

Well Rotherham



SOCIAL

2020/21

CONNECTIVITY

CHALLENGE



South
Yorkshire
Housing
Association



This unique programme is being provided by Y Accelerator in collaboration with Well Rotherham, seeking ten candidates, teams, businesses or social enterprises to participate in a Social Connectivity Challenge accelerator. On offer is an amazing opportunity to benefit free of charge from three months' intensive development support and a chance to pitch for a £10k business development grant.

This programme comes with an innovation challenge – Social connectivity is increasingly recognised as key to the health and mental well-being of people young and old. Covid-19 has exasperated these issues through social distancing, but also driven innovation to keep people connected. We are looking for innovative, socially driven business ideas that deliver solutions to isolation and loneliness.

Running from October 2020 to February 2021, the programme is built around modern business modelling techniques, with access to expert advice, mentors, specialist workshops, market research and tailored one-to-one support.

The programme concludes with a pitch event providing a unique opportunity to present your business model for a chance to be awarded £10k from Well Rotherham to help kickstart your socially minded business.

WHAT'S

ON

OFFER



WHO

SHOULD

APPLY?

If you have an innovative idea that addresses any aspect of the social connectivity challenge, and want to build a financially sustainable, socially beneficial business model this programme is for you. If you've already begun to develop and test your ideas, or if there's potential to scale the business outside of the region, even better.

Applications are invited from motivated, aspirational individuals, teams, companies and social enterprises with a new or early stage socially driven business idea that is related to the challenge. Your solution can be provided through technology, or a physical product or service.

Employed, unemployed, student or postgraduate, it doesn't matter. It's your idea, attitude and commitment to realising your new business that counts.

To be awarded the £10k grant you will need to trial your business in Rotherham and demonstrate how the idea creates social value for the area.



WHAT

TO

EXPECT?

During the fast-paced 12-week programme you will aim to validate concepts, build a strong customer proposition and financial model and learn how to effectively communicate the financial and social value in your business to customers and stakeholders.

The programme is delivered through one-to-one and group sessions, tailored to meet the needs of every candidate. The Y Accelerator network of advisors, mentors and businesses is there to provide insight from a wide pool of expertise to help you navigate towards your goals.

You won't write a tedious business plan. We assist you in consolidating thoughts, mapping out and testing ideas, and focusing on what's important, helping you make informed decisions to push your business forward.

HOW

DO I

APPLY?

The Y Accelerator 2020/21 is inviting applications until 30th August 2020 through the South Yorkshire Housing Association website.

A selection panel will choose the ten most promising business ideas for the programme. We'll first meet successful applicants in September, with the programme starting October 2020.

www.syha.co.uk/y-accelerator/

For more information, please contact us:



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