

INVESTABLE PROPOSITIONS TEMPLATE



Investable Propositions

It is not expected that your investable propositions are fully formed and that if they were to be taken forward, additional information and depth would be required. At this stage, your investable propositions are primarily a learning exercise that will enable you to use as an alternative means of generating resources to traditional grant funding. You will hear at 18th February workshop and 5th April programme conference the emerging concept around the Impact Coalition in East Birmingham for which drawing up investable propositions will be a key component.

1. Describe your investable proposition.

(Type your answer – up to 500 words. You may include an additional graphic or diagram to support your description, but this is not mandatory!)

As a result of the community mapping, emerging themes are:

- Bridge the startup gap: Connect youth ventures with vital, post-education support. Most start-ups fail after a year.
- Combat graduate joblessness: Provide career pathways for students from deprived areas in the Knowledge Quarter.
- Activate community impact: Guide the next generation to make a tangible difference.
- Demystify support access: Simplify how young people find crucial entrepreneurial resources.

Our Vision

To cultivate a vibrant ecosystem in Digbeth where young, purpose-driven entrepreneurs, regardless of background, are empowered to launch impactful ventures.

Impact

- Impact driven mindsets and culture developed
- Young people led impact enterprises that are trading and serving place based needs
- A local ecosystem of multi-sector partners supporting young people

Specifically our investable proposition will support

Young people, as Digbeth's largest demographic community, with pathways to impact careers and impact driven entrepreneurship.

What will we do

Young people engaged in education institutions in Digbeth will access iSE's learning and skills programmes that will enhance their community leadership and social entrepreneurship.

How will we do it

ISE Digbeth Offer:

Impact Education	Impact Ventures	Impact Partnerships
We will offer a suite of learning programmes some of which exist and others that we will develop in partnership with institutions.	We will support student-led start-ups/businesses through our incubator and accelerator programmes.	The iSE offer will be supported by multi-stakeholder partnerships
Social Enterprise in a Box *hibretOne online modules/case studies *STEAM skills *Design Thinking Community Leadership	Business support Place-based portfolio of impact ventures supporting specific issues in Digbeth	Education partners e.g. BCU, University of Aston, UoB, BMET, South and City College Birmingham Public sector partners e.g. WMCA, BCC on skills and inclusive communities. Private sector collaboration for social value and social procurement



Avoca Court will become the community hub for young people to access skills. It will be a creative space for community-led innovation. We will offer an end to end support journey for students start-ups.

Measures of success

- No of young people engaged (through education partnerships)
- increased skills (technical and soft skills)
- No of impact ventures created and trading
- Hub revenue generated
- Multi-year partnerships

International examples of how this type of service offering is working:

[Home - makesense Global](#)

[Social Innovation & Design Thinking Hong Kong - Good Lab 好單位](#)

[About - SVhk](#)

Impact Education - our new offer development

As part of our Impact Education offer, we propose to support young people through hibretOne resources and case studies.

hibretOne is creating a #Movement to drive economic, social, and moral growth through entrepreneurship and education. The platform's freemium Software-as-a-Service (SaaS) model provides comprehensive business resources, tools, investment, and opportunities. Enabling the entrepreneurship ecosystem at every stage.

iSE in collaboration with hibretOne will leverage its expertise and infrastructure to develop and deliver this transformative model.

No other platform consolidates end-to-end business support in one place.

Entrepreneurs typically access multiple, fragmented providers at a high cost.

hibretOne offers a **comprehensive, free-first model** that democratises access to opportunities.

STEAM skills and Design Thinking

BCU's innovation hub, STEAMhouse delivers innovation services to SMEs through an interdisciplinary approach, blending STEM and Arts design skills. Our early discussions indicate that these skills can be further accessed if they were embedded in community through Anchor organisations.

2. How does your investable proposition fit with the outcomes of the mapping you've done and the vision and themes for your Quarter?

(Type your answer – up to 300 words, noting that the workshop on 18th February will include a session exploring the vision and themes for your quarter)

The outcomes of the mapping have shown that Digbeth emerges as a key cluster of social assets with its creative, cultural and social economy. However, the underused infrastructure, inaccessible transport links and lack of safety in the area make it hard for local residents to fully engage and participate in the local economy.

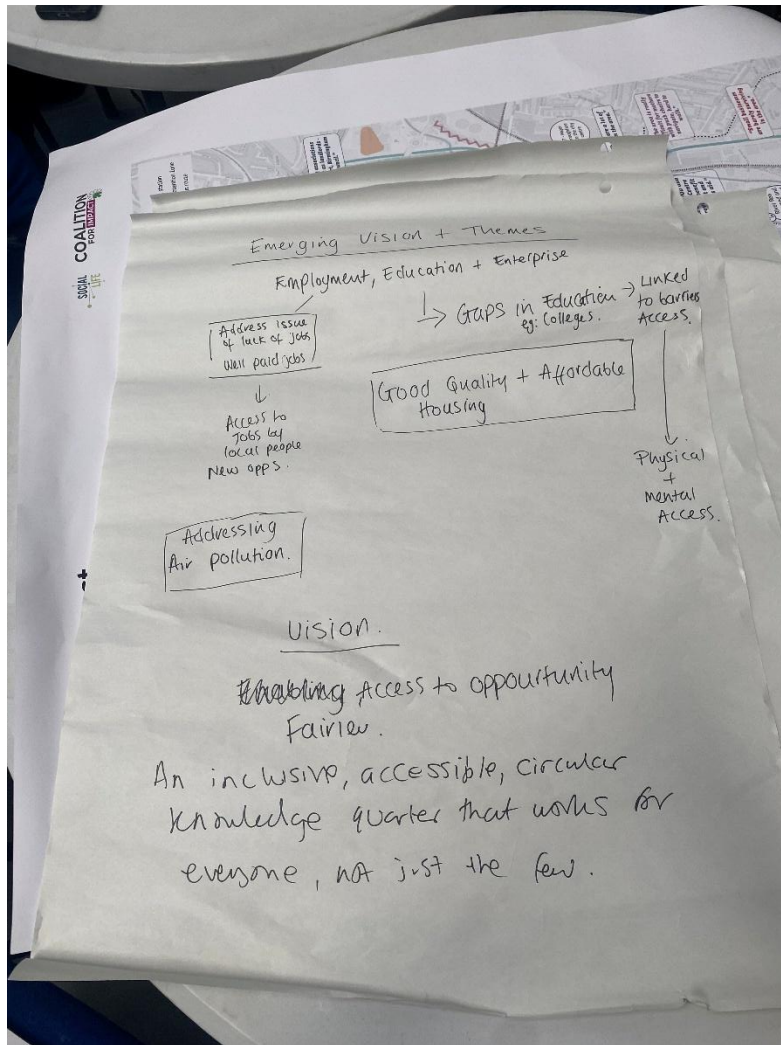
Digbeth is experiencing substantial investment, particularly in infrastructure and development projects. This includes improvements to streets and public spaces, aimed at creating a more pedestrian and cyclist-friendly environment.

The area is becoming a key connecting route from the HS2 Curzon Street Station to the Eastside of Birmingham, which is expected to drive further economic activity. The planned improvements to infrastructure are designed to increase the amount of people that can access the area, increasing the economic activity of the area.

The growth of the creative and digital sectors is expected to generate substantial revenue for the local economy.

Digbeth is in a prime location with universities and educational colleges all located in close proximity. How do we better forge connections so that community is also at the heart of knowledge transfer and innovation?

Our proposition is based on community (in this instance young people) having agency to participate in economic development through active citizenship and entrepreneurship. The local community of young people with local expertise and insights are one of the best ingredients for innovation. Through our suite of learning and development programmes we will unlock young people as change catalysts, we are dedicated to engaging and empowering citizens as changemakers. In order to design human-centric solutions with the citizens, for the citizens.



3. How has the engagement with, and feedback from your community and stakeholders helped to shape the proposition?

(Type your answer – up to 300 words. You may include 1-2 photos from your community events)

Community workshops and stakeholder feedback has helped us to consider the challenges and opportunities in Digbeth.

Some of the ideas to create inclusive growth have been generated below along key themes:

Headline ideas

- Tap into young people's desires to start a social business.
- Offer mutual value exchange with developers in Digbeth such as Lendlease, Oval.
- Present a united front with integrated offers from the social and creative economy.
- Tapping into and helping to expand the emerging media industries and digital content creation through genuine inclusive growth. Ensuring we

get opportunities to communities in East Birmingham to upskill and secure work in the high growth creative industries as Digbeth regenerates.

- Forming consortia- lots of start-ups but challenge of survival after 1 year - stronger/support through consortia.

Marketing and publicity

- Directory of goods and services provided by social economy organisations in Digbeth and marketed to private sector
- Making the most of the incoming footfall and tourism of Digbeth through campaigns. This could be in partnership with Visit Birmingham, Birmingham Live. Contact several marketing companies & give a fixed price for them coming up with ideas to boost activities in the region.
- Digbeth festival in conjunction with creative industries/universities

Training and Development

- Creating a pipeline of new social economy organisations that can cater to the demands of the current and future residents of Digbeth e.g. BBC relocation – creating opportunities for social enterprise markets, food stalls, food markets etc.
- Creating opportunities for place based challenges and solutions through impact ventures.
- Business development expertise and business planning
- Digital skills and AI
- Working in partnership

Support Infrastructure Improvements

- Street lighting
- Free parking in car-parks for first 1 hour after say 7pm. Council subsidies.
- Better signage and signposting for social economy organisations

UK and International exemplars

- Learning from case studies and visits in terms of how other cities, countries have created clusters.
- International exchange and study tours to support learning and sharing

4. How has being part of the Coalition for Impact programme helped to inform the proposition?

(Type your answer – up to 250 words)

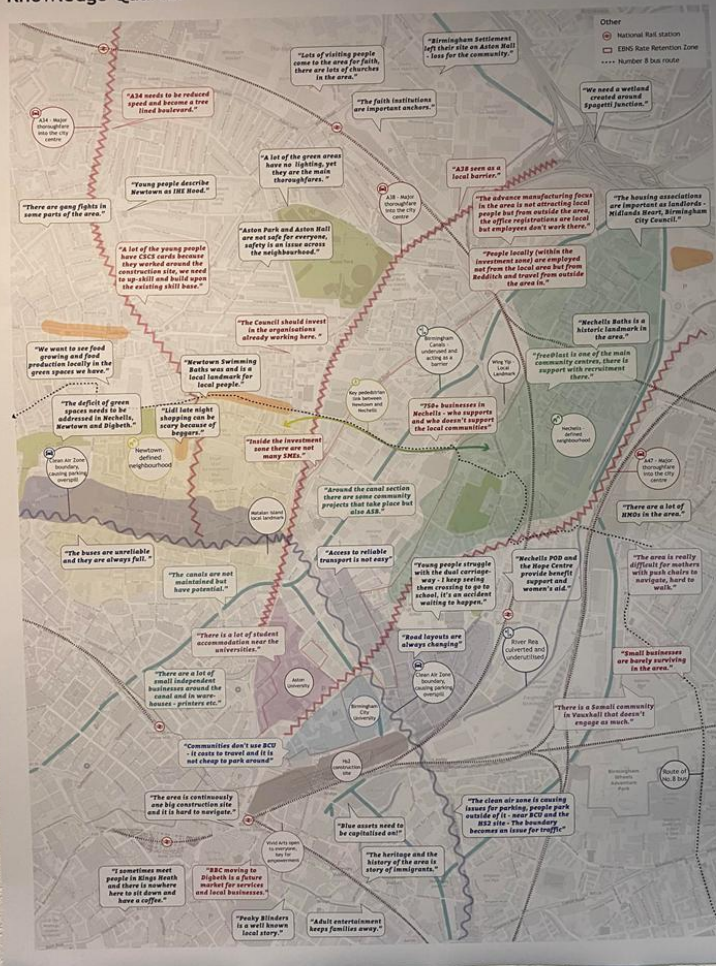
The Coalition for Impact programme has helped us to better understand the Birmingham element of the WMCA Investment Zone (Birmingham Knowledge Quarter and what the elements of the Zone are:

- Tax relief sites – a cluster of plots have been identified at BKQ with a 5-year package of tax relief fully funded by Government
- Flexible Funding access – a total of £160m is available to WMCA for the delivery of the IZ over ten years
- Business Rate Retention – for 25 years across an area of 135 ha. The uplift from this area will be used by WMCA and BCC to deliver the Investment Zone, with the BKQ site being the initial investment priority for uplift collected by Birmingham Council.

We have also gained a better understanding of how this might affect regeneration of East Birmingham and therefore how we as a Coalition can work together to ensure inclusive growth.

The community mapping helped to identify social, geographical, economic and cultural assets and barriers. The visual map helped us to see what the gaps are in product and service provision for local communities as key themes emerged in our Knowledge Quarter.

SOCIAL LIFE COALITION FOR IMPACT

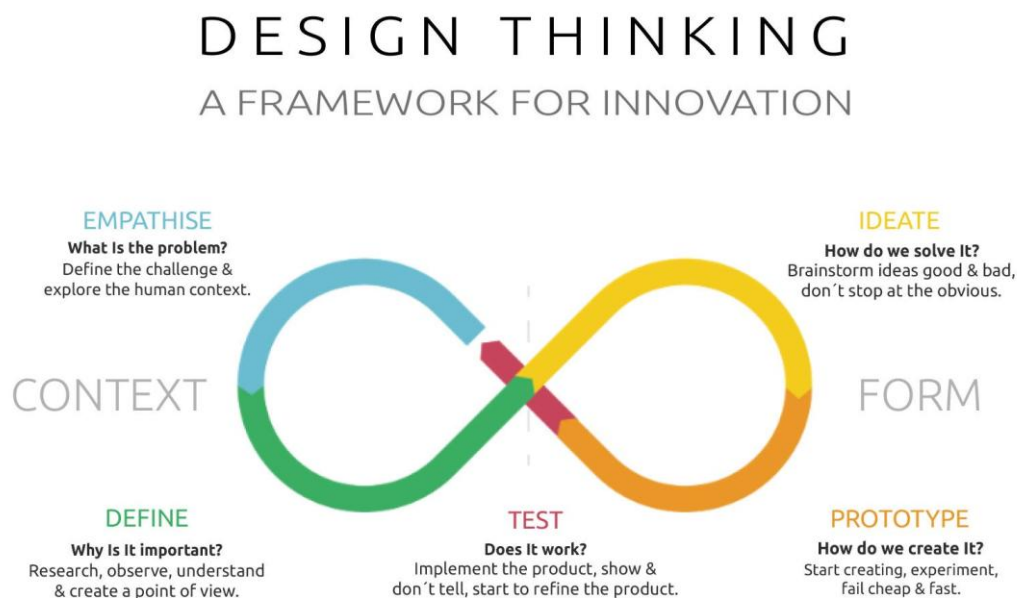


5. What are the next steps that need to happen?

(Type your answer – up to 300 words)

We will run a 12 month pilot to test and iterate our offer in collaboration with partners as proposed below.

- We propose an initial workshop to train i-SE facilitators in Design/STEAM thinking. (see below diagram)
- We will then run 5 workshops with organisations in the knowledge quarter
- The workshops will work with community partners, students, ISE and Education partners to address place based challenges.
- The place based challenges will create venture ideas led by students.
- ISE will offer these student venture ideas incubation and business support.
- In parallel, we will offer online support through hibretOne (case studies, tutorials, materials etc)
- We will monitor and evaluate the pilot.
- We will share the learning locally and regionally/nationally - challenge events for the social economy - good practice guide.
- Visibility events will support us in attracting further partnerships.



6. What resources are needed to make it a reality? As an investable proposition, what is the investment needed for? Buy a building? Working capital to set up a new service?

(Type your answer – up to 300 words)

Service Development & Programme Delivery

- curriculum design, materials, facilitator fees, and participant support.
- Building Adaptation/Refurbishment (if needed)
 - adapt space for workshops
 - accessibility, lighting, and ventilation.

Operational Costs

- Day-to-day running - includes administration, utilities, insurance, and technology.

Marketing & Outreach

- Reaching community and promoting programmes.
- Website development, logo design, marketing materials, and initial outreach campaigns.

Technology & Infrastructure

- Equipment and systems needed for programme delivery and administration.
- Computers, laptops, projectors, screens, printers, and software licenses.
- Reliable internet access and Wi-Fi setup.
- Furniture

Important Notes:

- These are just estimates, and actual costs will vary.

7. Will it generate an income? How?

(Type your answer – up to 200 words)

Funding Sources

We will develop diverse income streams to fund our model:

- We will explore grant opportunities, local authority funding, and partnerships with businesses.
- We will also explore social investment.

Phased Approach:

- Start with our pilot programme to test the model and refine offer.
- Gradually expand services as we secure funding and build capacity.

Volunteer Involvement:

- Leverage volunteer support to reduce staffing costs.

Partnerships:

- Partnering with other local organisations will reduce costs, and increase reach.

The HibretOne platform has developed the following business model:

- Freemium Model: Free baseline resources; premium subscription for advanced tools.
- Corporate Sponsorships & Partnerships: Monetisation via aligned stakeholders.
- Bidding & Grant Income