

interviews

Thrive

opinion

Thrive

(*v.*)

1. Grow or develop well or vigorously
2. Prosper; flourish

(*n.*)

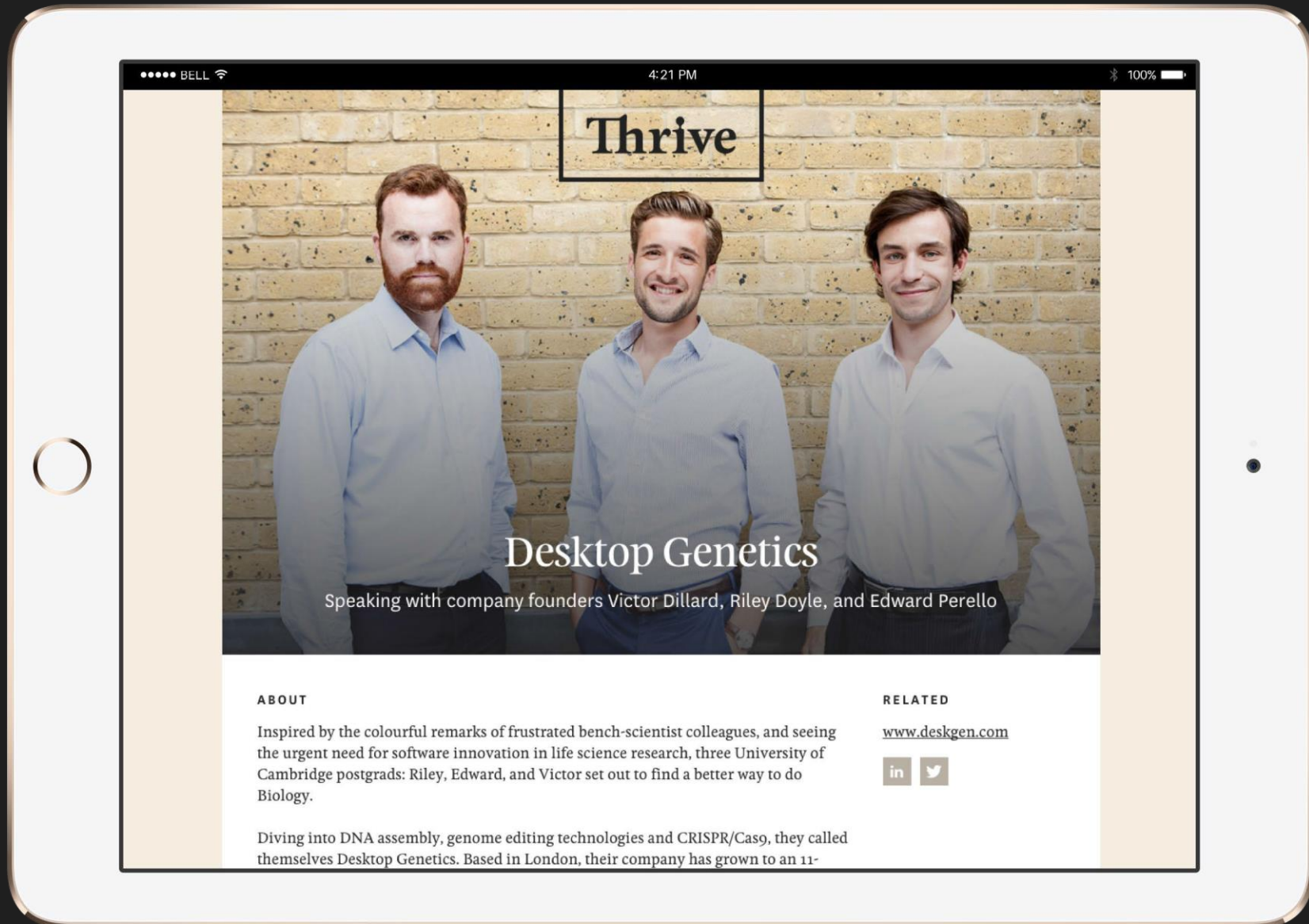
1. An online journal featuring interviews and opinion on the opportunities and challenges encountered by London's early-stage businesses



INTERVIEWS

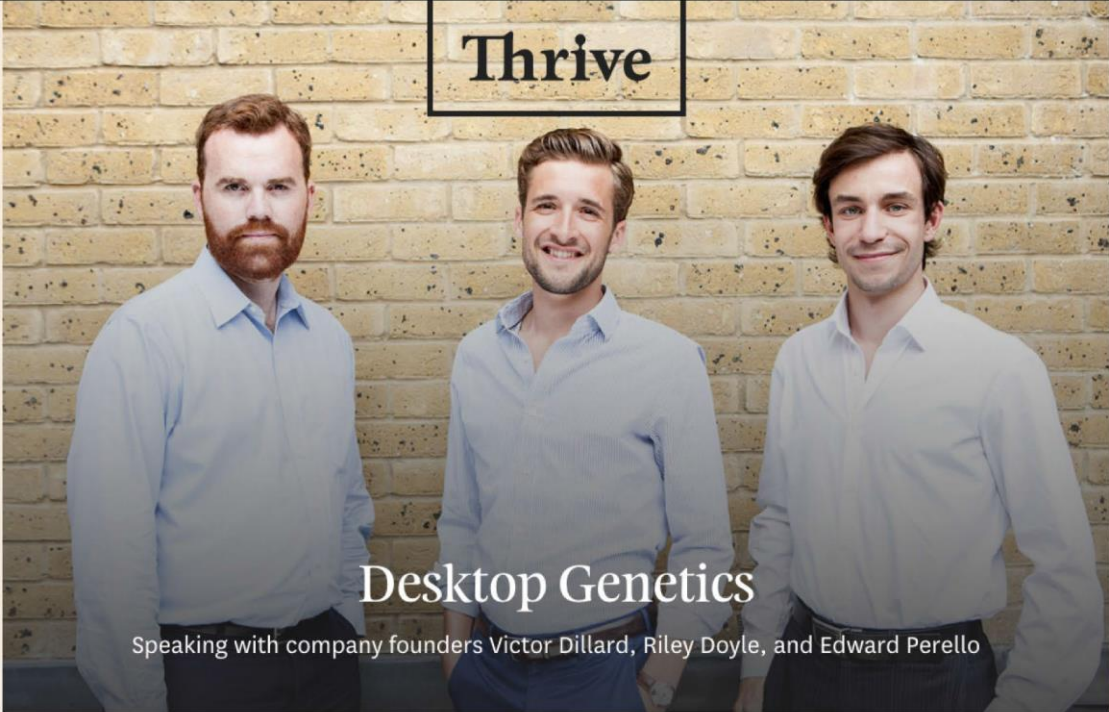
Interviews with young entrepreneurs, industry leaders, and influential thinkers will be conducted throughout the year with the purpose of gaining insights into the successes and failures related to business growth and funding.

Feature interviews



••••• BELL 4:21 PM 100%

Thrive



Desktop Genetics

Speaking with company founders Victor Dillard, Riley Doyle, and Edward Perello

ABOUT

Inspired by the colourful remarks of frustrated bench-scientist colleagues, and seeing the urgent need for software innovation in life science research, three University of Cambridge postgrads: Riley, Edward, and Victor set out to find a better way to do Biology.

Diving into DNA assembly, genome editing technologies and CRISPR/Cas9, they called themselves Desktop Genetics. Based in London, their company has grown to an 11-

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Interviews with:

- Early-stage business leaders
- Successful and unsuccessful (or not-yet-successful) enterprises
- Management experts
- Influential thinkers

Interview themes:

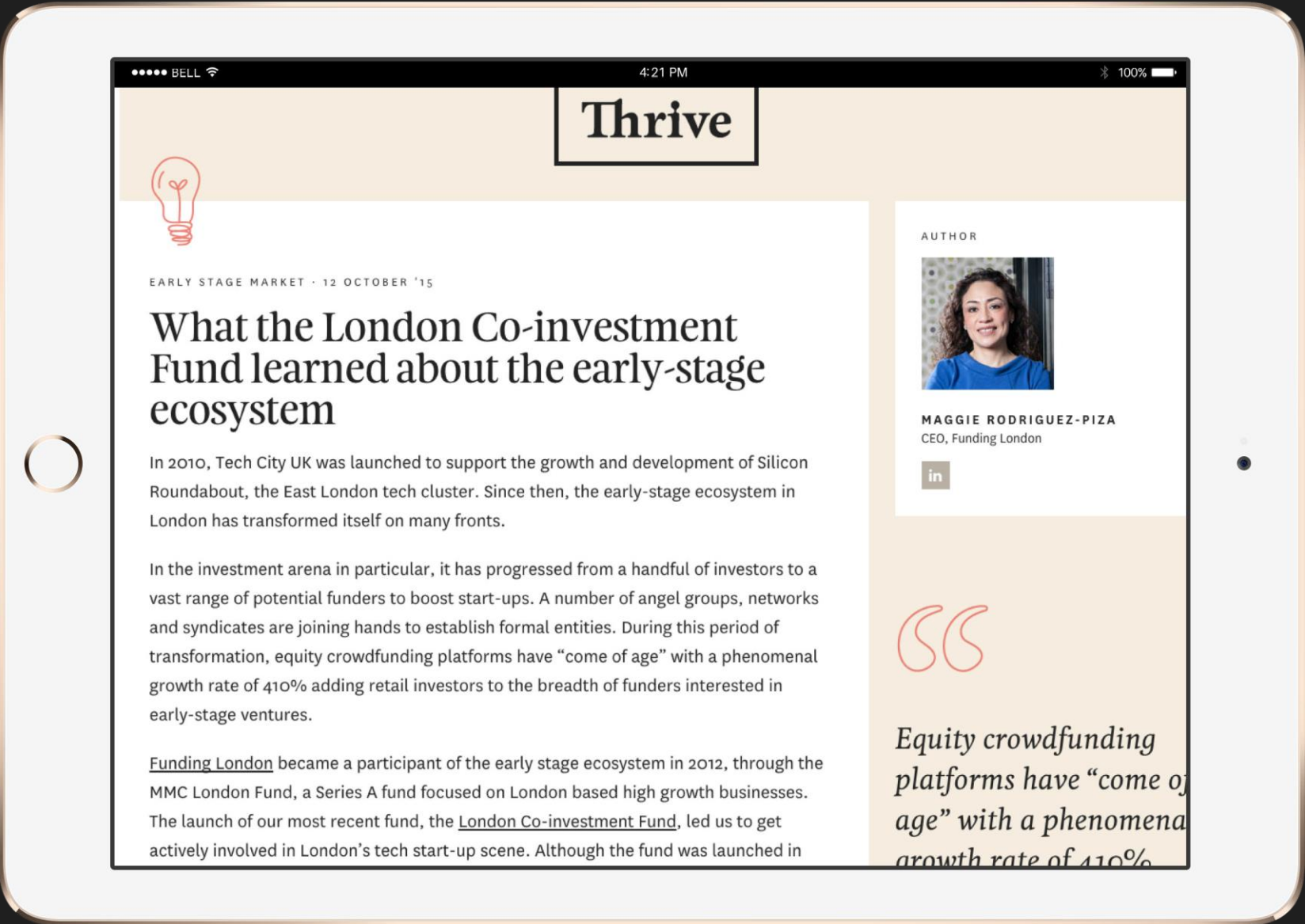
- Experiences of early-stage business leaders & management experts
- Success stories
- Learning from mistakes
- Opportunities in the market
- Challenges of the industry



OPINION

In addition to interviews, opinion pieces will be included as a way to facilitate discussion about key topics relevant to our early-stage audience.

Example opinion piece



Mockup—for demonstration purposes only

Opinion pieces

- 1. Early-stage market discussion**
The landscape of investors and early-stage businesses
- 2. Investment process**
Insight into common challenges faced when searching for investors
- 3. Growth challenges**
Understanding the operational issues of budding start-ups
- 4. Industry trends**
Outlook on the way is the industry moving
- 5. Perceptions**
Thoughts on the industry from a specific point of view



We've created a flexible range of submission formats for opinion pieces to enable contributors to create content in the form most suited to their needs.

Varied levels of contribution

1. quote / comment

“... the team is paramount in most investors' minds because the product will evolve, the business plan will evolve, but it's about people executing that business plan especially in the beginning.”

Robin Shimmin, Dojo App CEO and Founder

(circa 20–30 words)

2. list / top tips

What does a great team look like?

The number one reason for investors to invest in a start-up is the team's qualities, so build it before you raise; but what does a great team look like?

→ **Credible** – Why should an investor believe in anything you say? If they do, it will be primarily because the team has domain expertise, sector experience and preferably has someone with experience as an entrepreneur.

→ **Trustworthy** – If an investor is going to invest and work with you for at least 3–5 years until a return can be seen, it is imperative that there is mutual trust.

→ **Likeable** – It is preferable that you both like each other. Always research your investors before diving into the deal to ensure that you believe in them and their philosophy.

(circa 5–10 bullet pointed list)

3. thought-piece / article

Social investment at the early stage

Social investment (often called social impact investment, particularly in the US) is the provision of repayable finance to organisations addressing social needs with the explicit expectation of a measurable social, as well as financial return.

In a way it sits between philanthropy on the one hand, where funds are given away with the expectation of a positive social outcome, and on the other hand, a purely market based investing model where the focus is only on financial return. There has been a growing interest in this space from investors looking for a social and financial return, driven by both, a realisation that there is a need to complement the roles of philanthropy and government in tackling social challenges, and by a distinct generational trend towards individuals and organisations seeking to do well by doing good.

For example, as reported in Deloitte's Millennial Survey 2014, 'Members of the millennial generation that are entering the workforce today want their work to have a purpose beyond merely making money, whilst older generations too are ever less willing to settle for a compartmentalisation of how they earn a living and how they want the world to be'.

Here in the UK we have seen the clear emergence of a market in social impact investing. Government has been supportive, from setting up the Social Investment Taskforce in 2000, followed by the Commission on Unclaimed Assets,

(circa 500–1,000 words)

Where will Thrive feature?

Thrive's content will be circulated with the relevant audience through:

- Subscription-based newsletters
- the LinkedIn Publishing Platform
- Twitter updates
- the Funding London website

Why contribute?

- Elevate awareness of your brand and/or personal profile
- Contribute to London's early-stage business economy
- Network with other leading minds in the industry

Become a contributor



Find out more, and get in touch:

info@thrive.london

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