

# King's Start-up Accelerator

Overview 2025/26



Want to launch your own start-up? Have a game-changing solution to a pressing problem? Need some additional support to make it happen?

King's Start-up Accelerator (KSUA) supports ambitious founders to create impact at scale.

Since 2016, we've accelerated 160+ ventures and 300+ founders, tackling some of the world's greatest challenges.

Collectively they've generated £100m+ in revenue and created 1,300+ jobs. Check out King's ventures in our [digital portfolio](#).

# Why KSUA?

- 12-month programme to scale
- Powerful peer community
- Access to expert mentors
- Founder coaching
- Funding pathway



# Holistic Acceleration



A place to grow your venture, develop as a founder and supercharge your network.

FOUNDER PATH: LEADERSHIP, SKILLSET, FOUNDER WELLBEING

VENTURE PATH: CONTINUED VALIDATION, GROWTH, IMPACT

NETWORK PATH: INVESTOR READINESS & RELATIONS, PEER FOUNDER NETWORK

## Grow your venture

1:1 expert mentoring

Expert led deep dive workshops & sprints

Dedicated fundraising support

"I have learnt so much about how to go about entrepreneurship in a scientific way. For example, how to validate a problem, how to run experiments, how to measure results - which has not only given me key skills but also made me feel more confident in what I am doing and why."

- Jas Wilks, Founder, [Rejazz](#), Cohort 2024-25

## Develop as a founder

1:1 coaching

Leadership development

Peer-learning

"I've become more confident in handling cash flow, planning our funding, and setting clear targets for our team. The connections I've made with other founders are very valuable, challenging me to refine our go-to-market approach and focus on what really drives growth."

- Marcia Holst, Co-founder, [CarbonTag](#), Cohort 2024/25

## Supercharge your network

Investor engagements

Facilitated networking events and socials

Network effect -  
UniversityxFounderxIndustry

"King's Start-up Accelerator provides a vast network of investors, alumni and specialists, both in-residence and externally. It's an exciting place to be, and I think it's close to unparalleled."

- Harry Geisler, Co-founder, [YAVA](#), Cohort 2024-25

# Join a community of founders

"I used to keep my start-up challenges to myself, thinking I had to figure everything out alone. But joining the accelerator completely changed my perspective. The conversations I've had with other co-founders and mentors in the office has helped me learn and grow as a founder."

- Arjun Khanna, Co-founder, [Blitzo](#), Cohort 2024/25

"Being surrounded by other founders who are going through similar challenges has been incredibly motivating and reassuring - there's a real sense of 'we're in this together.'"

- Founder, Cohort 2024/25



# Funding pathway


How will you fund your venture? Our funding path helps you build financial fluency and confidence, explore your funding options and build a funding roadmap.

Looking to raise capital? We offer bespoke and ongoing support to cohort and alumni ventures whether you're looking to secure angel, VC or grant funding. As part of our funding path, we also offer opportunities to network with investors and gain valuable feedback.

King's Start-up Accelerator aligns with investor timelines to ensure that you're in a strong position to raise at the end of the financial year (January-March).



# Programme benefits

- 5-month intensive accelerator (June-July + September-November)
  - 7-month follow on support
  - Funding pathway & dedicated fundraising support from our in-house Investor Relations Manager
  - Exclusive access to internal funding awards
  - Hot desking at the Entrepreneurship Institute's Bush House office (up to three members per venture)
  - Access to partner legal & accountancy advice
  - Collaboration opportunities across King's ecosystem
  - Amazon Web Services (AWS) credit sponsorship
  - Total package worth an estimated £65k worth of benefits
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# Venture Spotlights 2024



## [Blitzo](#)

"We launched our platform in the first month of joining the accelerator. Four months in we've 4X our customer base and signed our first BTB partnership deals. We've made a point of consistently picking up the phone and speaking to our customers. That's how we discovered a new segment; fashion stylists who are overlooked by existing logistics companies. We've seen organic growth through word of mouth and even our drivers have become ambassadors for our service!"  
- Sundar Arvind and Arjun Khanna, co-founders



## [Find Care Compare](#)

"Launching my MVP was one of the most rewarding and nerve-wracking moments of my journey so far. The problem Find Care Compare seeks to solve is huge, and therefore launching our solution was daunting. The accelerator made me realise that I wouldn't be able to do it all from day one. After one of our first workshops, I mapped out a phased approach to rollout and launched the MVP for mental health services in London three weeks later."  
- Roxanne Stevenson-Brown, Founder, Find Care Compare



[Enhanced Fertility](#) (2022-23 cohort) create clinical-grade at-home testing and AI-driven assessment for women and men trying to conceive. In 2024 they celebrated the conception of the 25th baby, raised a seed round and received Start-Up Impact Status at Web Summit, while founder Andreia took to the TedX stage.



[StepEx](#) (2019/20 cohort) enable the less wealthy majority to access the best qualifications and fulfil their professional potential, in exchange for a share of future earnings. The company has recently expanded internationally and has won awards for its future earnings agreement.



[Obrizum](#) (2018/19 cohort) is an AI powered true adaptive learning platform, powered by deep proprietary artificial intelligence technology. They've received a total of £18.5m in venture funding, most recently securing a £4m round in March 2024. They count the likes of O2, PWC and the British Navy as their clients.

# Who can apply?

- Open to King's students, alumni and staff\*
- Fully owned Intellectual Property (IP)
- Validated, scalable proposition
- Proof of traction
- Aligned with King's mission to create a positive impact on people and planet



\*At least one founder must be a qualifying student, staff or alumni

# Criteria

INNOVATION	VALIDATION	FOUNDER/MARKET FIT
<p>Does your solution address a pressing and widespread need? Does it have the potential to create positive impact at scale for people and/or planet?</p> <p>Demonstrate your unique understanding of the problem and competitive market. Wow us with your vision for a game changing solution and your unique value proposition.</p>	<p>Can you demonstrate a clear gap in the market proving the need and demand for your product/solution?</p> <p>We want to hear about your approach to validation, your learnings and the actions you took as a result.</p>	<p>What makes you and your team uniquely placed to address the problem you're looking to solve?</p> <p>Compel us with your passion and expertise. Tell us about your commitment to play an active part in our founder community.</p>

# Criteria examples



## [CarbonTag](#)

Stand out with carbon footprinting.

**Founding** team's research at King's translated into field study with major brand to demonstrate emissions reduction & revenue increase from carbon labels.

**Validation:** interviews with 20 major companies. Built MVP, supported by 100k data points + engaged in seven pilots, labelled 300+ products

**Innovative solution** outperforming other solutions in precision. Market gap made more pressing by new regulations.

## REJAZZ

Sustainable fashion without the compromise.

**Founder** gained strong business acumen in consultancy roles and has a masters in entrepreneurship & digital innovation.

**Validation:** 150 survey respondents & 20 deep dive interviews, based on Mom Test principles. Listening analysis on +100 social media posts and revenue generating pilot.

**Innovating** in sizable market with clear differentiation based on customer insight. Solving for huge global challenge. There are enough clothes on earth to dress 6 generations into the future.



## Find Care Compare

Find the best care option for you.

**Founder** with front line experience of problem in operational and strategic role at the NHS.

**Validation** showed 67% of 235 surveyed confirmed they were considering private care options due to NHS wait time. Findings co-related to external research data.

**Innovating** to solve pressing problem with accessible and unique solution. 2m people are currently on 3 year wait lists for mental health services (MVP).

# Creating meaningful impact

We're looking for founders who share our passion to create a sustainable future for generations to come.

King's Start-up Accelerator is proud to challenge ventures to grow their impact on people and planet while building a commercially successful business.

The accelerator is aligned with King's 2029 Vision. We encourage you to consider how your innovation supports [King's Impact Priorities](#) as well as the [UN Sustainable Development Goals](#).

# Convertible loan note



In exchange for our support over 12 months and beyond, each venture who joins the accelerator pledges their future support, if and when they meet certain success criteria within five years of joining the accelerator. If a venture raises £1 million of investment or more in one round of investment and/or generates revenue of £1 million or more in one trading year, they agree to pledge 3% of their shares to King's College London. If ventures don't meet either of these criteria, no shares are allocated.

Any funds resulting from this small shareholding, whether from one or more ventures, will be used by the Entrepreneurship Institute to support future generations of entrepreneurs. The pledge applies to the venture that was accepted into the accelerator and any subsequent pivots of that company. The pledge does not apply where a venture is closed down and you start an entirely new company after graduating from the accelerator.

# Expectations

- Full commitment to the programme from June 2025-May 2026;
- Active in-person participation in sessions, including Welcome Week (11-13<sup>th</sup> June 2025), five Deep Dive (half day) workshops between June and November, followed by challenge sprints and group crits (90' sessions). Most sessions are held on Wednesday afternoons, with some exceptions.
- Participation in Funding path sessions, from November onwards. Workshops and investor networking may take place on different days of the week.
- Make the most of expert mentoring and coaching opportunities, pro-actively planning how these resources will support the development and scaling of you and your venture.
- Ongoing communication with the Ventures Manager through Venture Updates. Participation is regularly monitored, and persistent lack of engagement may result in being withdrawn from the programme.





# Timeline



17<sup>th</sup> Feb 2025 - Applications open

16<sup>th</sup> March 2025 – Applications close

Early April 2025 – Invitations to online interview

22<sup>nd</sup> April – 2<sup>nd</sup> May 2025 – Online panel interviews

Early May 2025 - Invitations to join the accelerator

11-13<sup>th</sup> June 2025 - Accelerator Welcome Week (mandatory)

# Application resources

- Community Connect event – Meet the founders - 4<sup>th</sup> February 2025, 5.30pm - [Community Connect - Meet King's Start-up Accelerator Founders | King's College London](#)
- Info Webinar - 13<sup>th</sup> February 2025, 6:00pm - <https://bit.ly/KSUA-info-session-Feb>
- Book a 1:1 online call with our Ventures & Acceleration team to get feedback on your application or to explore if the accelerator is the right fit for you - [Book a call](#)
- The Entrepreneurship Institute's [Online Incubator](#), a self-paced course to support the validation and early development of your venture.