featured on the homepage of TED.com, achieving over 200,000 hits.

■ *The Shift* by Lynda Gratton, Professor of Management Practice and founder of The Hot Spots Movement, becomes a bestseller in Japan, selling more than 34,000 copies in less than two months and reaching its fifth print. Gratton also receives the Center for Creative Leadership's 2011 Walter F Ulmer Jr Award for Applied Research at a ceremony in Brussels.

■ Julian Birkinshaw, Professor of Strategy and Entrepreneurship, is elected as a fellow to the British Academy in recognition of his outstanding research.

■ Professor H el ene Rey wins the inaugural Birgit Grodal Award, conferred in honour of a European-based female economist who has made a significant contribution to the economics profession.

### SCHOOL

■ The School tops the *Financial Times'* Masters in Finance post-experience programme rankings for a second consecutive year.  
■ The School is ranked third in the QS World University Rankings list of the best places to study accountancy and finance.  
■ A record-breaking Reunion 2012 sees more than 1,000 alumni in attendance and total gifts of £1 million.



## Why Atte is on top of the world

**A London Business School alumnus has conquered the Seven Summits challenge by scaling the highest peaks in each of the seven continents**

**Atte Miettinen DEMBAJ2011**, a UAE-based mountaineer, reached the final summit of Denali – also known as Mount McKinley – the highest mountain in North America, on 22 June. After reaching the 6,196-metre summit, Atte joined an exclusive group of mountaineers who have scaled each of the seven summits. The Executive MBA graduate is one of around 350 people – and the first Finnish person – in the world to complete the challenge.

"The last year, which I've dedicated fully to the Seven Summits project, has been a great experience and taught me a lot," he says. "The year has also charged my batteries full, so I now look forward to putting my MBA as well as what I've learnt on the mountains to use and get back to more 'traditional' work."

Seven Summits refers to a mountaineering challenge that involves climbing the highest mountains of every continent: Cerro Aconcagua (South America), Denali (North America), Vinson Massif (Antarctica), Elbrus (Europe), Kilimanjaro (Africa), Mount Everest (Asia) and either Carstensz Pyramid or Mount Kosciuszko (Australia).

Atte's Seven Summits project has been supported by several partners including Nokia, MTV3 and Estlander & Partners. For further information on Atte and the Seven Summit challenges visit [sevensummits.ae](http://sevensummits.ae)

