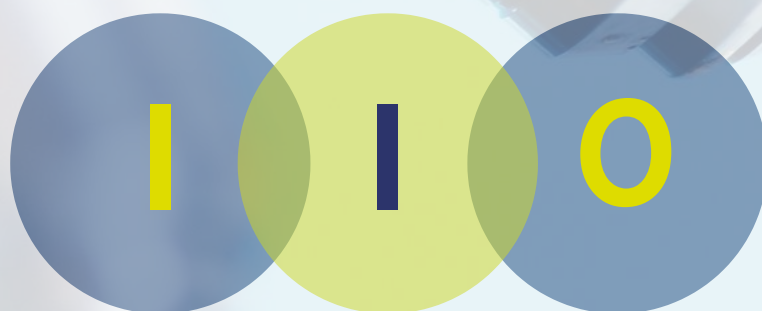


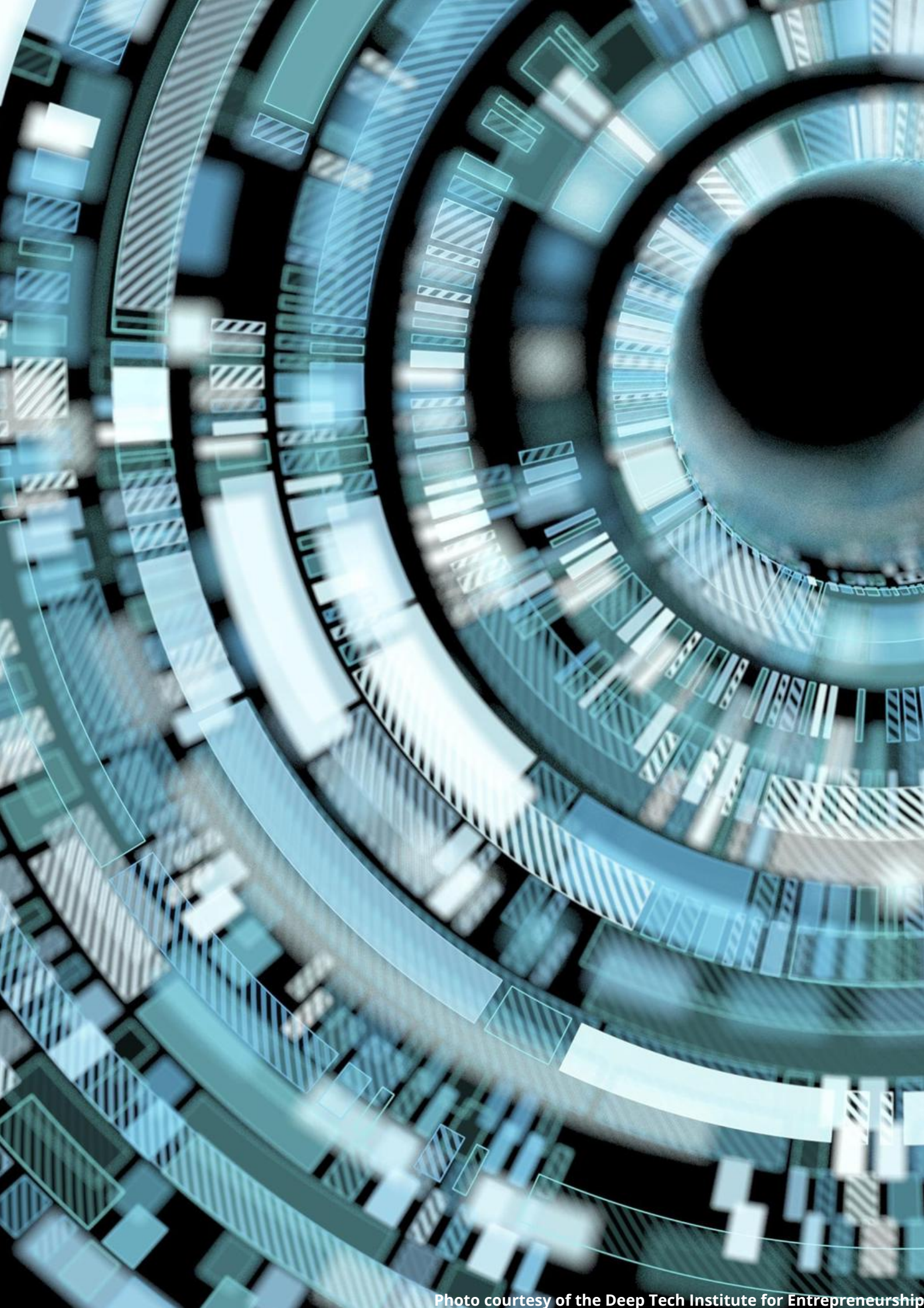
IMPACT & INN VATION



HAMMERSMITH & FULHAM'S ULTIMATE LIST OF CHANGE
MAKERS & PIONEERS IN THE SCIENCE, TECH, CREATIVE &
CHARITABLE SECTORS

CONTENTS

Foreword by Prema Gurunathan, Managing Director, Upstream	iii
Leader's view by Cllr. Stephen Cowan, London Borough of Hammersmith & Fulham (H&F)	v
11110 entries	1 – 151
Feature 1: Professor Oscar Ces, Imperial College London	11
Feature 2: Tamara Stemberga PhD., casuaLens	24
Feature 3: Dr. Samin Saeed, Novartis UK	36
Feature 4: Rachel Tackley, Riverside Studios	51
Feature 5: Professor Ramana Nanda, Imperial College London	65
Feature 6: Savraj Kaur, H&F Giving	82
Feature 7: Pete Buckman, Medidata	96
Feature 8: Georgina Owens, Liberis	115
Feature 9: Laura Riches & Laura Rosenberger, Laylo	130
Feature 10: Mike Holmes, Scale Space White City	144
Co-working spaces	154



Foreword

Upstream is delighted to share with you the organisations that make up our Impact & Innovation 110 (I1110). From the White City Innovation District to Shepherd's Bush, Hammersmith and Fulham, those featured, including science, tech and creative businesses, universities and charities, have made a positive impact in their field, frequently through innovative research and its translation.

In fact the editorial team had to decide where to draw a line; the more observant may have noticed it was meant to be I1100, not 110.

Presenting the I1110 with a platform to potential collaborators, employees and supporters is the immediate purpose of this publication. But we also hope to draw together and continue to build a strong, local network that in turn helps people, organisations and our borough thrive.

Innovation and impact are words that can divide – and not simply the question of whether the latter can be used as a verb. For researchers labouring in labs for decades before their work comes to fruition in the form of a life-saving treatment, is it fair to make a comparison with a profitable business with B Corp status, or to those making shows that merely entertain? A Twitter post by a venture capitalist, relating a conversation she had with a computer games startup she had invested in, helped me put this argument to bed. Computer games comforted the venture capitalist during a miserable childhood spent in hospitals, and helped her bond with other children in a similar position. This is positive impact. Even if you aren't saving lives.

The Upstream team has been fortunate to meet many of the faces behind I1110 – they are always **forces of nature, no matter how softly-spoken**. We hope you enjoy the interviews with 10 individuals we have chosen to feature.

Co-working spaces have a place in this book, because they enable and support businesses, particularly smaller ones.

Like these spaces, Upstream is an enabler and also a connector. As the pandemic ebbs and more people return to their workplaces, we know that rebuilding and recovering takes a village, a borough and much more. With your colleagues, we invite you to join the Upstream network as we help to connect people and organisations that can support each other to grow, to innovate, to achieve, to make an impact.

A final word of thanks to the team for their sterling effort.

Prema Gurunathan
Managing Director, Upstream





Photo courtesy of Hammersmith & Fulham Council

Leader's view

Inclusive rapid economic growth in the smartest sectors of the new world economy: tomorrow is being made here.

We're a different kind of council. Inspired by the world's most successful economic ecosystems, my team and I set about building a powerful coalition with business, academia, educationalists and skills providers to transform Hammersmith and Fulham into a global hotspot in science, technology, engineering, mathematics, medicine, media and the creative arts.



Five years on from the launch of our unique Industrial Strategy, H&F is now the sixth most competitive economy in the country. And White City, where incubator companies have since raised over £115m, is now a world-leading innovation district.

Over 60 life science businesses have been created, grown or moved into our borough, alongside global multinationals, high growth anchor businesses and science and tech unicorns. Almost 6,000 new jobs have been created in growth industries like medicine and biotech, including 400 new jobs in our Green Economy, which has grown by 350% in just five years.

Opportunities like these should be open to everyone, so we're re-aligning our education system from nurseries upwards – recognising that knowledge-led inclusive growth relies on long-term investment in people.

Tomorrow really is being made here.

Hammersmith-based companies like *causaLens* are pioneers in human-centred intelligent machines that can think, and *Achilles TX* are using DNA sequencing to develop the cancer treatments of the future.

White City responded to the pandemic with innovations ranging from the high-speed COVID-19 test kits used in NHS hospitals to a ground-breaking device which reduces the mortality rate of COVID sufferers. Its start-ups are also bringing new climate solutions – biotransformation technology making plastic fully biodegradable, smart materials for cleaning soil and water, and “bionic leaves” that clean the air.

Adam Smith, the economist, believed Britain secured its place as the world's wealthiest nation in the 18th century by creating the conditions for entrepreneurs to innovate. That's at the heart of our approach here.

Councillor Stephen Cowan

Leader, London Borough of Hammersmith & Fulham

 @LBHF @StephenCowan

 lbhf.gov.uk

IMPACT & INNOVATION 110 (I1110)

Achilles Therapeutics	Funpact	Novartis UK
Adaptate Biotherapeutics	Gamma Delta Therapeutics	Olympia London
Addionics	George Medicines	OneWeb
Advanced Hackspace*	Gousto	ORCA Computing
Arbor Education	H&F Circles	Polymateria
Arborea	H&F Foodbank	Publicis Media
Arts Alliance Media	H&F Giving	<i>Spark Foundry</i>
Autolus	Hive Learning	<i>Starcom</i>
Avado	HomeLess Made	<i>Zenith</i>
Barons Court Project	HubDot	Puraffinity
BBC Studios	Hyperoptic	Quell Therapeutics
BBC Studioworks	Imperial College Business School	Red Bee Creative
BeoBia	Imperial College Healthcare	Riverside Studios
Blenheim Chalcot	NHS Trust	Royal College of Art
Bubble & Squeak	Imperial Early Years	Salary Finance
Bush Hall	Imperial White City Incubator	Save Your Wardrobe
Bush Theatre	The Invention Rooms*	School of Public Health*
Caena	iPlato	ScienceMagic.Inc
causaLens	Institute for Deep Tech	Second Nature
Chimni	Entrepreneurship*	Sir Michael Uren Hub*
Circular	Institute for Security Science &	Sixfold Bioscience
Colart	Technology*	Smart Respiratory
Comma	ITV	Soho House (White City
DigiFAB*	LAMDA	House)
Disney	Last Floor Productions	Startup School for Seniors
DNAe	Laylo	Synthace
DnaNudge	Liberis	Together Films
dunnhumby	LineTen	Translation & Innovation Hub
EdCity	London Biofoundry	(I-HUB)*
Embargo	Lyric Hammersmith	UKTV
Emily Carter London	Medidata	UKTV Ventures
Engitix	MediSieve	Union Education Group
EnglishScore	Micrographia Bio	Unitu
Environmental Research	MiNA Therapeutics	Upstream
Group*	Molecular Sciences Research	Virgin Media O2
Esya Labs	Hub*	Wedio
Firefly Learning	MRC London Institute of	WEST Youth Zone
Forward Fooding	Medical Sciences	Westfield
Fospha	Multus	Young H&F Foundation
FreshCheck	Mytos	Zaizi
		Zamna

* Imperial College London



Science



Tech



Creative



Charity / Community



TARGETING CANCER'S ACHILLES' HEEL

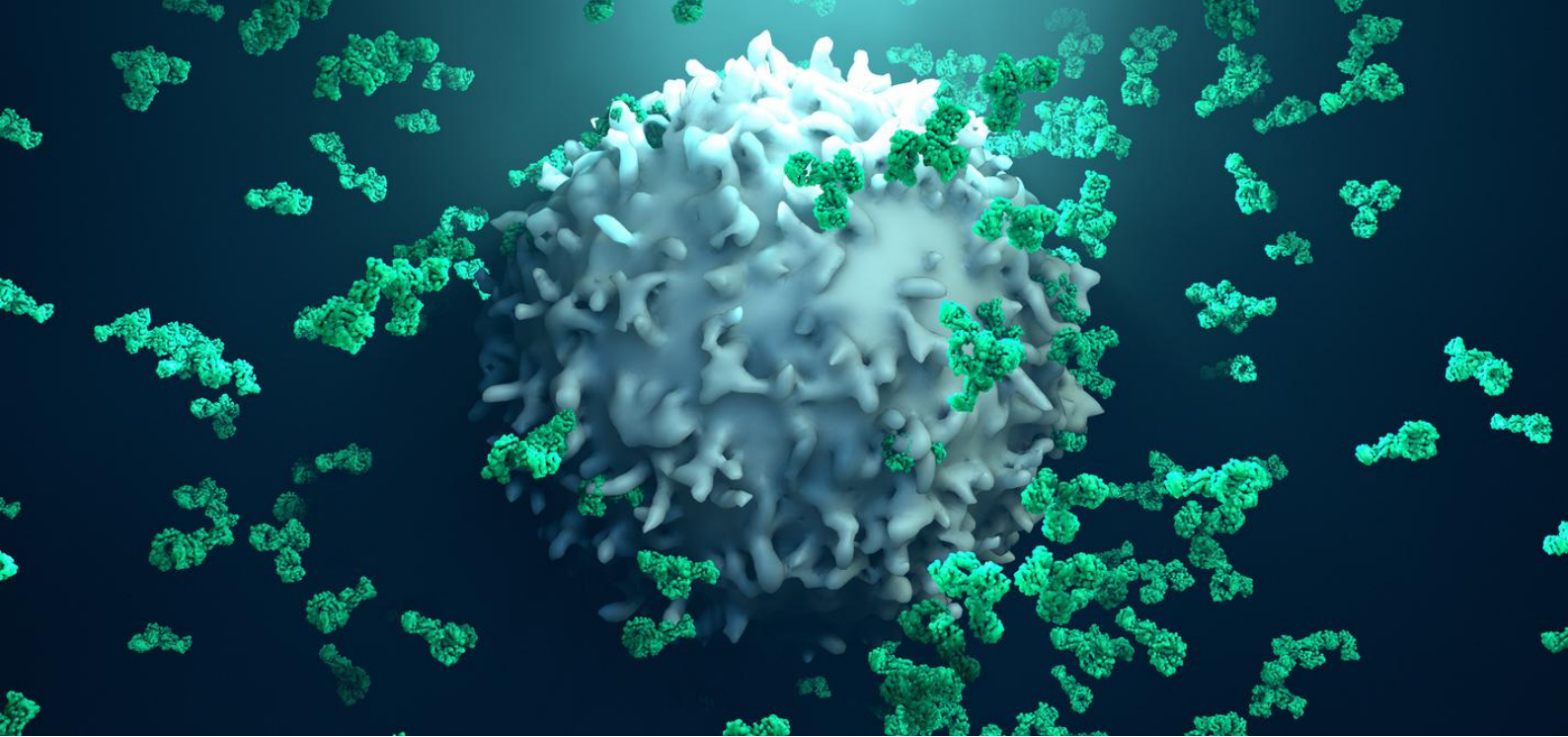
ACHILLES THERAPEUTICS is a clinical-stage biopharmaceutical company that develops cancer immunotherapies. Their mission is to develop next-generation patient-specific therapies that harness the immune system to destroy solid tumour cancer cells.

They do this by using DNA sequencing data from each patient and their PELEUS™ platform to identify markers that are present on the surface of cancer cells. They then direct T cells (part of the immune system) to detect these markers and destroy the cells. This means that the treatment is precisely targeted and does not damage healthy cells.

In 2021, the Hammersmith-based company commenced two Phase I/IIa trials, and joined the Northern Alliance for Advanced Therapies Treatment Centre (NA-ATTC), a consortium funded by Innovate UK which will address the unique and complex challenges of bringing pioneering advanced therapy medicinal products to patients.

 @achillestx

 achillestx.com



a δ aptate

ACTIVATING CELLS TO DESTROY TUMOURS

ADAPTATE BIOTHERAPEUTICS is an immunotherapy company developing an innovative portfolio of therapeutic antibodies designed to modulate the activity of a patient's own cytotoxic gamma delta T cells. Its exquisitely targeted approach offers the potential to safely and effectively address the challenges often encountered by current cancer immunotherapies.

Gamma delta T cells play a critical role in immune surveillance, recognising malignant cells through a pattern of stress markers and exerting potent and selective cytotoxicity. Adaptate's uniquely targeted antibodies are designed to transform oncology immunotherapy by recruiting parts of the immune system to selectively kill cancer cells while sparing healthy cells.

In January 2022 Takeda announced they had exercised their option to acquire Adaptate Biotherapeutics, which brings Adaptate's technology an exciting step closer to realising the full potential of Gamma delta T cell targeted therapies to improve treatment outcomes for cancer patients.

 @AdaptateBio

 [adaptate.com](https://www.adaptate.com)



ADDIONICS

POSITIVELY CHARGED

Based in Imperial's White City Incubator (p.76), ADDIONICS is a battery technology company developing the next generation of rechargeable batteries.

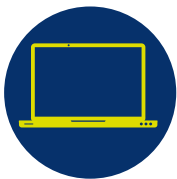
Their technology replaces the electrode's 2D layered structure with a 3D one, which enables higher energy density, lower charging time, and improved safety. Lower internal cell resistance helps reduce charging time while better structural adhesion means a battery that lasts for significantly longer. The model is also scalable due to a novel, cost-effective manufacturing process and is chemistry agnostic (i.e. it can improve any battery).

Improved rechargeable batteries mean that electric vehicles (EV) are in an even better position to accelerate adoption and reduce emissions and pollution.

Based across Israel and London, Addionics announced a \$27m Series A fundraise in January 2022. The money being used to scale up its technology and build pilot production lines in Israel and the UK as well as expand the company activity in Germany and the US.

 @addionics

 addionics.com



Imperial College
London

MAKING THAT BLUE SKY REAL

Based on Wood Lane, Imperial's ADVANCED HACKSPACE is open to all of its students and staff who have an idea they want to explore. Its facilities include a bio lab and a wide variety of prototyping tools, with resident 'Hack fellows' on hand to offer advice and help bring brilliant ideas to life.

Recent projects include two medics developing a device to monitor oxygen saturation to predict Acute Mountain Sickness (AMS) in the wearer, and an undergraduate team building a low-cost automated liquid handling platform as part of the DigiFAB (p.30) Hackathon. Cohorts from the Medtech SuperConnector enjoy access to the space – one recent product of this was a prototype lung trumpet to improve air clearance therapy used in the treatment of chronic respiratory diseases, developed by a student at the Royal College of Music. Successful startups from the space include Multus (p.102).

 @ICAHackspace

 imperialhackspace.com



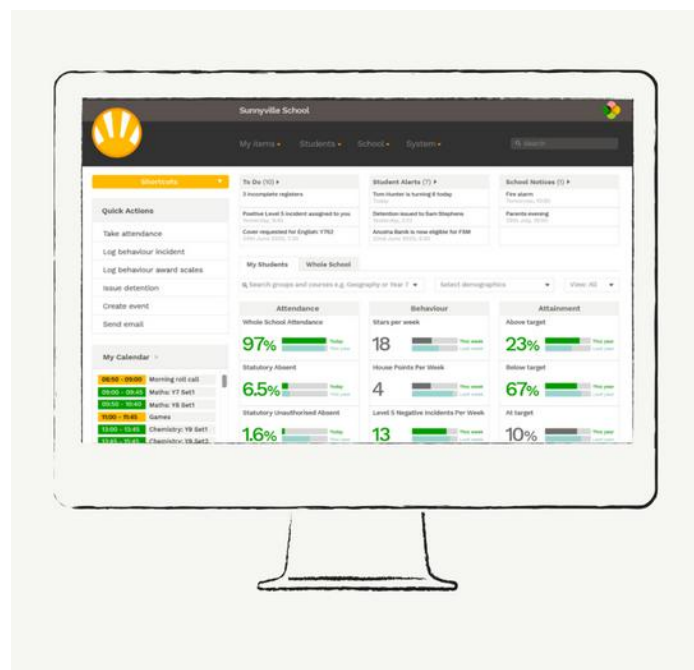
ED-TECH THAT IMPROVES OUTCOMES (& CUTS ADMIN)

Nobody goes into teaching because they love doing admin. That's why ARBOR EDUCATION exists: to make sure that schools and MATs (Multi-Academy Trusts) of all sizes have the right tools to work more easily and collaboratively. Arbor's MIS (Management Information System) is designed with all staff in mind, helping to free teachers from busywork and improve student outcomes.

The White City Place-based company employs over 150 people and has raised over \$14m in funding. Today, it is the fastest-growing MIS in the UK, with over 2,400 schools and 250 MATs using its platform.

Arbor MIS helps schools across the country give meaning to their data, bringing systems together under one roof in the cloud and making difficult reporting a thing of the past. Another of their innovations is Arbor Insight, an interactive performance dashboard that shows each school's key performance measures and allows comparisons with others.

The impact is clear, with half of schools that change their MIS choosing Arbor (according to the latest DfE census data). 30% of Arbor's customers experience cost savings, 92% say Arbor saves them time, and 92% say that Arbor's MIS has transformed the way they work for the better.



 @arboredu

 arbor-education.com



INDUSTRIALISING PHOTOSYNTHESIS

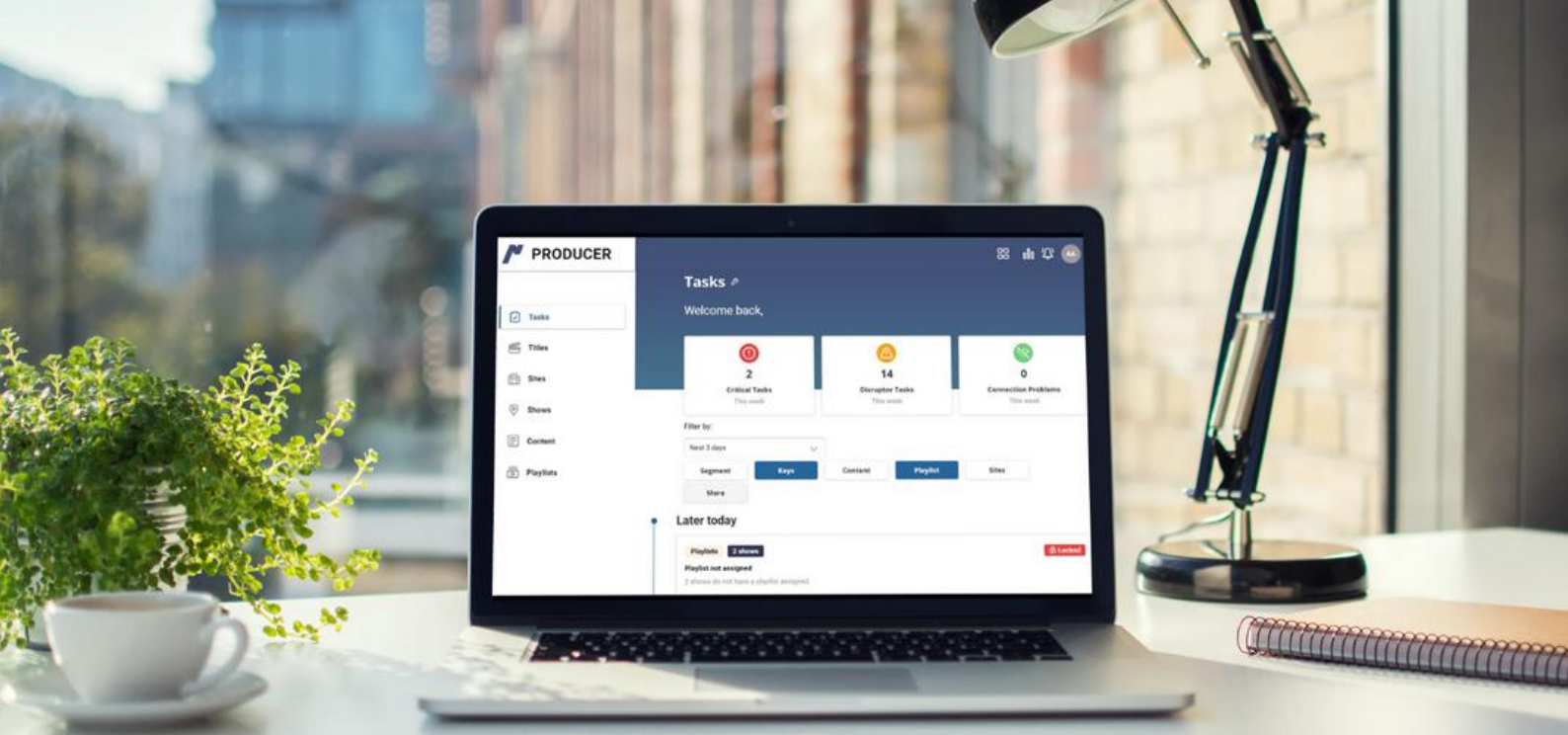
ARBOREA'S breakthrough cultivation system industrialises photosynthesis to expand the world's food supply by producing sustainable ingredients and proteins affordably, all while generating breathable oxygen and sequestering large amounts of carbon dioxide, a major contributor to climate change.

Based on Imperial's White City Campus, this green-tech raised €3.6 million in 2021, with funding being used to scale production with a demonstration facility outside Lisbon. The BioSolar Leaf will demonstrate Arborea's ability to cultivate commercial-grade high-value functional ingredients and proteins used in food, beverage and nutraceutical applications.

Arborea's groundbreaking work contributes to efforts to combat global food insecurity, driven by climate change and population growth. Let's hope for more green shoots of growth from CEO Julian Melchiorri!

 @Arborea_Food

 arborea.io



BEHIND THE CINEMA SCREEN

White City Place-based ARTS ALLIANCE MEDIA is the global leader in digital cinema software and support services. They help exhibitors to reduce operational costs, increase efficiency, and improve the cinematic experience for their customers.

Their versatile software portfolio reaches over 45,000 screens worldwide, with their Screenwriter Theatre Management System the most powerful, widely deployed TMS in the world. By centralising operations from one central hub, exhibitors can simplify day-to-day tasks and reallocate staff to focus on the experience of their audiences.

With closures and content postponements, the cinema industry has been one of the worst affected since the pandemic began. However, by employing AAM's solutions, exhibitors can build efficiency in their workflows and recover faster and stronger.

 @artsalliancem

 artsalliancemediacom



Autolus

TRANSFORMING T-CELLS TO CURE CANCER

The field of cancer treatment is continuously advancing with a goal of developing more targeted therapies with fewer side effects.

AUTOLUS in White City Place is developing treatments for cancer using T cells, which form part of the immune system. Their technology involves reprogramming T cells so that they recognise and kill tumour cells. In particular they target therapies against solid tumours and cancers that affect the blood, bone marrow and lymph nodes.

This process is highly regulated and Autolus's T cell therapies have the potential to deliver life-changing benefits to cancer patients.

Founded in 2014 on advanced cell programming technology pioneered by Dr Martin Pule, the business was spun-out from UCL. In 2021, Blackstone Life Sciences invested up to \$250 million in Autolus, in one of the largest private financings of a UK biotech company.

 [autolus.com](https://www.autolus.com)



Photo Credit: Lightbox Studio



SUPERCARGING SKILLS DEVELOPMENT

AVADO helps people and businesses through interactive learning experiences in data, marketing, people and agility, ranging from apprenticeships to qualifications, workshops and modules.

With an increasingly complex working landscape, teams have to pivot and adapt to a distributed workforce. Avado allows employers to identify company challenges and upskill their workforce. This activity is supported by Arch Apprenticeships, a Grade 1 Ofsted 'Outstanding' apprenticeship provider, providing apprenticeship qualifications from entry level to Master's level equivalents.

In 2020, the Scale Space White City based business launched their FastFutures programme in response to growing youth employment. Driven by the belief that everyone should have the same opportunity to shape their future, the 12 week programme builds skills, confidence and networking opportunities. To date, FastFutures has supported 4,500 young people across its first four cohorts – 97% felt more employable and 45% secured more interviews or found work within six weeks of graduating from the programme!

 @AvadoLearning

 avadolearning.com



TACKLING HOMELESSNESS & MENTAL HEALTH

BARONS COURT PROJECT supports people living with homelessness and/or mental health conditions. The only day centre in H&F, it is a place where people can have their basic needs met by taking a shower, doing laundry and having something to eat.

Alongside these core services, the Project offers wellness activities such as yoga, music and art, life skills workshops and support groups for its community. It has also launched a social enterprise, HomeLess Made (p.64).

Two distinct groups of people benefit from the Project's work: firstly, it aims to support those living on low incomes or with homelessness to eventually enable them to move on from the Project. A second group is those experiencing mental health conditions, for whom there is longer-term support, indefinitely if needed. From this unique combination, we see a vibrant community offering mutual support.

 @BaronsProject

 baronscourtproject.org

THE CHEMICAL BROTHER



Imperial's Head of the Department of Chemistry is the epitome of a great modern academic and researcher, who engages with young residents, students and industry to bring about changes in the White City Innovation District (WCID) and beyond. The driving force behind the Advanced Hackspace also likes a bit of Chaka Khan in the morning. We hear from **OSCAR CES** about life, hope and WCID.

What are the key developments in Chemistry that keep you hopeful about the state of the world?

Chemistry is a central science and everyday we are making fundamental breakthroughs that take place where we least expect them. We don't know what we don't know yet.

What excites me is how critical chemistry is to addressing current and future societal challenges: from the development of vaccines and diagnostics for disease through to climate change technologies, alternative energy sources, food security, drug discovery and antimicro-

bials, and healthcare technologies. The chemical sciences are at the forefront of innovation in all these areas.

You wear many hats – how do you juggle them all?

I wear a few hats but ultimately I am part of a community of interconnected teams working to achieve similar goals.

From supporting blue skies discovery through to training the next generation of innovators, supporting early stage commercialisation activities and collaborations with large industries, it's amazing to work with people who are so passionate about what they do.



"At White City we are at the forefront of exploring new ways of working, lean innovation models and transformative co-location frameworks"

What is your vision for the White City Innovation District?

I would love for WCID to be recognised as the best deep tech innovation ecosystem in the world – a talent magnet that both attracts and supports the training of future innovators and researchers. The WCID has rapidly evolved into an environment which supports seamless co-location and collaboration between academia, SMEs, industry and the local community.

There is so much more to come. Many innovation districts talk the talk but then evolve into a series of silos where collaboration is constrained. At White City we are at the forefront of exploring new ways of working, lean innovation models and transformative co-location frameworks. Exciting times lie ahead!

What advice do you have for young people who want to study at Imperial?

Imperial is recognised worldwide for the quality of its teaching and research

but its magic sauce is its sense of community that is so supportive.

I would encourage people to come and visit Imperial including coming along to Open Days, the Imperial College Festival and our outreach events – you will quickly get a sense of the close bond between staff and students. This is a real enabler and when you couple it with all the opportunities Imperial has to offer, the sky's the limit.

Did young Oscar ever intend to become a professor of chemistry?

I grew up in Pimlico and for as long as I can remember my parents took me to museums on weekends and I was transfixed with the exhibits at the Science Museum and Natural History Museum.

Things grew from there although I never thought I would make it to Professor: I was the first person in my family to go to university and it was not on my radar when I left school. It's crazy to think I did my PhD and now work metres away from the museums which inspired me at an early age.



What song do you put on when you need to be energised?

I have two that are mega uplifting. First, "Like Sugar" by Chaka Khan that was filmed on Wood Lane in White City and the other is "Revival" by Gregory Porter.



BBC
STUDIOS

BRINGING THE BEST OF BRITISH TV TALENT TO THE WORLD

Bold, British, creative – BBC STUDIOS combines the strengths of the UK's most-commissioned production company and a world-class distributor. It is an unrivalled creator of, and investor in, British TV programmes which reach global audiences.

BBC Studios is the principal commercial arm of the BBC, financing, developing, producing, distributing, and selling content around the world. It includes award-winning production teams across Factual, Drama, Comedy, Entertainment, and Music & Events. These will soon be joined by BBC Children's production, who create much loved children's TV for UK and global audiences.

Over the last seven years, BBC Studios (in its current form and previously as a production company) has generated revenues of £1.4bn, and it returns around £200m a year to the BBC in dividends and content investment.



@bbcstudios



bbcstudios.com



THE INDUSTRY STANDARD IN TV OPERATIONS



BREATHING LIFE INTO IDEAS

BBC STUDIOWORKS is a commercial subsidiary of the BBC, providing studios and post-production services to all the major TV broadcasters and production companies.

Located at Television Centre in White City (and at two sites in Elstree), its facilities are home to some of the UK's most watched and loved television shows. Studioworks offers world-class studio and post production spaces, equipping shows with technology and industry talent. By doing this, they bring ideas to life. Studioworks's White City credits include the BBC's The Graham Norton Show and QI, Channel 4's Sunday Brunch, Sky's The Russell Howard Hour and ITV's Good Morning Britain and The Jonathan Ross Show.

Across its three White City studios, Studioworks provide over 22,000 sq. ft. of studio space and scalable post-production facilities. With flexible technical and support areas, including tapeless recording facilities, it's an ecosystem geared towards the creation of outstanding entertainment.

 @BBC_studioworks

 bbcstudioworks.com



BEOBIA

A SUSTAINABLE PET FOOD REVOLUTION

Tackling the climate change emergency requires urgent action in various areas of our lives.

BEOBIA are addressing food waste and pet nutrition with their eco-friendly insect-growing pods. They are a closed loop system that turns food waste into mealworm protein and plant fertiliser. These mealworms provide a continuous supply of affordable and sustainable nutritious pet feed – great for birds, fish, reptiles and amphibians. For those sceptical of mealworms, BeoBia states that they are 54% protein containing all nine amino acids along with essential vitamins and minerals.

BeoBia founder Thomas started the organisation after realising that mealworms require a fraction of the land, water and resources compared to traditional protein. On a mission to remove millions of kilograms of CO2 by 2026, they will be launching their product soon – so keep your eyes peeled!

 @Beobia_ltd

 beobia.com



A FORCE IN THE UK TECH ECOSYSTEM

Founded by Manoj Badale and Charles Mindenhall, **BLENHEIM CHALCOT** is the UK's leading digital venture builder, headquartered at Scale Space White City, with offices in India and the USA.

With 23 years of experience building 42 ventures, £1.5bn of assets under management and 3,000 portfolio employees, Blenheim Chalcot plays a critical part in the UK's tech ecosystem. It disrupts markets using tech, including open banking, online learning and digitally transforming services, with a far-reaching impact across fintech, edtech, martech and more. The founding team of a startup has three priorities: raising money, business operations and building the product. A venture builder like Blenheim Chalcot means the first two are largely taken care of, leaving the team to focus on product and taking it to market.

Read more about the companies that Blenheim Chalcot supports including Avado (p.9), EnglishScore (p.43), Fospha (p.49), Liberis (p.88), Salary Finance (p.121) as well as about Scale Space White City (p.144), its joint venture with Imperial College London.

 @blenheimchalcot

 blenheimchalcot.com



Photo of Westfield London 10th Anniversary concert, courtesy of H&F Council



TACKLING FOOD WASTE; POWERED BY KIDS

BUBBLE & SQUEAK was born in 2017 when a group of school children in Old Oak learnt all about food waste. They found the facts so shocking that they agreed they needed to do something about it.

Since its foundation, they've turned this passion for reducing food waste into an opportunity to ignite change in their own community, saving surplus food and distributing it on a 'pay as you feel' basis. Other activities include a weekly Super Scientist Soup (learning about STEM) and a monthly 'build your own terrarium.

Featured in the Metro and Time Out, this social enterprise shows how much can be achieved when outrage inspires action and proves that no-one is too small to make a difference. And if you'd like to make one too, do check out the opportunities they have for community and corporate volunteering!

 @BubbleSqueakEat

 bubblesqueakeat.com



BUSH HALL
SINCE 2001

NO BEATING ABOUT THE BUSH

Built in 1904 by a publisher, BUSH HALL is the only surviving dance hall of the original London trio (one for each of his daughters!). It has been a base for legendary acts including The Who, Adam Faith and Cliff Richard who used it as a rehearsal space.

A snooker and social club in the 1980s and 1990s, the venue was restored in 2001 by present owners Charlie Raworth and Emma Hutchinson. The Guardian notes that our Shepherd's Bush local is "a hugely popular venue for sponsored gigs, and for secret shows by major artists", listing Paul Weller, Adele, Ellie Goulding and Suede as recent acts.

And it's not just music – with its capacity (400), chandeliers (6), ornate cherubs (numerous) and excellent acoustics, Bush Hall also hosts comedy and cabaret shows, wedding receptions, corporate events and film shoots.



@BushHallMusic



bushhallmusic.co.uk



**Bush
Theatre**

THE PLAYWRIGHT'S CHAMPION

Due to celebrate its 50th birthday in 2022, the BUSH THEATRE is a world-famous home for new plays and an internationally renowned champion of playwrights. It is one of the finest examples of a theatre that continually renews itself through groundbreaking and often award-winning premieres, including *Disgraced* by Ayad Akhtar which won the Pulitzer Prize in 2013.

This is no surprise for a venue that aims to “champion work that is both provocative and entertaining”. As well as its repertory work, the Bush is committed to discovering and nurturing new playwrights from the widest range of backgrounds, with a Literary Department that actually seeks unsolicited submissions.

A £4.3m redevelopment in 2016/17 also means that the venue is fully accessible and has two theatres and other spaces which can be hired out for events of between 5 and 200 people.

 @BushTheatre

 bushtheatre.co.uk



CAENA



TAKING THE STING OUT OF FUNDRAISING

Fundraising and financial planning are two of the biggest headaches entrepreneurs face when starting out. These two issues are related – proper financial planning is an essential step to making good decisions and commencing conversations with capital providers. CAENA is democratising fundraising, making it easier for startups to raise capital by simplifying the current complex, expensive and time-consuming process.

Caena's first tool is an automated financial modelling platform which helps entrepreneurs generate financial forecasts in under 30 minutes. The belief is that by offering better, cheaper, more accessible tools and financial planning, more entrepreneurs will be able to build sustainable and successful companies.

Caena was founded by H&F resident Kayode Odeleye, an ex-investment banker, and Ashkan Eliasy, a data scientist and biomedical engineer. Since launching the first version in Autumn 2021, the team has grown rapidly and is now also building tools for investment firms to simplify their deal process.

 @caena_io

 caena.io



causaLens 

HUMAN-CENTRED AI

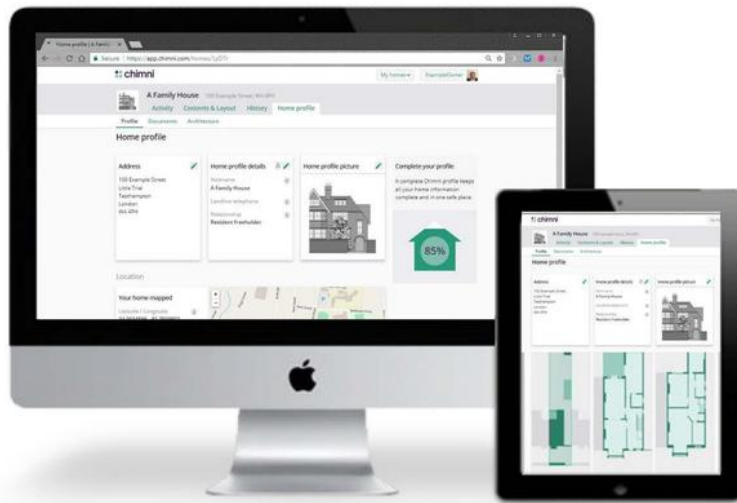
causaLens are the pioneers of Causal AI — a giant leap in machine intelligence and a new category of human-centred intelligent machines that understand cause and effect, unlike current Machine Learning techniques which use historical datasets.

The Hammersmith-based start-up is building Causal AI-powered products that are trusted by leading organizations across a wide range of industries. Their No-Code Causal AI Platform empowers all types of users to make superior decisions through an intuitive user interface. causaLens are creating a world in which humans can trust machines with the greatest challenges in the economy, society and healthcare.

At the time of writing, causaLens is recruiting for close to 20 roles. Touted as one of the 100 most disruptive UK companies (Hotwire) and named Best Deeptech Company 2019 at the Artificial Intelligence Awards, it's no surprise how quickly this pioneering business has scaled.

 @causalens

 causalens.com



EVERY HOME NEEDS A CHIMNI

Founded by H&F resident Nigel Walley and based in Soho Works White City, CHIMNI is a proptech start-up creating a completely new product category – the Digital Building Logbook (DBL).

Chimni aims to give every residential property in H&F (and then in the UK) a digital logbook containing ownership, maintenance and utility management information. DBLs combine innovative new uses of data, and include API connectivity to key Government data sources. As part of the open data revolution, Chimni logbooks are being used to disrupt the home buying and selling process and to replace much of the conveyancing function.

Digital property logbooks can also assist the delivery of council services to homeowners, creating a platform for homeowners to exchange data and services with local councils. Chimni are working with LBHF to do exactly this!

 @chimni

 chimni.com

Intelligence asset



casualens's lead Data Scientist **TAMARA STEMBERGA** is a physicist at the forefront of artificial intelligence, doing ground-breaking work on causal AI. She explains more about her choice of subject, her work and what she misses most about her home, Croatia.

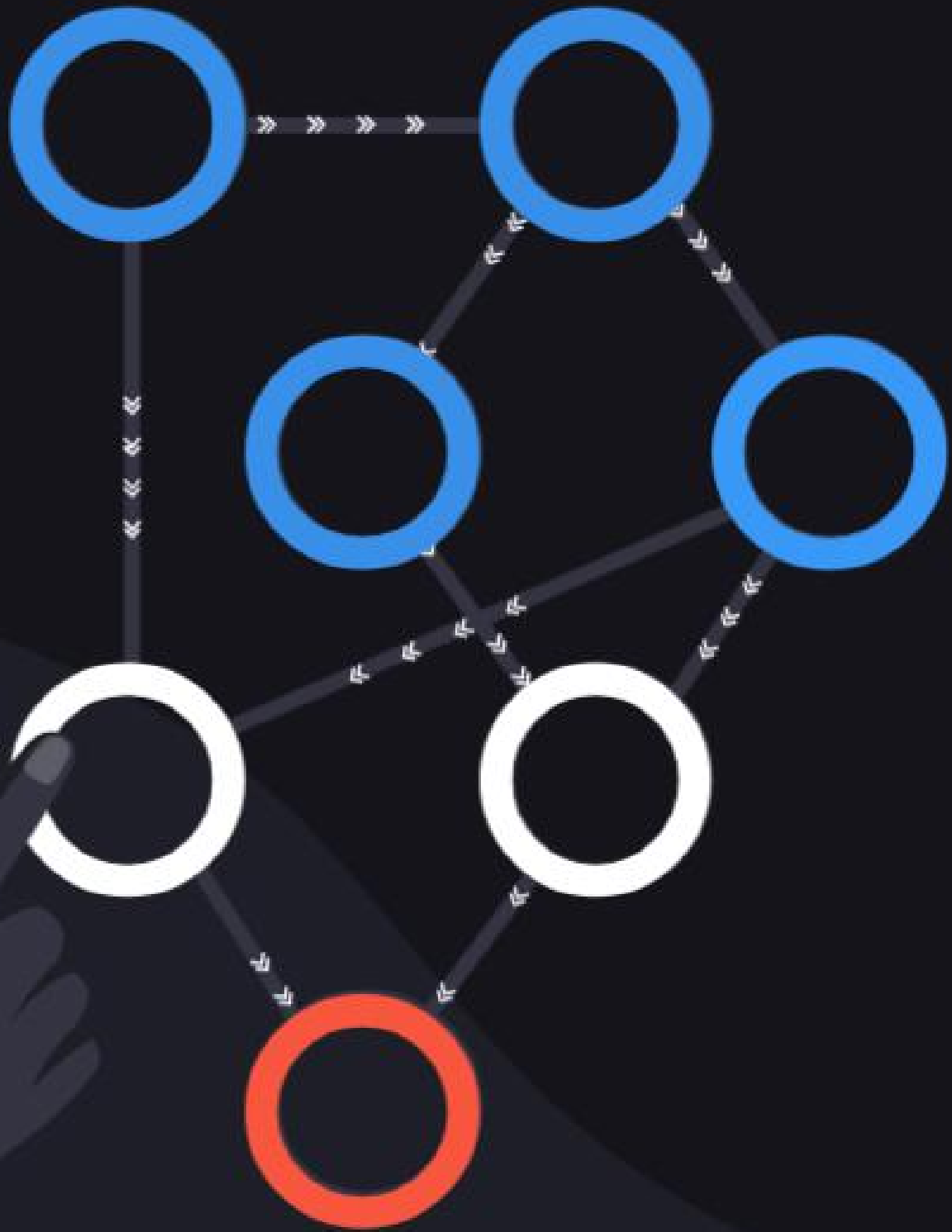
Can you explain AI and causal AI in a 'for dummies' fashion please?

Causal AI is a technology which can discover cause and effect relationships in data, however large or small. Crucially, Causal AI provides the user with actionable solutions to their problem. It delivers explainable recommendations, which are reliable in real-world contexts, and which are easily integrated with human-decision making.

What does your role at causalens entail and what is the best part about it?

The main part of my role as lead data scientist is to help clients discover value in their data using our technology and help them integrate it in their workflow.

I interact with a wide range of industries, which brings up a variety of interesting questions on a daily basis. This results in a role that is diverse, dynamic and fast-paced. My ultimate satisfaction comes from witnessing the impact and the benefits of our tech!



"Causal AI is a technology which can discover cause and effect relationships in data"

You completed your PhD in Physics at Zagreb University. One challenge the UK has traditionally faced is the lack of women in science – in Physics only 20% of undergrads studying the subject are women. Does a similar problem exist in Croatia? What inspired you to study the subject?

Croatia faces a similar problem, and, in fact, this problem is prevalent at a global level. It is even more pronounced at a more senior level, such as postgraduate study, academic positions and leadership roles in industry.

I was naturally drawn to engineering and science from an early age. Physics strives to explain the world through mathematical theory and its models, and it appealed to me because of its deep foundational nature.



Where would you like to see AI put more to use?

AI can make a positive impact across different sectors. However, personally I would like to see more contributions in areas such as environmental protection and healthcare which are hugely beneficial to humanity.

What do you miss most about home? And is there anywhere in London where you go for Croatian food?

My family and friends of course, as well as our Mediterranean sunshine! There isn't an abundance of restaurants but Croatian produce can be found in several little shops.



What song do you put on when you need to be energised?
Probably something like 'Are You Ready' by Disturbed.



PROMOTING THE CIRCULAR ECONOMY

Our global economy is demanding transformative change within supply chains – not simply because the pandemic has shown the fragility of supply chains, but because of an increasing requirement to meet ESG and responsible sourcing standards.

As Hammersmith-based **CIRCULATOR** note: “it’s time to make global supply chains traceable, ethical, and sustainable”. With the only proven technology solution available, they can track high risk and high human impact materials used in manufacturing and recycling supply chains, crucial for supporting the circular economy.

Circulator’s technology isn’t just for traditional extractive industries. With it, manufacturers of electric vehicles and those in the construction trade can prove the source of their materials and decide on the lowest carbon route through their supply chain. If you’ve wondered about your recycling, Circulator’s traceability data checks whether the disposal process is responsible. With clients including Volvo, Sky, Jaguar Land Rover we expect to hear much more about Circulator.

 @circulor1

 [circulator.com](https://www.circulator.com)



INSPIRING ARTISTS AROUND THE WORLD

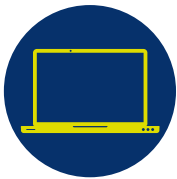
COLART brands are some of the most recognisable names in art materials, including Winsor & Newton (favoured by Turner, LS Lowry and Mondrian), Liquitex and the historic Lefranc Bourgeois founded 300 years ago. Headquartered in Huckletree White City and with a presence in North America, Europe and China, Colart's vision is to inspire every artist in the world.

Alongside this, they aim to be a sustainable home of creative brands. Sustainability activities include: exploring sustainable product ingredients that do not compromise on quality; zero single-use plastics by 2025, and the use of renewable energy across all operations.

Their People First thinking has placed Colart at the forefront in the future of work. Following feedback from a virtual hackathon for office-based employees in 2020, their White City office embraces a hybrid model with employees in the office two days per week and in-person time being maximised for collaboration.

 @colart_united

 colart.com



comma

HELPING SMES TO 'BULK PAY THE BORING STUFF'

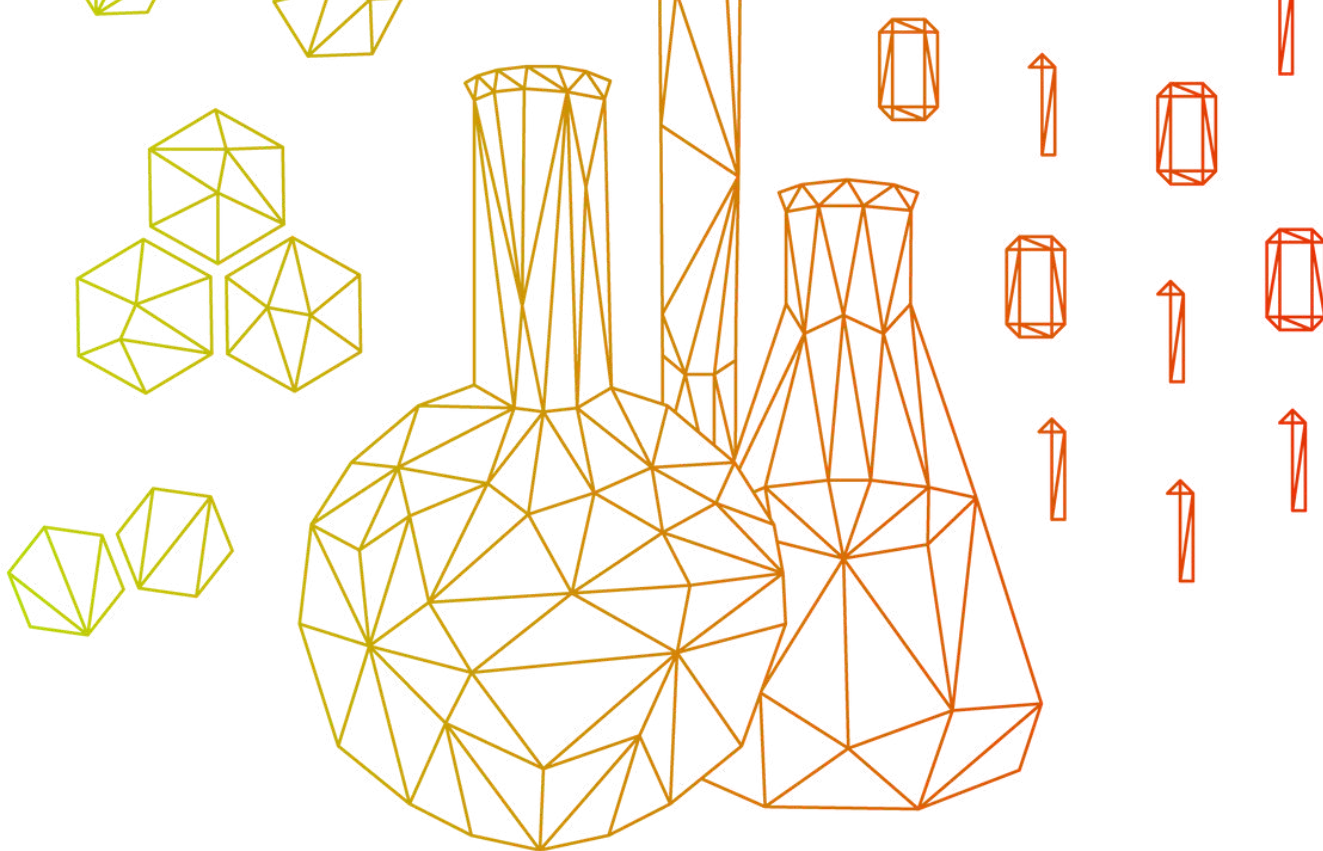
COMMA's mission is simple – to remove the pain from payments. By streamlining the process between online banking and accounting software, they are helping small business owners to free up time to focus on growing their business.

Their software revolutionises the payment system, making it easy for accountants and small businesses to pay salaries, taxes and invoices. Leading the development of open banking bulk payments helps millions of small businesses that have traditionally avoided using BACS services as they were too complex and costly.

Despite only being founded in 2020, the Huckletree White City-based organisation has already raised £4.34 million in funding, was shortlisted for 'Best Open Banking Payments Implementation' at the Open Banking Expo awards, and has been featured in AccountingWeb.

We love their tagline 'Bulk pay the boring stuff', which anyone with a small business can empathise with!

 usecomma.com



LIVING IN A MATERIAL WORLD

Launched in 2021, DIGIFAB's vision is to transform chemical design and manufacturing by moving away from slow, labour-intensive manual methods, towards highly automated, data-driven approaches that capitalise upon advances driven by the Fourth Industrial Revolution.

The Institute aims to work as a catalyst, bringing together interdisciplinary expertise from across Imperial, as well as developing strong collaborations with industry, to make a true impact on society. The accelerated development of new chemicals and materials can deliver real world applications for areas including new drug discovery, sustainability, new energy systems and agriculture.

DigiFAB reflects the outward facing, entrepreneurial spirit of the Department of Chemistry at Imperial and is keen to engage with local businesses and SMEs so do reach out to them!

 @imperialdigifab

 imperial.ac.uk/digifab

AGE
F
.COM



Photo courtesy of Hammersmith & Fulham Council



SPECIAL ENTERTAINMENT WITH HEART (& EARS!)

It's hardly a secret that DISNEY is one of the biggest and most famous entertainment companies in the world. From their founding in the 1920s by Walt Disney to make animated films, to their current stable of iconic brands that include Disney, Pixar, Marvel, Star Wars, National Geographic, 20th Century Studios and ESPN - - Disney entertains, informs and inspires millions of people through its unparalleled storytelling.

Their UK headquarters in Hammersmith is home to hundreds of employees including their Disney+ team, the company's direct-to-consumer streaming service, which is currently available in the UK and many other countries across Europe. Hammersmith is also the home to their film distribution team, who are responsible for getting their movies into cinemas - from Cruella and Encanto, to The King's Man and Nomadland.

 @disney_uk

 disney.co.uk



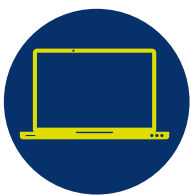
RAPID DNA SEQUENCING THAT SAVES LIVES

DNAe is a game-changing molecular diagnostics company that is using novel DNA sequencing on a microchip to diagnose diseases such as blood infections, enabling clinicians to manage and prevent sepsis. Its LiDia-SEQ™ system can perform tests on blood samples at the patient's bedside to identify what infection the patient has and whether there is any antimicrobial resistance. The result is that clinicians know which antibiotics to use to treat the disease within hours rather than days, which can ultimately save lives.

Such a revolutionary approach to sequencing opens doors to treating other diseases such as cancer. Soon to be moving their technology into clinical trials, it is no surprise that the Scale Space-based DNAe team has been growing fast in 2021. They have also supported the growing life sciences cluster by donating high quality lab equipment.

 @dna_electronics

 dnae.com



dnanudge

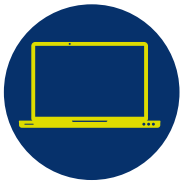
A HEALTHY NUDGE

We know how difficult it can be to create healthy new habits. DNA NUDGE is here to give a helping hand by using our DNA. Using a cheek swab test, your DNA is loaded onto a personal and wearable 'DNA Bean'. While out shopping, you can use it to scan food and skincare products to find out if they are a good match for you or to get recommendations for products better suited to your genetic make-up.

The pandemic has seen DNA Nudge introduce Covid-19 testing to its activities. They have developed a fast and accurate lab-free 'Bubble Test' which reduces the cost of testing for a small group, such as a family. And this technology has played a critical role in helping arts organisations get back to live performances, with DNA Nudge providing bubble testing to both the London Symphony Orchestra and the Glyndebourne Festival.

 @dnanudge

 dnanudge.com



dunnhumby

THE WORLD'S CUSTOMER DATA SCIENCE PIONEER

DUNNHUMBY'S focus is to put the customer first, using data science to help retailers and brands better understand their customers. The business is proud that their work improves millions of people's lives around the world every day, allowing businesses to engage with every customer as an individual.

If you got an online delivery slot with Tesco shortly after the first lockdown, thank dunnhumby for helping the grocery giant triple the number of available slots. dunnhumby has a keen eye to supporting local charities and donated nearly 90 laptops to Tech4Kids (p.62).

With offices in 29 countries across the world, we are proud to have this pioneer of customer data science right here in Hammersmith, where 650 lucky staff work from what can only be described as the classiest offices on Shepherd's Bush Road (a Grade II Ford assembly plant and showroom).

 @dunnhumby

 dunnhumby.com

Power source

The affable Medical Director and CSO of Novartis UK talks about the life sciences sector, the best parts of her job and building empowered teams. We meet **SAMIN SAEED** .



What does your role entail?

I lead the medical affairs department, a group of medical doctors, pharmacists and scientists who work closely with the marketing, market access and clinical research teams to generate evidence, engage and communicate with the healthcare community, ensuring our medicines are reaching the right patients as quickly as possible.

What do you enjoy most about it?

I enjoy the variety – no two days are the same! I love connecting and working with people within the UK health and life sciences ecosystem.

But, most importantly, it is incredibly humbling and rewarding when you hear stories about the difference our innovations are making to patients, which is what ultimately matters.

Where do you think your role makes the most impact?

My role has the most impact by not only setting clear direction for the team, but by enabling and empowering people to bring their best and authentic selves to work, by reminding people why we are here, to ensure our innovations are helping people.

What was your career path to Novartis?

After qualifying as a medical doctor in 2002, I was working in the NHS as a trainee surgeon. Due to personal circumstances, which involved the loss of my mother at a young age, I started to explore other career opportunities, and made the choice to join the pharmaceutical industry 15 years ago, early in my career as a medical advisor.

It opened up a whole new world where I could use my medical training to make a difference to patients in other ways. Since that time, I have worked in International and UK-based roles in many companies, spanning drug development, health economics, and medical affairs where I now am.

How can life science startups engage with Novartis?

Life sciences is an umbrella term, so it depends what the start-up is looking to do. In the UK we are focused on working with health care systems, in order to partner on population health initiatives, deliver trials, generate real-world evidence and create solutions which ultimately help patients get access to treatments they need.

As a global company, we have a Business Development team based outside the UK, who are always looking for new innovations that can either support and accelerate our drug discovery and development efforts, or could also become a treatment itself.

"it is incredibly humbling and rewarding when you hear stories about the difference our innovations are making to patients, which is what ultimately matters"

A book you'd recommend?

Drive by Daniel Pink talks about how to motivate people, and leverage their own intrinsic needs. It has given me food for thought, and is something I try to bring to the teams I lead.



What song do you put on when you need to be energised?

Good question! It depends, but it is usually something poppy or dancy to get the adrenaline going!



EdCity Development Ltd

AN EDUCATED APPROACH

EDCITY is a unique development that will bring social, educational and economic benefits to the White City community.

It will provide a new Ark primary school building and more than 130 affordable homes for local people and key workers, as well as a new OnSide youth zone (p.147), improved nursery and adult education facilities and a state-of-the-art office building.

EdCity is a non-profit partnership between H&F Council and Ark, a national education charity that will move into the new office space alongside other organisations and businesses. Together, they are building a place that will make a difference to local people.

The development work has already begun and is expected to be finished in 2025.

 edcity.org.uk



A DIGITAL LOYALTY CARD & CRM FOR SMES

For anyone who runs an independent coffee shop or restaurant, customer loyalty matters, particularly after a challenging time in the pandemic. You want to focus on serving your customers, not spend time learning how to operate a new customer relationship management (CRM) system. This is where EMBARGO's plug and play CRM and digital loyalty card can make a difference.

Based at Work.Life Hammersmith and founded by two local residents, Embargo has built a platform that means SMEs need only spend 15 minutes each month on their CRM system to see customer analytics, draw conclusions and take action to drive business. This affordable and powerful tech solution allows small, local and independent businesses to compete with major chains as they finally have tools to reward, communicate and manage their customer base without having to spend huge amounts on it.

 @embargoapp

 embargoapp.com



DESIGNING BEAUTY & SUSTAINABILITY

EMILY CARTER is a designer specialising in silk accessories, stationery and furnishings. She illustrates each of her designs entirely by hand with traditional pen and paper, and her products are made by hand in England. Recent collections have been inspired by her travels to South America and South East Asia.

Emily is a member of the British Fashion Council and exhibits regularly at London and Paris fashion weeks. She has collaborated with brands such as Aspinall of London and her designs have been worn by icons like Kate Moss.

Sustainability is central to this local resident's business and so it operates with small supply chains, and with recyclable and biodegradable packaging. She also hires local tailors, rather than factories, to make some products, further reducing the supply chain and ensuring that the people making her products are being paid and treated fairly.

 @emilycarterlondon

 emily-carter.co.uk





RETHINKING DRUG DISCOVERY FOR FIBROSIS & CANCER

ENGITIX is a biotechnology company which is rethinking drug discovery for fibrosis and cancer. They have developed a pioneering discovery platform including the human extracellular matrix (ECM), which is characterised by proteins and molecules that support and give function to cells and tissues. If this is damaged or changed it can lead to diseases, for example fibrosis cancers.

Engitix's platform allows them to model these structures in the lab to understand how diseases progress, and to discover novel therapeutics and test potential drugs. This is a powerful step in drug discovery because it mimics the environment in the human body, and should increase the success rate in identifying relevant disease-specific therapeutics' targets as well as reducing drug failures at later testing phases.

Based in White City, Engitix is built on the pioneering research of co-founder and CEO Dr Giuseppe Mazza. With funds raised of over £44m (\$60) million and a rapidly growing team they are certainly one to watch!

 engitix.com



AN ENGLISHSCORE WHICH OPENS DOORS

For those with English as an additional language, ENGLISHSCORE's certificate can help to open up career prospects by providing a trusted record of their proficiency to potential employers. This globally adopted English assessment takes 30 minutes via a mobile app and gives an accurate and unbiased assessment of the test-taker's English language skills. Security is a key feature and it is the world's only mobile-proctored English test; through use of the front-facing camera, the test monitors performance and deters cheating.

A joint venture between Blenheim Chalcot (p.16) and the British Council, Scale Space White City-based EnglishScore has become a global standard of English proficiency. Increasingly recognised by leading employers and institutions, and with certificate holders in over 150 countries, the business recently celebrated passing 4 million users!

 [englishscore.com](https://www.englishscore.com)



**Imperial College
London**

RESEARCH FOR A CLEANER WORLD

The ENVIRONMENTAL RESEARCH GROUP is a leading provider of air quality information and research in the UK. Part of the School of Public Health (p.124) and based in the Uren Hub (p.127), its researchers combine air pollution science, toxicology and epidemiology to find out what impact air pollution has on health, and what the specific causes are of those health impacts.

Headed by Professor Frank Kelly, a top advisor to the UK government and author of 350 high-impact research papers, the ERG works with policy-makers to support actions and policies that reduce the effects of air pollution. Indeed, all major air pollution strategies in London use emissions and air pollution models developed by the group.

Other areas of research include risks that microplastics and emerging chemical contaminants present to human health, as well as Aerosol Science (the study of aerosol physical and chemical characteristics).

 @CentreEnvHealth

 erg.ic.ac.uk/research/home/



Photo courtesy of the
MRC London Institute of Medical Sciences



PROBING OUR UNDERSTANDING OF ALZHEIMER'S DISEASE

Alzheimer's Disease (AD) affects 1 in 6 people once they reach old age, and it is believed that more than 130 million people will be living with dementia by 2050. At present, there is no way to definitively diagnose AD or to effectively track the disease progression.

ESYA LABS is developing a precise test for AD using DNA nanotechnology. It is believed that a dysfunction in the lysosome of cells (the part that breaks down waste not needed by the cell) leads to a build-up of proteins that damage the brain in many illnesses, including AD. Esya's nanoprobes target the lysosomes and flag whether they are functioning effectively. This helps Esya to understand disease progression, monitor the illness, highlight markers of early disease and support drug discovery.

The technology can also help us to understand other diseases involving the lysosome, taking us one step closer to discovering drugs that can treat a catalogue of diseases.

 @esyalabs

 esyalabs.com

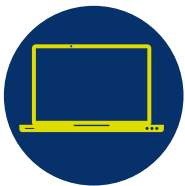


Navigation bar with five colored buttons: Cover request form (blue), School trips (orange), Academic concerns (yellow), Staff meeting minutes (green), and Staff handbook (purple).

Announcements & Messages sidebar. Includes a 'Send Message' button and two announcements: 'Football practice is cancelled due to bad weather' and 'The staff meeting has moved to 14.00 tomorrow - remember biscuits, thank you!'.

Bookmarks sidebar. 'Newest Recommended' section shows 'Staff handbook > Principles' by You on 03/01/2019.

Tasks section. Two task cards are visible: 'Write an essay about familial love in Romeo and Juliet' (Class 11x/En5, Due Thu 9th Sep) and 'Write a poem about your Christmas in the style of Matthew Arnold' (Class 8x/En2, Due Wed 8th Sep). Progress bars and counts for 'Marked', 'Handed in', and 'Total' are shown for each.



FIRED UP & FLYING HIGH

FIREFLY LEARNING is an EdTech company founded by then-GCSE students Joe Mathewson and Simon Hayes in 2009 to help their teachers and students access school information online and out of the classroom.

Now headquartered in Hammersmith, with offices in Singapore and Sydney, Firefly's collaborative platform for schools saves teachers time, helps students learn more effectively and brings parents into the learning experience. Their tools make a difference to over a million students, teachers and parents around the world in 1,000 schools and help students reach their full potential.

During Covid-19, Firefly's platform was critical for supporting students with home learning. As it had already been designed to support blended learning, it ensured minimal disruption when schools had to close. Investors have clearly noticed its impact too: a £4.5m Series A was followed by a £5.5m Series B funding in 2019.

 @fireflyteam

 fireflylearning.com



Photo credit: Alex Zaj



BUILDING A GLOBAL FOODTECH ECOSYSTEM

Headquartered at Huckletree White City, FORWARD FOODING is at the heart of the food tech revolution, helping to navigate the food tech landscape using their data intelligence platform, consulting services and startup network. These tools have sparked over 3,000 connections between FoodTech companies, investors and corporates, fostering collaboration and innovation across the world.

In 2020 Forward Fooding launched the Food Tech 500, the world's first definitive list of the global entrepreneurial talent at the intersection between food, technology, and sustainability.

Food and technology may seem to be unlikely companions, but from monitoring farmland via drones to on-demand food delivery (with which we've all become a little too familiar in recent times) entrepreneurship and food tech have a key role to play in solving the biggest problems in our global food system and in creating a more resilient and sustainable future.

 @forwardfooding

 forwardfooding.com



UNLOCKING BUSINESS GROWTH WITH DATA

FOSPHA helps businesses acquire and retain customers at a sustainable marketing cost. The product they have developed helps independent businesses survive and thrive online in an ecosystem dominated by the likes of Google.

Acquiring and maintaining customers is a key challenge for growing direct-to-consumer businesses, compounded by unreliable advertising platform metrics. Fospha allows businesses to precisely and independently measure the effect of each click and impression in one place. In one instance, Fospha's work revealed that a client's video display partner had falsely claimed credit for customer conversions, leading to a USD2m claim in damages.

Based in Scale Space White City, with an office in New York, Fospha's clients include Huel and Octopus Energy. Its average client sees a 83% increase in revenue growth, a 33% rise in advertising return on investment and a 9% drop in customer acquisition cost.

 @wearefospha

 fospha.com

SCALEUP LOOKING FOR A WORKSPACE?

JOIN THE MOST EXCITING
INNOVATION HUB IN WHITE CITY

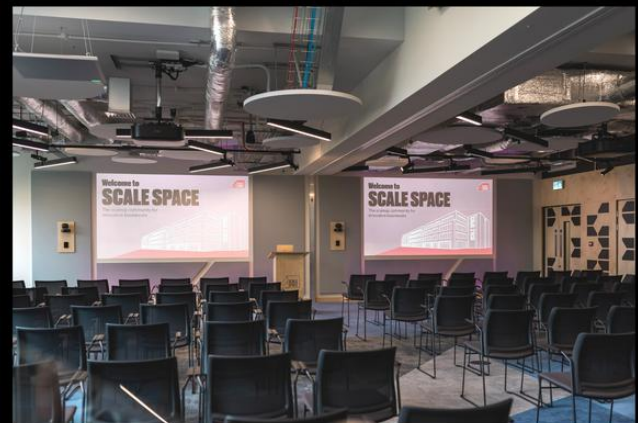


**Rent an Office or
book a Hot Desk
at Scale Space**



Book our event spaces:

From meeting rooms to event spaces for up to 120 people, Podcasting Facilities and Recording Studio.



CONTACT US:



support@scalespace.co.uk



020 8050 1479

RACHEL OF THE RIVERSIDE



Riverside Studios' Creative Director **RACHEL TACKLEY** has produced shows all over the world but is most at home at her current gig. If made Culture Secretary, she would print the economic contribution of the UK's arts and cultural sector on a bus and drive it around Whitehall.

What does your **ROLE** entail?

Riverside Studios recently opened following a six year redevelopment. As Creative Director, I'm responsible for the creative life of the building, working with a small team to programme a wide diversity of work in all our spaces.

What has Riverside Studios done differently since the pandemic?

Throughout the pandemic we worked incredibly hard to stay open when restrictions allowed. It wasn't easy, but it was important to us that our audiences and customers could see that we are creative, front-footed and ambitious – we have a massive can-do attitude!

We are fortunate in that all our studios are built with future digital exploration in mind, and that each can be used as TV or film studio or theatre spaces. So we made lots of films and TV during the pandemic. It meant that we could keep the building open and our staff employed. During the pandemic, Riverside has been in a unique position to support artists and theatre makers as they look for digital solutions to audience reach and engagement and discover new ways of working.

We were able to make work, record, live broadcast, conference and livestream into and out of the whole building.

For example, we created a covid-safe bubble from which we live-streamed Eddie Izzard running 32 marathons on a treadmill in one of our reception spaces. We then live-streamed her standup every night from our studio which reached people all over the world and raised over £1m for charity.

What was your CAREER PATH to Riverside Studios?

After a degree in Drama and Sociology I ran a gorgeous pub theatre in Little Venice for the princely sum of £15 a week! My ambition was to run the Half Moon Theatre in Mile End – I was a huge admirer of its political standpoint and its place in the community. Having achieved this at the age of 25, I thought I should think again.

I spent 10 years producing work all over the world for a touring theatre company, and had a ball. I moved to commercial theatre for several years as Head of Programming for the Ambassador Theatre Group. Having acquired an appreciation for great work, combined with a big dose of realism for its practical and financial realities, I took over as Director of English Touring Theatre, where all of that was hugely useful! I then went to Chichester Festival Theatre for two fabulous seasons, and now here I am.

What has your career HIGHLIGHT been to date?

I can't pick one! I have produced plays all over the world. But I can honestly say that I am most at home at Riverside. We work in a warm, collaborative atmosphere. If you should be mad enough to choose to run an arts centre during a pandemic, I recommend doing it with the Riverside team 100%.



What 3 things would you do if you became CULTURE SECRETARY?

Before the pandemic the arts and cultural sector contributed £10.8bn a year to the UK economy and generated 363,700 jobs. I would print that on the side of the bus and drive it round Whitehall.

Neil Mendoza (Commissioner for Cultural Recovery and Renewal) said that "arts organisations will need to develop new business models, new ways of working and of course new ways of connecting to audiences". I would want to look in detail at the creative and cultural industry. I would like to hear from individual artists and creators and ask how they can respond to this challenge and help the sector innovate.

Finally, I'd unfreeze the BBC licence fee, have a sensible conversation about its future and then resign.

What song do you put on when you need to be energised?



No contest. I Wanna Dance with Somebody – Whitney Houston, all the way.



BLUE ANCHOR
EST. 1722

GREENE KING
THE RUTLAND ARMS

Blue Anchor
house of cocktails
BURRITOS
PERSONAL LI...
ELECTRIC PILE
BURRITOBAR
OLD FASHIONED
BEERNO

By the river in Hammersmith



COLOUR CHECK FOR HYGIENE & FOOD WASTE

Founded by two Imperial students and based in the Imperial White City incubator (p.76), FRESHCHECK is revolutionising the way we understand safety, by providing the first affordable method to test surfaces for biological debris with a simple colour change – if it doesn't stay purple, you need to clean again.

By offering this affordable approach to monitoring hygiene conditions that doesn't require expensive and complicated hardware, everyone can ensure their cleaning is effective. This levels the playing field for smaller companies and allows larger companies to save costs.

Co-founder and CEO Alex Bond started the business while completing his PhD and was recognised by Forbes 30 under 30. In 2020, Fresh Check raised £625,000 from investors, including biotech investor Peter Trill and the Imperial College Investment Fund. The team is also working on a smart use-by date for food so as to reduce food waste.

 @fresh_check

 freshcheckuk.com



MAKING AN IMPACT ON THOSE TRICKY YEARS

Shepherds Bush-based charity FUNPACT runs short courses for children aged 10–17 and their parents, helping the transition towards independence and adulthood. Its courses are aligned with the PSHE curriculum and cover topics including mental wellbeing, money management and citizenship.

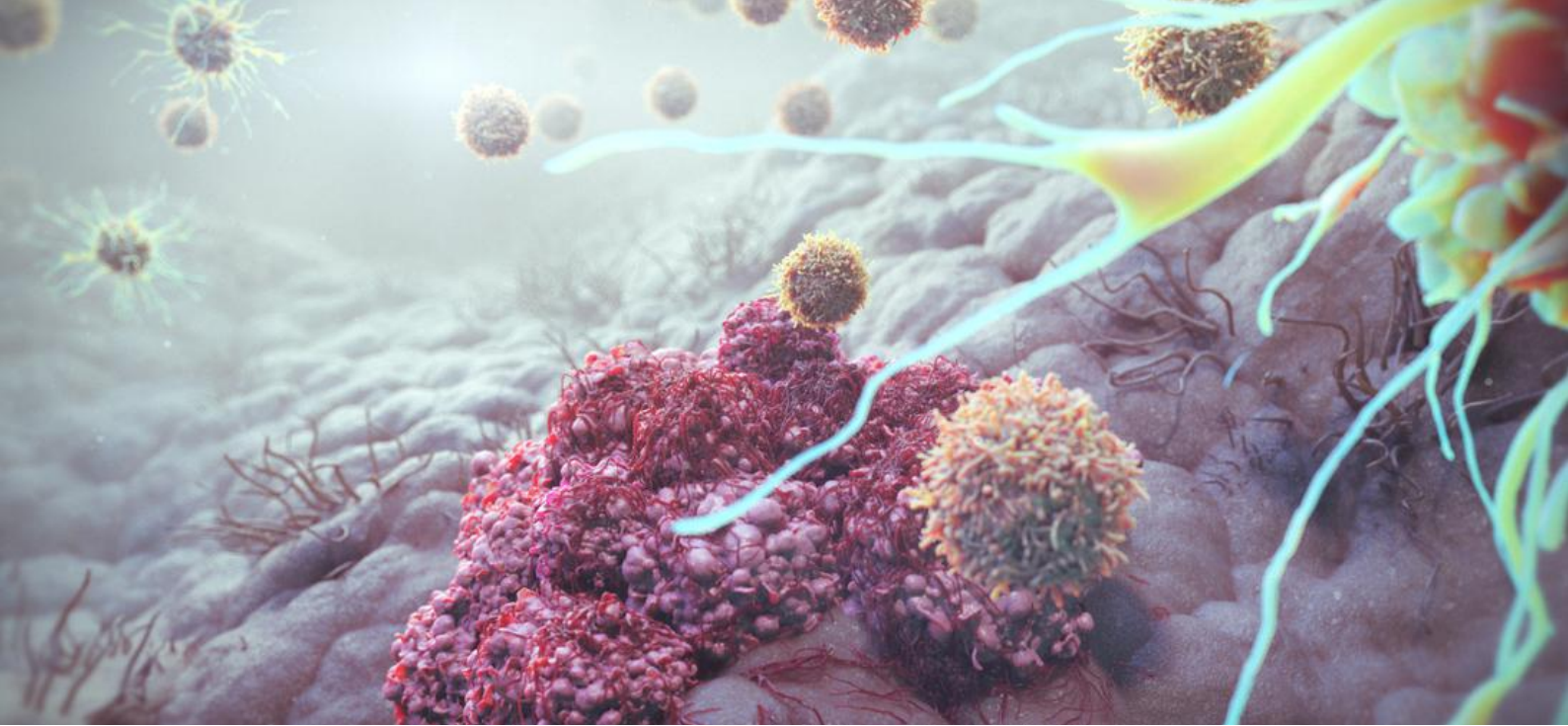
Many families can attest to tricky pre-teen and teenage years, Funpact is designed to help navigate this period and offers a fun and engaging way to strengthen the parent-child relationship.

One of the courses on offer is Ambition 2 Success which works with pupils who are struggling to understand the value of education. Through the programme, they are invited, along with their parents/carers, on a journey of discovery towards their ambitions. It supports them as they build their resilience and create a positive trajectory for their time at school and beyond.

'Phenomenal' is what one assistant headteacher said about the programme's impact on pupils!

 @BTGCourse

 funpact.org



TRANSFORMATIVE IMMUNOTHERAPIES FOR CANCER TREATMENT

GAMMADELTA THERAPEUTICS' mission is to develop the first effective off the shelf cellular therapies for certain cancers.

T cells are a part of the body's immune system. Specifically, gamma delta T cells have an innate ability to recognise stressed, pathogen infected or transformed cells and respond to maintain a stable environment. Gamma delta T cells have the potential to detect and eradicate tumour cells. Therefore, engineering them to target specific tumour markers provides capacity for dual targeting which can reduce therapeutic resistance.

White City Place-based GammaDelta Therapeutics has developed multiple platforms to isolate, engineer and expand gamma delta T cells from blood and tissue for the development of a pipeline of immunotherapies. Their off the shelf therapies have potential to treat a broader range of patients than autologous therapies.

In 2021 it was announced that Takeda Pharmaceutical Company will acquire the business to accelerate development of these immunotherapies for solid tumours.

 gammadeltatx.com



GEORGE'S MARVELLOUS MEDICINE

GEORGE MEDICINES is a drug development company, spun-out from George Health, and which uses the research base and scientific expertise of the George Institute for Global Health. The company's mission is to extend and improve the lives of millions of people suffering from the world's leading causes of death and disability, such as hypertension, cardiovascular disease and type 2 diabetes.

George Medicines does this by taking drugs already effective in these illnesses and reformulating them into proprietary, single combination pills with novel dosage strengths. This alleviates the need for patients to take multiple tablets, therefore improving adherence to treatment as well as treatment outcomes. In addition, the therapies have the potential to be safer and more affordable, thereby increasing accessibility.

Based in the I-HUB (p.136), George Medicines announced in 2021 the launch of their Phase III clinical trial program for their combination pill which has the potential to treat high blood pressure.

 [george-medicines.com](https://www.george-medicines.com)



White City skyline, photo courtesy of Imperial College London



gousto

EATING WELL WITHOUT WASTE

Busy but want to eat healthily? Founded in 2012, GOUSTO pioneered the recipe box offering in the UK with a bold ambition to change the way people shop and eat. Gousto sends precise ingredients and easy-to-follow recipe cards directly to homes, making it simple to cook exciting meals from scratch.

As part of its mission, Gousto is dedicated to offering a more sustainable meal. Precise ingredients and order forecasting means no food waste in the home and less than 1% in fulfilment centres, with a recent study showing that compared to an equivalent shop from a supermarket, Gousto produces 23% less carbon emissions.

Awarded B Corp status in 2021, the Shepherd Bush-based business is one of the fastest-growing companies in the UK., with over 200 people in London, Gousto is a Real Living Wage Employer and gives every full-time employee the chance to become a shareholder.

 @goustocooking

 gousto.co.uk



LOCAL BUSINESSES, LOCAL STORIES

At the start of the pandemic a local content producer, Katia Hérault, started a Facebook page raising awareness of how residents could help support affected local businesses.

Its success led Katia to team up with Lizzie Cernik, a local journalist, to take the idea further. And so **H&F CIRCLES** was born. An inclusive community magazine, H&F Circles is a volunteer initiative that makes it easier for those in the borough to support the local economy and each other.

Since its inception, H&F Circles has produced videos on behalf of businesses and communities in the borough. 'Shopping Full Circle' is one of which they are particularly proud. Featuring local residents, businesses and community leaders, it uses storytelling to explain the benefits of shopping locally.

This micro agency is making an impact by bringing the H&F community together using a mix of local knowledge, creative expertise and a passion for environmental and social justice.

 @HFCircles

 hfcircles.co.uk



COMBATTING FOOD POVERTY

Founded by Daphne Aikens in 2010 with the belief that nobody in the community should have to go hungry, H&F FOODBANK was one of the first in London. It has remained in operation for over eleven years thanks to the support of local residents, businesses, faith and community groups – testament to the amazing community spirit alive in the borough.

Its priority is ensuring that anyone who requires its services is welcomed and treated with dignity. In addition to emergency food packages, they also offer support from Citizens Advice professionals, solicitors and psychotherapists to those who need it.

After a challenging 18 months in which it was required to re-imagine its operation while the demand for its services increased, H&F Foodbank has recently been able to reopen its centres and return to meeting those who use them face-to-face.

 @hffoodbank

 hammersmithfulham.foodbank.org.uk



h&f
giving

BETTER NEIGHBOURS MAKE BETTER NEIGHBOURHOODS

H&F GIVING (formerly known as United in H&F) improves lives and makes change happen by connecting donors with local people in need. The place-based giving scheme was formed by the 400-year old DEBK Fulham Charity and Hammersmith United Charities to inspire people to devote the resources required to create a stronger borough.

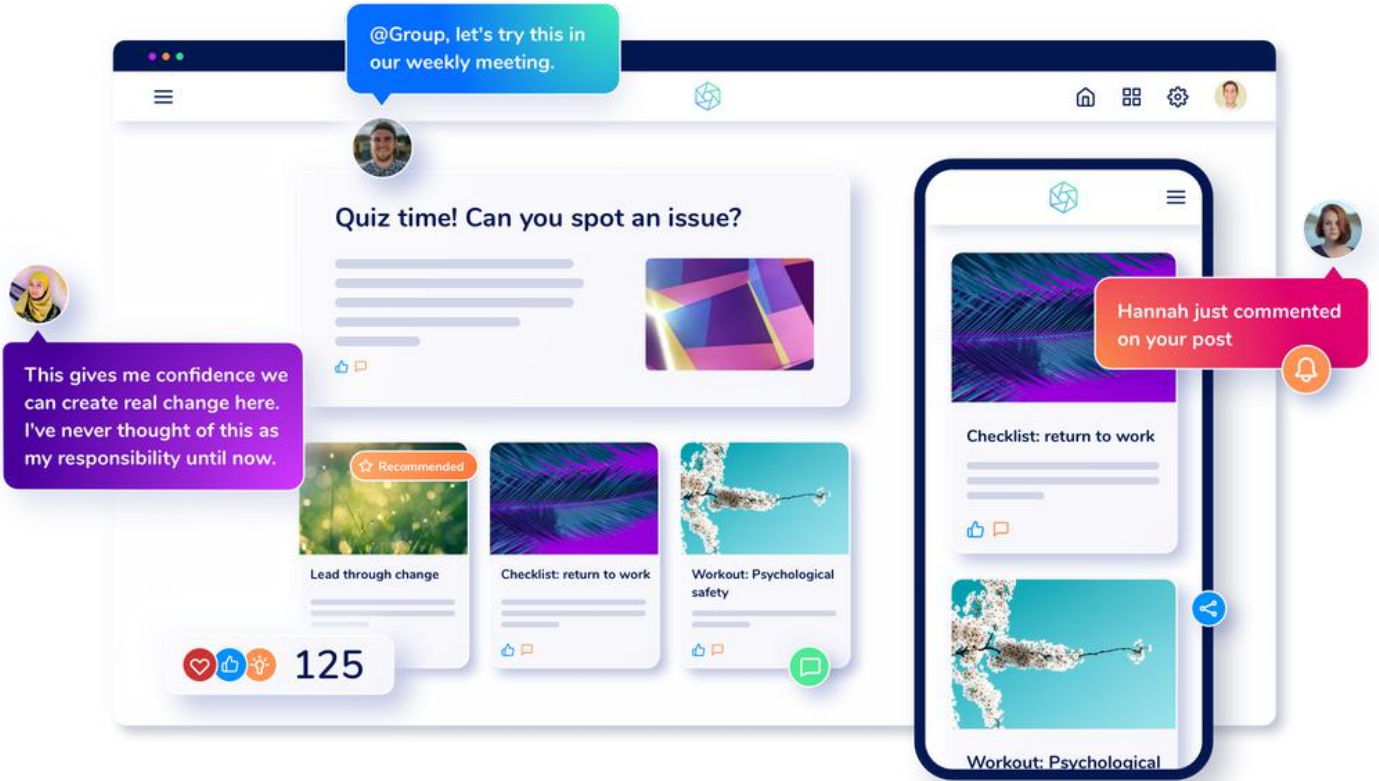
Led by Savraj Kaur (p.82) the charity has distributed more than £400,000 in grants to local community groups since March 2020.

Furthermore, it has spearheaded fundraising encouraging the public to give more than £160,000 to fund urgent community needs, including the Tech4Kids campaign to get 1,000 children in poverty their own laptops with connectivity.

Their creative project Humans of Hammersmith & Fulham has also been touring community venues, featuring portraits and interviews of local people that help dismantle prejudice and exclusion while inspiring belonging, discussion and sharing in the borough.

 @hfgiving

 hfgiving.org.uk



WHERE PEER LEARNING DRIVES CULTURE CHANGE

A learning culture used to be about continuously learning and evolving technical skills but today behavioural skills are just as important. HIVE LEARNING is on a mission to support this need and disrupt corporate learning.

Founded by World Cup-winning rugby coach Sir Clive Woodward, and backed by Blenheim Chalcot (p.16), the world's #1 peer learning platform combines network science and nudge theory to help forward-thinking organisations create and sustain behaviour change at scale. Based at Scale Space White City, Hive's award-winning Inclusion Works programme helps every employee build everyday habits of inclusion, with practical, action-oriented content, a platform for having difficult conversations, and peer-driven nudges to create accountability, FOMO, and change that sticks.

Hive Learning also specialise in helping companies embed their values at scale and accelerating culture change in areas like leadership, mental health, and sustainability.

 @hivelearning

 hivelearning.com



HELPING HOMELESS ARTISTS

HOMELESS MADE is a social enterprise run by the Barons Court Project (p.10) which supports artists experiencing homelessness or mental health conditions, giving them both a space to create and a platform to sell their work. Profits are split 50:50, helping artists earn an income for themselves and also raising funds for the project.

By joining the HomeLess Made Artist Collective, artists become volunteers for the project, and stakeholders in the social enterprise which promotes their self-esteem and removes stigma by proudly showcasing their artistic talents.

The social enterprise has been very successful selling cards locally and are now launching new products. These include new T-shirts which are printed on demand, allowing them to offer inclusive sizes and minimising waste. If you are a local business seeking Christmas cards, please get in touch with them!

 @homelessmade

 homelessmade.co.uk

The Professor of Entrepreneurial Finance and Academic Lead at the Institute for Deep Tech Entrepreneurship (DTE) is based at Imperial College Business School. He previously taught at Harvard Business School where he remains a Visiting Scholar. **RAMANA NANDA** shares his insight on startup trends, building ecosystems and his plans for the DTE.

DEEP IMPACT

What is entrepreneurial finance?
What new trends have you seen emerge in the last 3-10 years?

Entrepreneurial finance is the aspect of finance that is focused on young, high growth companies. These ventures face unique challenges for entrepreneurs and investors – they are extremely likely to fail, yet a few successful ventures can be transformational for society and generate huge returns for founders and investors alike.

While there is not always a unique recipe for success, the area of inquiry (and related teaching) is **focused on understanding frictions in the process of commercialising new ideas, what missteps to avoid, and deepening our understanding of the process of decision-making under uncertainty that can increase chances of success.**

There have been several changes in the last few decades that have transformed the landscape for building startups. The rise of cloud computing from the mid-



-2000's made it substantially cheaper to start tech firms, without first having to buy expensive hardware. This dramatically lowered the cost of trying out new ideas and led to a jump in the number of individuals experimenting with new products and solutions.

In turn, this led to the rise of 'Seed Stage' VC funds and new intermediaries such as accelerators and crowdfunding platforms that emerged to support the burgeoning early stage startups which required much less capital (but often more training and mentoring) than before.

The resulting successes have also led to shifts in the late-stage financing ecosystem, the greater prevalence of startups staying private for longer and the related rise of 'mega funds' that invest hundreds of millions of dollars into 'unicorns'.

Finally, there are new forms of entrepreneurial finance – from ICOs (Initial Coin Offerings) to raise funding for cryptocurrency-based ventures, to SPACs (Special Purpose Acquisition Companies) as ways to go public. It has been a fascinating time to be a participant in this landscape.



Fundraising is viewed as an easier task in the US. What policies can the UK Government use to encourage UK investors to take more risks? Or is this culture too embedded?

Cultural explanations may play some role in understanding differences between the US and British entrepreneurship, my own view is that institutional factors are often under-appreciated.

Venture Capital has grown dramatically in the US, in part due to legal changes that make it such that US pension funds allocate a portion of their large portfolios to the VC asset class. This in turn drives larger funds that enable investors to take bigger risks as labour regulations that make it easier to hire and fire.

Aside from 'Deep Tech' / 'Tough Tech' sectors where there is a dearth of capital even in the US, there are UK schemes that make it attractive for Angel investors to finance risky new ventures.

The challenge lies in the ability to transition these to massively scalable enterprises relative to the US: this may be cultural in part but could also be driven in part by the fact that the US market is much larger making it easier for businesses to scale before having to expand beyond borders and address further rules, regulations and linguistic/cultural barriers in terms of their customers.

What is the rationale behind the DTE?

Many of the world's most pressing problems – addressing climate change, developing sustainable food and water systems, and improving human health and wellbeing – depend critically on the successful commercialisation of fundamental science and engineering innovations that are often referred to collectively as 'Deep Tech'.

Deep Tech is a cornerstone of continued advances in new technological paradigms such as quantum computing, advanced materials, synthetic biology, and numerous other innovations that arise from fundamental science and tangible innovation.

Too often, we see that Deep Tech ventures are spun out of university labs

before they are commercially viable and are unable to garner the support they need from traditional funding resources.

One reason for this is that **the current approach to commercialisation is optimised to support information technology or software ventures and does not transfer seamlessly to Deep Tech.**

As a society, we urgently need new tools and commercialisation models to support Deep Tech entrepreneurs.

Our goal is to build a research platform that enables us to systematically study a number of the frictions facing Deep Tech Enterprise and to simultaneously apply our learnings to help ventures in our ecosystem grow.

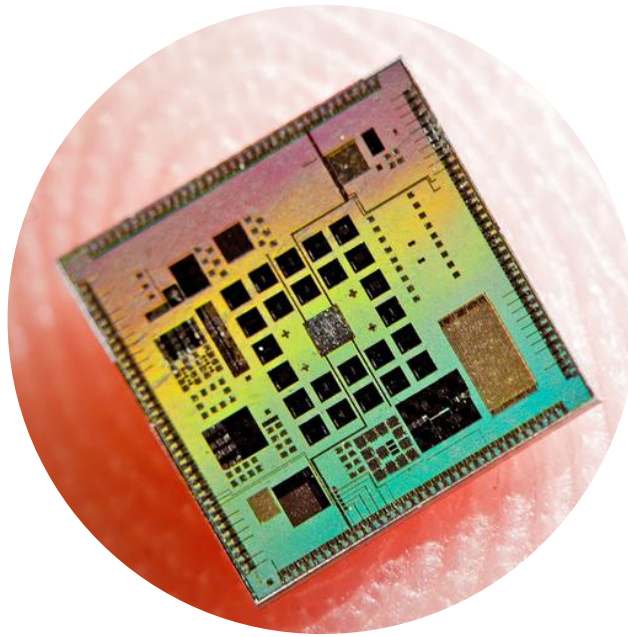


What 3 books would you recommend on the entrepreneurship & innovation ecosystems?

For a historical perspective on VC's evolution in the US, I highly recommend my HBS colleague **Tom Nicholas' recent book VC: An American History.**

Regional Advantage: Culture and Competition in Silicon Valley and Route 128 by AnnaLee Saxenian – this classic examines the origins of Silicon Valley and the factors that made it more successful than Route 128, then the dominant innovation ecosystem.

The Hard Thing about Hard Things by Ben Horowitz – this book provides insight and a dose of realism about the many challenges beyond innovation if a startup wants to succeed.



You spent close to two decades in Boston, first on a PhD at MIT then teaching at Harvard. What lessons can the White City Innovation District draw from Kendall Square? What are the pitfalls to be avoided?

The anchor provided by MIT, together with the cluster of startups and large companies – particularly in the biomedical sphere – has been central to Kendall Square’s growth. Its central location and easy access by public transport (and bicycles!) made it very attractive for young talent who far preferred Kendall Square to locations like Waltham (and the Route 128 corridor) where VC investors and high tech activity was historically located.

One lesson that I have taken away from it is the importance of making the innovation districts inherently attractive for talent to gravitate towards – this involves complementary infrastructure from housing, transportation, food and entertainment. If the innovation district becomes a magnet for talent, finance and industry will follow!

I can already see this virtuous cycle developing around White City over the past two years I have been at Imperial and hope this trajectory continues after the hiatus during the pandemic.



One of my favorite musicians is U Srinivas: he adapted the mandolin to develop a 5-string electric mandolin that he uses to play Indian classical music. His compositions in Raga Hansadhvani are my favourite.



SARA HEN
GINZA

ANNA
MORRIS

Female founders pitch day, photo courtesy of Upstream



MAKING MEANINGFUL CONNECTIONS

HUBDOT's unique approach to networking prioritises talent over seniority and gives everyone an equal voice. Founded in 2012 by Fulham resident Simona Barbieri, they have brought together thousands of people in over 25 cities helping them to connect in a more human way – one that isn't ego-driven, elitist or competitive.

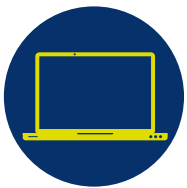
At events, each attendee chooses a dot – there are five colours, each one representing a different intention for the session such as looking for help or wanting to share experience. It's a playful way of stripping away labels, breaking down barriers and facilitating a more focused, inclusive and engaging experience.

2020 saw their programme of in-person events put on hold thanks to the pandemic, but rather than seeing this as a setback, HubDot embraced the new virtual reality making virtual networking events more immersive than anyone believed they could be!

 @hubdot

 hubdot.com

BRIDGING THE DIGITAL/DIVIDE



THE BUSINESS TO THANK FOR HYPERFAST BROADBAND

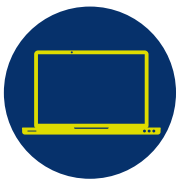
Remember that painfully slow internet connection you had a decade ago? It took Hammersmith-based HYPEROPTIC's vision of hyperfast full fibre broadband to disrupt the sector, resulting in a hugely successful business and – fortunately for the rest of us – forcing industry giants to improve their offer.

Founded in 2011 by Dana Tobak and Boris Ivanovic, Hyperoptic was the first company to offer gigabit-capable download speeds in the UK, and over the years it has built its own 'full fibre' network.

Today the company is 1,500+ employees strong. And, unsurprisingly, it has repeatedly been named 'Best Broadband Provider' and hailed in the Sunday Times Sage Tech Track 100 as one of the fastest growing companies in the UK. By 2022, Hyperoptic's network will cover 50,000 homes and businesses in Hammersmith. The pandemic has emphasised the importance of digital inclusion, and in 2021 Hyperoptic won the Best for Inclusion award thanks to their superfast 'social tariff'.

 @hyperoptic

 hyperoptic.com



**Imperial College
London**

A LIVING LAB FOR BUSINESS SUCCESS

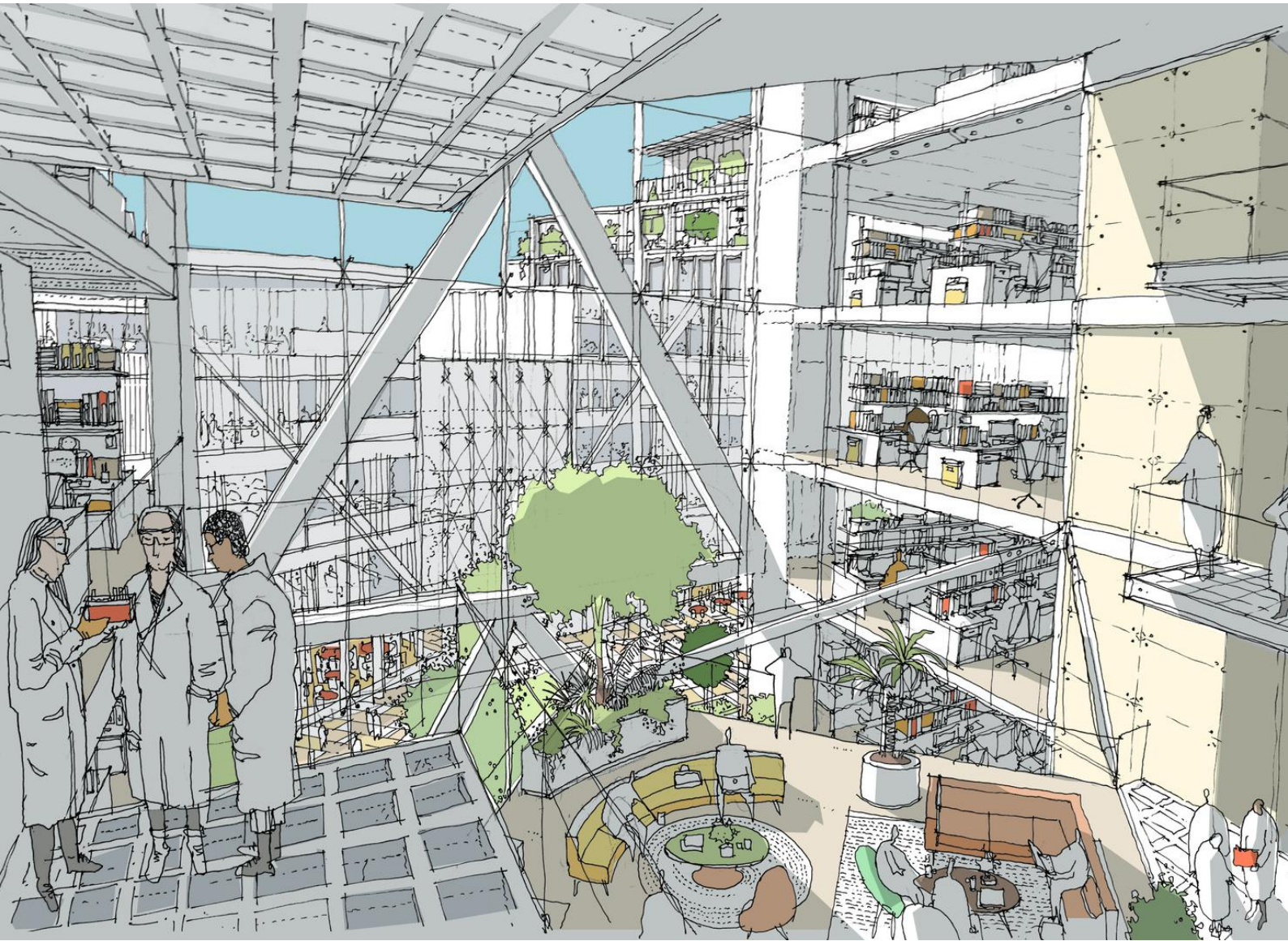
The IMPERIAL COLLEGE BUSINESS SCHOOL at Scale Space White City is a 'living lab'. Here, researchers at the Imperial Lab for Entrepreneurship Research (ILER) work with businesses at Scale Space to develop insights that will be directly relevant to the start ups, investors and their key partners (e.g., accelerators, corporates, academic institutions).

ILER is dedicated to researching topics of key importance to entrepreneurship, including how founders and investors select the most promising new ideas, the financing and scaling of new ventures (inside large companies as well as start-up firms), how deep science firms grow and the conditions that support rapid growth, business model design for global scale-ups, and entrepreneurial ecosystem dynamics.

Currently, ILER researchers Dr Anne Ter Wal, Dr Michelle Rogan and Professor Ramana Nanda are working with venture leaders at Scale Space to investigate how leaders of ventures use their time and build their networks to scale their ventures effectively.

 @imperialbiz

 imperial.ac.uk/business-school





SUPPORTING INNOVATION & IMPACT IN HOSPITALS - & BEYOND

IMPERIAL COLLEGE HEALTHCARE is an NHS Trust of 13,000 people, caring for around a million people every year, with five hospitals (two in H&F) and a growing number of community services.

Its innovative programmes and partnerships include Innovate, an Imperial Health Charity-funded grant programme supporting the Trust's staff to explore new ways of working to accelerate progress, strengthen hospital processes, support staff wellbeing, or improve patient care and safety.

The Trust also provides grants that support community organisations to deliver community-led interventions addressing health inequalities. By stepping outside of the hospital setting and actively addressing the upstream determinants of health, the programme helps improve the health and wellbeing of the local population.

Finally, through the NIHR Imperial Biomedical Research Centre (BRC), a translational research partnership between Imperial College London and the Trust, there has been pioneering work directed towards the diagnosis and treatment of COVID-19. Its aim is that every COVID-19 patient admitted to the Trust's hospitals has the opportunity to be part of a research trial or study being run at Imperial.

And you thought all they did was run and staff your local hospital...

 @imperialNHS

 imperial.nhs.uk



**Imperial College
London**

LIVE, WORK & PLAYGROUNDS!

A crèche is fundamental to a sustainable and equitable live/work/play ecosystem - and here IMPERIAL EARLY YEARS CENTRE brings along an innovative community-based approach.

Together with a local school, Old Oak Primary School, a new childcare centre has opened on Imperial's White City Campus to cater for the needs of staff and students, drawing on the experience of its long-running Early Years Centre in South Kensington.

The centre is uncompromising in care, affordability and flexibility, and provides a holistic and personalised approach to each child's education and development opportunities. No doubt a thumbs up from local parents along with their tots!

✉ head@oldoak.lbhf.sch.uk



**Imperial College
London**

INCUBATING SUCCESS

Starting a company can be daunting, and the IMPERIAL WHITE CITY INCUBATOR makes sure that early-stage deep science companies don't have to go it alone. More than office and lab space, its professional networks create a true entrepreneurial community, where more experienced entrepreneurs can share their wisdom with new starters about developing deep science businesses.

The Incubator hosts companies on their journey from startup to Series A-funded scale-up. They can grow an idea, test it in the shared labs, and develop their business to the point where they can raise funding. More than 120 people now work in Incubator companies.

Incubator entrepreneurs in the deep technology sectors include cleantech, healthtech and robotics. Since its 2016 launch, Incubator companies have raised over £115m, and nine companies have scaled up and 'graduated', including Smart Respiratory (p.129).

 @imperial_INC

 imperial.ac.uk/enterprise/business/incubator



**Imperial College
London**

DEFINITELY INVENTED-HERE SYNDROME

THE INVENTION ROOMS on Imperial's White City Campus is a unique space designed to bring together the local community with Imperial's staff and students to share in the wonder of science and making.

The team runs programmes including a range of education, skills and employment-based initiatives, for local residents of all ages and backgrounds. Locals can try out their creative ideas and build prototypes with the support of Imperial experts, and access cutting-edge equipment, including 3D printing, a bio-lab for synthetic biology and molecular fabrication.

The Dangoor Reach Out Makerspace hosts free after-school programmes where pupils can see their innovative ideas become a reality. Here they can explore the joys of designing and prototyping their own ideas, from wearable tech to household gadgets – like Nina, who won first prize in the Maker Challenge for her 'Moonwalkers' trainers that allow you to walk up walls.

 @inventionrooms

 imperial.ac.uk/white-city-campus/community/the-invention-rooms





THE PLATONIC IDEAL FOR DIGITAL HEALTHCARE

Founded 15 years ago, IPLATO is a pioneering healthtech business that works hand-in-glove with the healthcare industry, providing smart, scalable solutions to address the needs of clinicians.

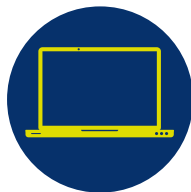
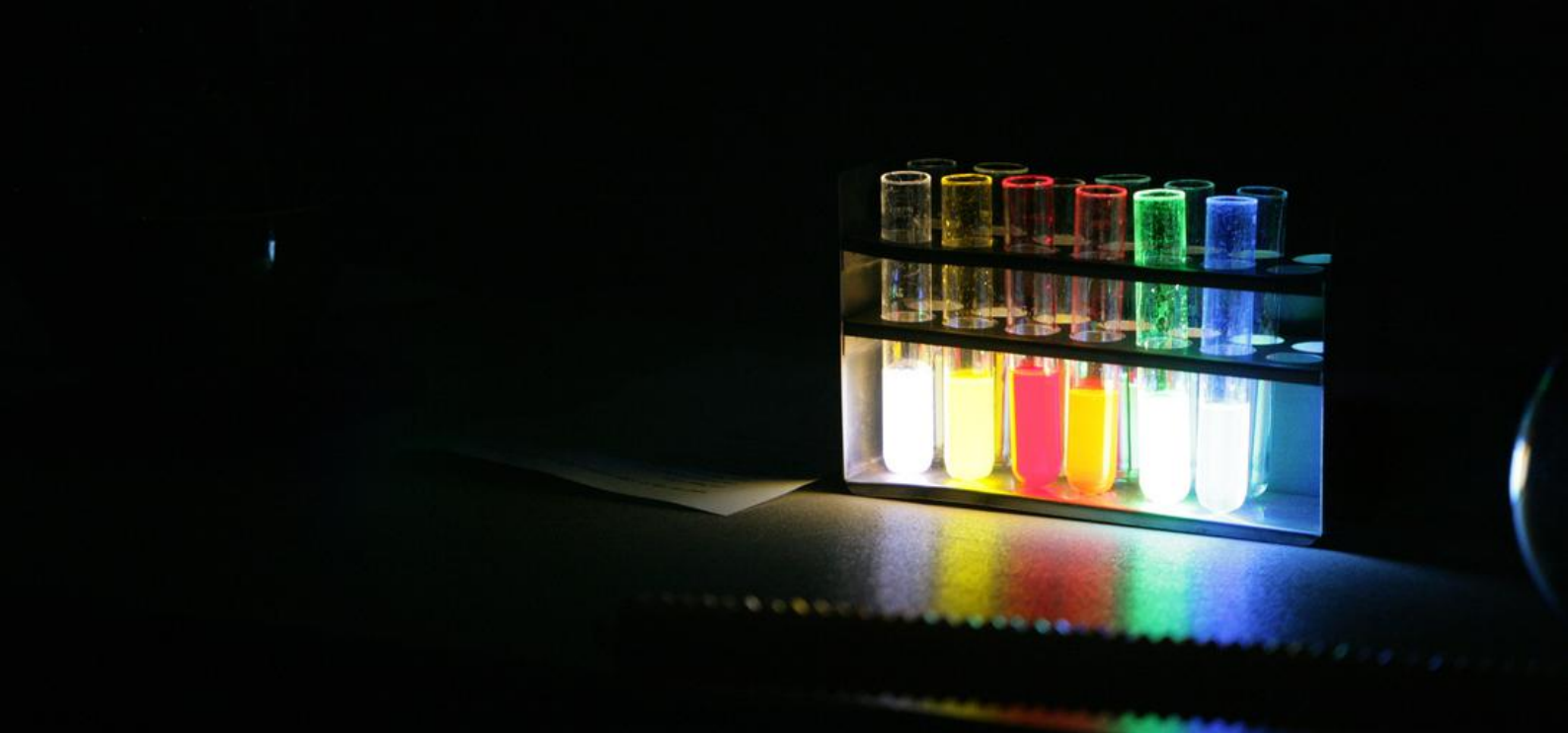
Over the years it has helped 26 million patients and close to 3,000 GP surgeries. Its patient engagement solution, for example, is key to improving attendance to cancer screenings in England and has been a lifeline to healthcare providers throughout the pandemic.

iPLATO's ubiquitous myGP app started in 2016 as a patient-facing app that acted as a digital front door for primary care practices. Since then it has helped redress the power imbalance in healthcare, allowing patients to monitor their health metrics and connecting them to qualified healthcare practitioners.

CEO and founder Tobias Alpsten (pictured above) loves Hammersmith – apparently 'the sun always shines here'. We think any happy employees are due to purposeful work, not a microclimate!

 @myGP_app

 iplato.com



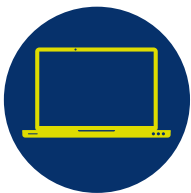
**Imperial College
London**

MAXIMISING DEEP TECH'S IMPACT

Deep tech start-ups, and other organisations which provide technological solutions to difficult scientific and engineering problems that require lengthy R&D and investment, is one of the most important and impactful areas of today's business environment. Deep tech companies are tackling many of the world's most pressing problems, from climate change to sustainable food supply, using deep tech such as quantum computing, advanced materials and synthetic biology. In 2021, deep tech investment in the UK increased by 17% to just under £3bn.

The new **INSTITUTE FOR DEEP TECH ENTREPRENEURSHIP** at White City builds on Imperial's strong foundation in science, engineering and medicine to create and support an entrepreneurial culture. They provide support to companies with commercialisation, and with ecosystem and policy challenges, helping to translate scientific and technological developments into commercial success within the thriving deep tech ecosystem across the UK and beyond.

 imperial.ac.uk/deep-tech-entrepreneurship



**Imperial College
London**

SECURITY FOR A COMPLEX WORLD

'Security' is no longer just about conflict and war. The mission of the **INSTITUTE FOR SECURITY SCIENCE & TECHNOLOGY (ISST)** is to think deeper and show the breadth and depth of a topic that touches everyone.

People, organisations and nations experience a lack of security in many ways – from food and water insecurity to threats from hostile states, terrorists or criminals. In a world where our economies, societies and infrastructure are ever-more interconnected, the ISST's goal is to use science and technology to understand and solve these interrelated problems around the world.

Working with partners including government and military agencies, ISST's projects include using lattice-based cryptography to combat the code-breaking potential of quantum computing; analysing social media in real-time to detect disease outbreaks before traditional methods have picked them up; and investigating how cultures of living cells can be engineered to 'grow' biomaterials that are able to assemble or even repair themselves.

 @imperial_isst

 imperial.ac.uk/security-institute/

CHARITY AT HOME



Hammersmith born and bred, the Executive Director of H&F Giving and Ready Tech Go is responsible for organising assistance to local residents in need. **SAVRAJ KAUR** spills the beans on working during the pandemic, a childhood in West Kensington and how she felt on recently being awarded a BEM.

How has each charity responded to the new challenges thrown up by the pandemic?

H&F Giving (formerly known as United in H&F) is a small charity that improves lives by connecting donors with local people in need.

At the start of the pandemic we were very new, but had a great relationship with most groups, and noticed their increasing nervousness and inability to adapt without the right funding, and so their lessened resilience.

In one weekend we went fully digital and launched an online giving service for residents, the proceeds of which were rapidly distributed. The more

grants we gave, the deeper my understanding of the problems faced by some of those most at risk.

Ready Tech Go was a lightbulb moment after I heard about a family in digital poverty – three children and a mother sharing a smartphone for home-schooling. After pitching the idea to a friend who was then unemployed and willing to help, we teamed up to help tackle this problem.

The biggest challenge is that the demand for free laptops outstrips our capacity to deliver them.

You've worked in the charity sector for a number of years, particularly in fundraising. How has the landscape changed?

With or without a pandemic, TECHNOLOGY is the big word.

From donation platforms to raise more income to databases that target audiences smarter, or influencers to spread the word, and things like Canva to keep design in-house, the potential for opportunities are endless. I do say 'potential' because some of these services are costly to obtain, staff need the right skills, and – I'll be honest – many grassroots organisations struggle with building websites.



L-R Kate Walter (Curator), Gaia Bini (Designer), Savraj Kaur (producer), Nahwand Jaff (Photographer) at the launch of Humans of H&F. Photo courtesy of Jason Joseph.

What's your top tip for charity communications?

Talk in your audience's language.

If your targets are young, make it something they are likely to stop and engage with. And if you are speaking to a HNWI, bring a peer to help discuss the (social) return on the investment as well as stories that capture the heart.

Finally, we were so pleased to see you awarded a BEM for services to the local community. What was your own reaction when you heard the news?

I was and am still surprised and very humbled. I could not have achieved this alone. Every day I see leaders making a difference for no profit, and wish more could be recognised too, so I want to dedicate it to those doing the utmost difficult frontline work in the community.



What song do you put on when you need to be energised?

Stormzy .. Blinded by your grace PT. 2



IT'S MORNING IN WHITE CITY



Launched in 1955 as the UK's first commercial network, ITV is today one of the UK's best loved media and entertainment companies. For the last few years, ITV's Daytime team has been based at WestWorks in White City Place, close to where shows Good Morning Britain and Loose Women and entertainment shows like Saturday Night Takeaway are filmed.



From early 2022, around 2,000 additional employees will relocate to Broadcast Centre, making White City ITV plc's new home. And it will be a warm welcome for the business responsible for mystery buffs' favourites including Agatha Christie's Poirot (featuring David Suchet), Midsomer Murders and Vera (featuring Brenda Blethyn). And of course, Coronation Street, I'm a Celebrity... Get Me Out of Here! and Love Island.



With a Technology Graduate Scheme, Apprenticeships and News Traineeships all part of the ITV plc offer, more digital jobs will be available to more young H&F residents.





LAMDA

MAKING A DRAMATIC IMPACT

LAMDA, the world-renowned drama school is based in Hammersmith, and its famous alumni include Benedict Cumberbatch, Chiwetel Ejiofor and Katherine Parkinson.

But it's not just major stars that LAMDA produces. The organisation's biggest recent impact has been breaking down barriers and opening access to specialist performance arts training. LAMDA seeks to change the face of the performing arts industry from the roots, by making its world-leading training accessible to people of all backgrounds and economic standing.

In autumn of 2019, LAMDA was the first drama school to slash first round audition fees by 75% to just £12, and under its dedicated Access & Participation plan, there's been a 115% increase in the enrolment of non-white students and those from lower socio-economic backgrounds over the last year. All of this underpins LAMDA's belief that drama has the power to transform lives.

 @LAMDAdrama

 lamda.ac.uk



**LAST
FLOOR
PRODUCTIONS**

BRINGING ARAB VOICES TO THE SCREEN

LAST FLOOR PRODUCTIONS is an independent film and television production house based in Soho Works, White City. It was founded to bring compelling new voices into the global entertainment industry, championing Arab-focused and Arab-led projects across film, television and digital. Their projects bring Arab voices to new genres that have been overlooked inside and beyond the Middle East.

Since 2020, they have released *Doubt*, a psychological thriller series, and *Fixer*, an action comedy series on MBC Shahid, the Middle East's leading streaming service. They have also produced brand storytelling projects for Apple and the V&A. Using remote filming and production coordination across multiple countries, they were able to work through lockdowns.

Last Floor also wants to improve access to film industry careers through their tuition-free initiative Last Floor Academy. This initiative is being piloted in Lebanon, with a view to trialling it with marginalised and overlooked communities in London.

 @LastFloorProd

 lastfloorproductions.com





Photo credit: Ellis Parrinder



LAYLO

BREAKING THE GLASS CEILING

When was the last time you drank wine from a box? If, like most of us you'd rather not remember, LAYLO is here to persuade you to give it another try. Founded by two women (both Lauras), this startup launched in 2020 to revolutionise the way that we drink wine. Their wines are from small-scale, independent producers and put into beautifully designed boxes that can be proudly displayed.

Choosing a box over a bottle is a no-brainer for the environmentally conscious. They generate 90% less carbon than glass bottles which are carbon intensive to produce, and heavy and bulky to transport. A box also keeps wine fresh for 6 weeks, tackling the issue of waste – over 600 million bottles of wine are poured away each year because they aren't drunk quickly enough.

Laylo make drinking wine more sustainably a no-brainer, with no compromises on quality.

 @drinklaylo

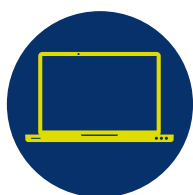
 drinklaylo.com



Select or customise your quote

Depending on what you need, you could choose:

<p>Best value</p> <p>You receive £10,000</p> <hr/> <p>Revenue-Based Payments 5% of daily card revenue</p>	<p>POPULAR</p> <p>More money</p> <p>You receive £25,000</p> <hr/> <p>Revenue-Based Payments ?</p>	<p>More time</p> <p>You receive £15,000</p> <hr/> <p>Revenue-Based Payments 6% of daily card revenue</p>
---	---	--



GIVING SMES LIBERTY TO GROW

LIBERIS is a fintech business which provides finance for small businesses as an alternative to a traditional bank loan or extended overdraft. As an embedded finance provider, it supports the world's largest technology companies, eCommerce platforms, payments processors and banks to provide business finance to their customers.

By connecting to Liberis's platform through a single API, its partners can provide finance under their own brand, allowing their customers to get funding from a source they know and trust.

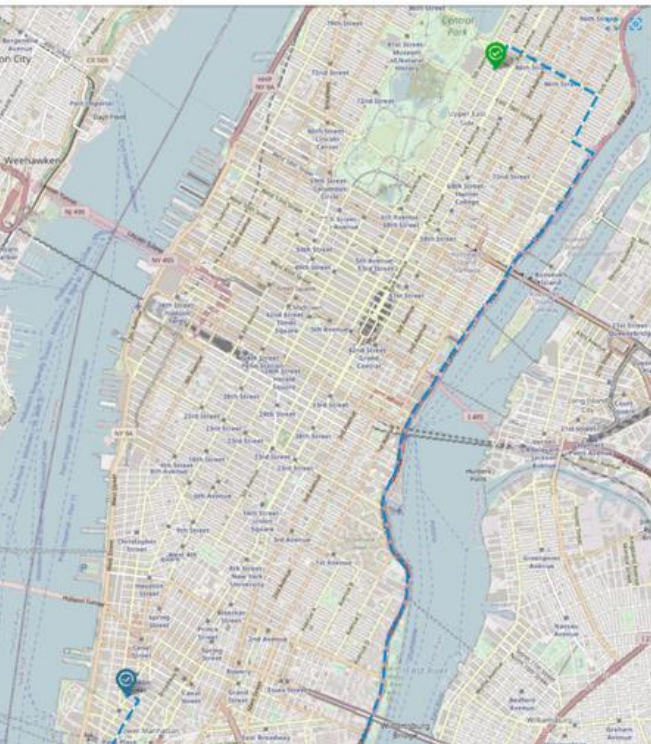
Behind this platform lies Liberis's machine learning and data-driven technology which allows them to approve up to 80% of small businesses that apply. This is a 400% higher approval rate than traditional small business finance providers. Little wonder then that this Scale Space White City-based business has delivered over USD800m of funding through over 40,000 transactions!

 @liberisglobal

 liberis.com



Molecular Sciences Research Hub, photo courtesy of Imperial College London



Time	Duration	Progress	Description	Type
12:04		Delivered	on time	←
11:47	15m 43s	At Delivery		←
11:23	24m 16s	En Route Delivery		←
10:18	1h 4m	At Pickup		←
10:18	11s	En Route Pickup		←
06:44		Driver Assigned	Louis L, +12023783810	←

Rows per page: 10 1-6 of 6

General info

Client	Store Code	Client Ref	Delivery Provider Ref
Ovando	10028	N/A	N/A
Delivery Provider Job Id	Driver	Contact	Transport Type
0734b50d	Louis L	+12023783810	any
Registration	Comments		
N/A	N/A		

Details

Booked	Distance	Job Status	Delivery Status
2021-08-26, 04:23 PM GET LABEL	7.55 Miles	● Completed	● Delivered
Pick-up (1)	Req. Pick-up window	Est. Pick-up time	Task status
1. Ovando 1091 MADISON AVE 10028 NEW YORK Unknown Ovando t. 12129826500 Botanicalgallery@Ovandomy.Com ITEM	N/A	2021-08-27 10:18 A.M.	● Done
Delivery (1)	Req. Delivery window	Est. Delivery time	Task status
1. 136 W Broadway 10013-3330 New York	2021-08-27 11:00 A.M. - 11:00 P.M.	2021-08-27 11:44 A.M.	● Done



A PERFECT TEN FOR LOGISTICS

Failed and late deliveries pose a significant issue for more than 65% of businesses, and 1 in 3 consumers will refuse to shop from a retailer following a negative delivery experience. You may never have mulled the importance of logistics until the pandemic when supply chain challenges put the industry in the spotlight.

It might have been worse if not for the likes of **LINETEN**. Based in White City Place, with offices around the world, the business brings together an advanced logistics management platform pre-integrated with hundreds of the world's leading delivery companies.

With intelligent algorithms, LineTen's all-in-one logistics platform helps customers, from restaurant chains to retailers and wholesalers, to deliver products and services in an efficient and cost-effective manner. The LineTen solution offers a range of delivery capabilities including Nationwide Next Day, Same Day and On-Demand delivery. LineTen empowers retailers to take control of their last-mile fulfilment and deliver quickly.



ENGINEERING BIOLOGY – FUTURE TECH, TODAY

Synthetic Biology is one of the most exciting developing fields today. It brings together engineering approaches with molecular and cellular biology for the design, build and test of novel biological systems with broad applications including diagnostics, therapeutics, agriculture, food and biomanufacturing.

Funded by Research Councils UK, **LONDON BIOFOUNDRY** provides a suite of state-of-the-art robotic equipment for the automated design, construction and validation of DNA and cells. A core SynbiCITE facility located at Imperial College London's I-HUB (p.136), it supports the commercialisation of synthetic biology research. The team works with academics to develop novel methods and technologies and supports start-ups and SMEs in the application of cutting-edge workflows.

The combination of synthetic biology and automation has profound implications for the speed of innovation. For instance, early in the COVID-19 pandemic, the London Biofoundry worked closely with the NHS to develop faster and more reliable testing and sequencing, leveraging cutting-edge molecular technologies and automation.

 @DNAFoundry

 londonbiofoundry.org



Lyric

WAXING LYRICAL

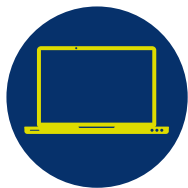
The LYRIC HAMMERSMITH has been a cultural mainstay of west London for over a century. Established in the 19th century by a local businessman, it has been through multiple identities and venues. Saved by a long campaign in the 60s and 70s, its auditorium was transferred brick by brick to a new building in the heart of Hammersmith.

Since then, the Lyric has gone from strength to strength, playing host to plays and premieres by playwrights from Shakespeare to Sarah Kane in its two theatre spaces, its main auditorium and 120-seat studio.

In 2015 it underwent a major redevelopment which was nominated in the 'community benefit' and 'tourism and leisure' categories in the 2016 Royal Institute of Chartered Surveyors Awards. The redevelopment created new facilities for the local community and young people in particular, to allow people from all backgrounds to discover the power of creativity.

 @LyricHammer

 lyric.co.uk



DS MEDIDATA

ACCELERATING TRIAL RUNS

Through MEDIDATA's innovative use of artificial intelligence and its clinical trial platform, the company is leading the digital transformation of the life sciences industry and helping to bring drugs and treatments to patients faster.

Acquired by Dassault Systèmes in 2019 and with offices in the USA, China, Japan and Singapore, this Hammersmith-based business employs around 300 people locally. If you're walking from Lyric Square down Hammersmith Grove, thank Medidata for sponsoring those parklets where you can sit down for a spot of lunch.

Medidata helps generate evidence and insights to help pharmaceutical, biotech, medical device and diagnostics companies, and academic researchers accelerate value, minimise risk, and optimise outcomes. More than 1 million registered users across 1,800+ customers and partners access the world's most-used platform for clinical development, commercial, and real-world data. To date, Medidata has supported more than 24,000 clinical trials involving more than 7 million patients.

 @Medidata

 medidata.com



REMOVING HARMFUL MATERIAL WITH MAGNETIC BLOOD FILTRATION

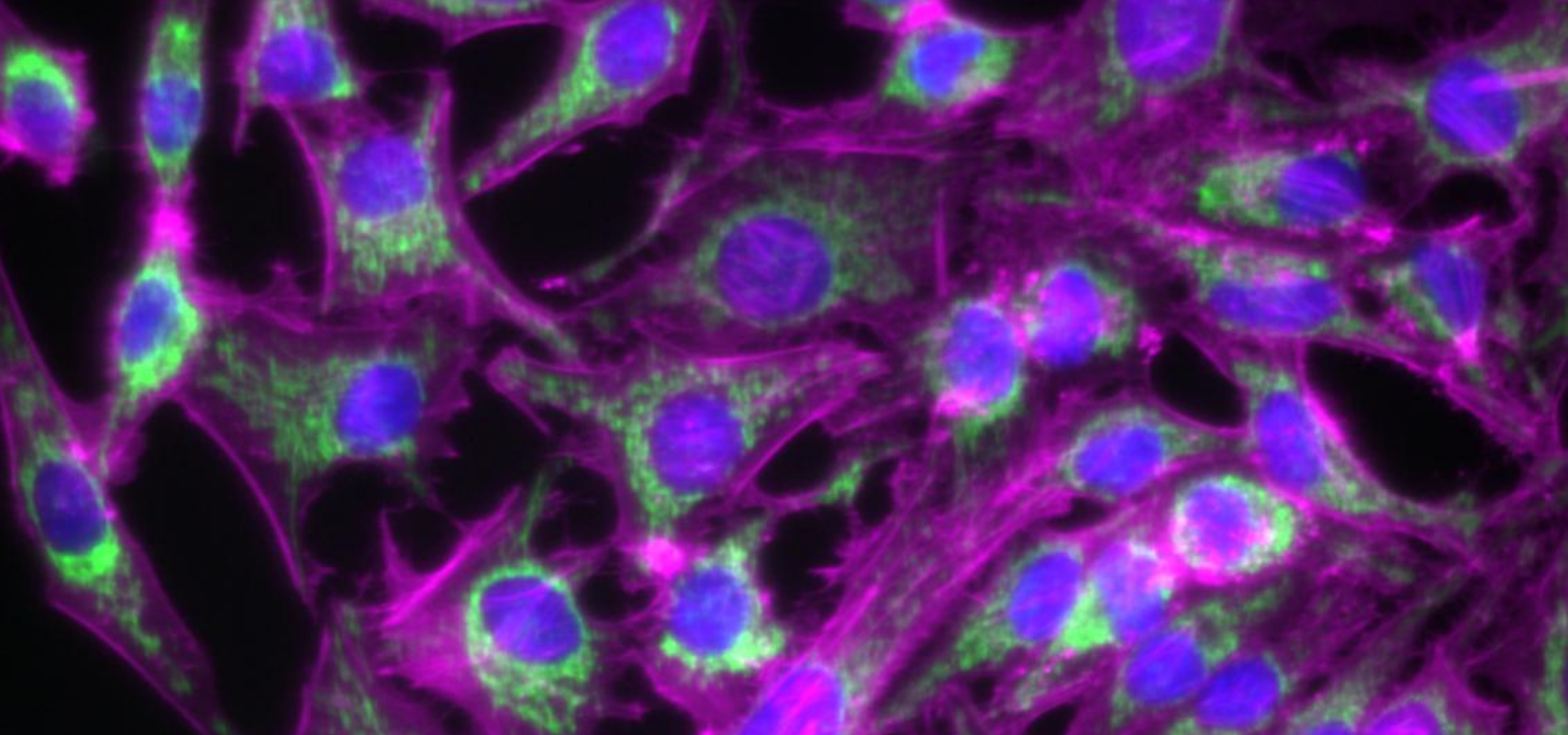
Imagine a world where doctors are able to target and remove infected cells, pathogens, toxins, or even viruses directly from a patient's bloodstream. At MEDISIEVE, they are working towards bringing this dream into a reality through their Magnetic Blood Filtration System, a device-therapeutic combination that filters harmful substances from the bloodstream using magnetic forces.

Based in the White City Incubator (p.76), MediSieve is energised by the possibilities that its technology may provide for a wide range of clinical conditions that are currently untreated or poorly treated. And it seems others are too, with 2021 bringing in a £1.6m grant from Innovate UK and a successful £1.8m fundraising effort.

Founder and CEO George Frodsham too has been recognised for the organisation's pioneering work and in 2019 was named BBSRC Innovator of the Year Early Career Impact category and as one of MIT's Innovators Under 35.

 @MediSieve

 [medisieve.com](https://www.medisieve.com)



KEEPING THERAPIES ON TARGET

For drug treatments to be effective and cause fewer side effects, they must effectively bind to specific targets in the body rather than causing significant activity elsewhere.

MICROGRAPHIA BIO is a pioneering applied AI company developing a deep tech platform to accurately, comprehensively and quickly, identify whether potential therapeutics are likely to have undesired off-target effects. Using this new platform for visualising spatial biology, early screening and triaging of potential drugs will be accelerated to prioritise promising drugs with fewer off-target effects to move to clinical trials. This will ultimately improve clinical trial success, bringing new medicines to patients faster.

Micrographia Bio's multidisciplinary team are based in the I-HUB (p.136), meaning they can complete their active-machine learning work alongside their wet lab for optical imaging.

 @MicrographiaBio

 micrographiabiobio.com

BUCKLE UP



One of our favourite people in the Upstream community, Medidata's SVP **PETE BUCKMAN** shares more about life in healthtech, and his love of walking and dance music.

What the role entails:

As SVP I manage the Professional Services teams in Europe, Asia and a large team in America. I've spent the last few years helping Medidata to establish their business in Korea and China and, recently, I took on the responsibility of Medidata EMEA Site Leader.

My role involves executive sponsorship at critical client accounts, working as the trusted advisor and challenging our clients on how to best optimise their clinical trials and best use our solutions.

The path he took:

It started in engineering and military software as a software engineer. My initial entry into healthcare was based on convenience after I saw an advert for a local job, but I've been passionate about the industry ever since. I started working for the first ePRO (electronic patient-reported outcomes) company in the 90s and, realising my love of working with people, I moved from engineering into project management. Since then, I've been leading teams, departments and business units.

The pandemic has highlighted the importance of the healthcare industry, and specifically drug development and clinical trials, where Medidata plays a critical role. The feeling of contributing to society provides me with enormous job satisfaction.

How Pete would use a year's paid sabbatical:

I'd get my walking boots out, cross off the North Downs Way and the coast-to-coast walks. I'd look to travel as much as I could with my family during the school holidays and immerse in different cultures and experiences.

Most challenging aspect of the job:

Juggling time zones and the lack of face-to-face interactions isn't easy. Remote working during the pandemic has made us think about how to engage with each other virtually. At Medidata, we improved our ability to truly connect with one another – be it through extra resources dedicated to mental health challenges or events for employees with children.

Across my teams, employees are more compassionate, empathetic, and understanding of each other's working styles.



On Medidata's culture:

There's opportunity and continuous career progression, and we also have a lot of fun! Our founders Glen and Tarek always believed in working hard but, equally, they valued colleagues getting together in a non-work environment, getting to know each other outside the office.

A book everyone should read:

Richard Branson's autobiography is full of great advice. The key one that struck me was to never be concerned about being the smartest person in your company and making sure you employ those that are smarter than you for their knowledge and expertise.

Across my teams, employees are more compassionate, empathetic, and understanding of each other's working styles.



What song do you put on when you need to be energised?
I'm a huge fan of dance music. so anything by a DJ like Tiesto!

WORK OR LIVE IN HAMMERSMITH & FULHAM? WORK IN THE SCIENCE, TECH OR CREATIVE INDUSTRIES? JOIN THE UPSTREAM COMMUNITY TODAY!



UPSTREAM

work. play. grow. west.

Join a community of innovators, entrepreneurs and creators today



Meet experts and
make friends



Accelerate innovation
and collaboration



Grow your business



Sustainable community
engagement



Attract top talent

WE are partnership between Hammersmith & Fulham Council and Imperial College London, a result of an Industrial Strategy co-produced by the two organisations.

OUR WORK is driven by the belief that strong local networks accelerate the growth of people & places.


OUR VISION is for H&F to have an inclusive, thriving ecosystem of ambitious science, tech and creative organisations, with the White City Innovation District a global beacon for growth.

We:

- Initiate and nurture meaningful connections
- Provide workshops and talks with experts, practitioners and influencers
- Offer 1-2-1 support
- Deliver events that boost your book of contacts

Our network includes organisations small or large: corporate, academic or not-for-profit. Our advice, support and connections are free; a small fee applies to some events.

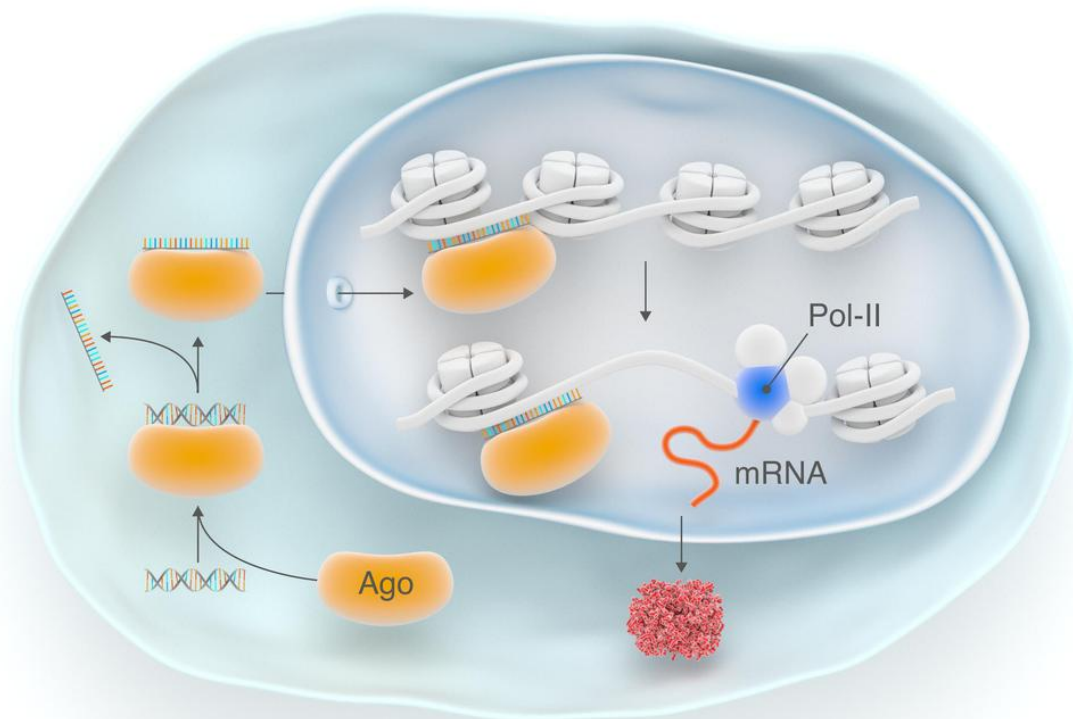
How to connect

 www.move-upstream.org.uk

 hello@move-upstream.org.uk

 @HelloUpstream

Sign up to the Upstream newsletter on our website to be the first to hear about news and events. We'd love to hear from you - do contact us for advice and connections if you think we can help!



SMALL ACTIVATORS WITH A BIG IMPACT

MiNA THERAPEUTICS is leading the discovery of an entirely new class of medicines, small activating RNAs (saRNA), which have the potential to transform therapies against cancer and genetic diseases. saRNA drugs are able to bind to DNA and 'switch on' production of the target protein. This unique therapeutic approach has the potential to deliver novel, curative medicines for severe diseases.

Based in Imperial College London's I-HUB (p.136), MiNA Therapeutics has developed a systemic platform-based approach to take saRNA therapies from concept to a clinical trial in just two years.

2021 was transformational for the company, having achieved clinical proof-of-concept in patients with its first saRNA therapy for liver cancer which is moving to Phase 2 clinical trials – the first ever saRNA therapeutic to do so. MiNA have also partnered with Eli Lilly using the saRNA platform to develop new drugs for the pharmaceutical giant's pipeline.

 @MiNA_tx

 minatx.com



Imperial College
London

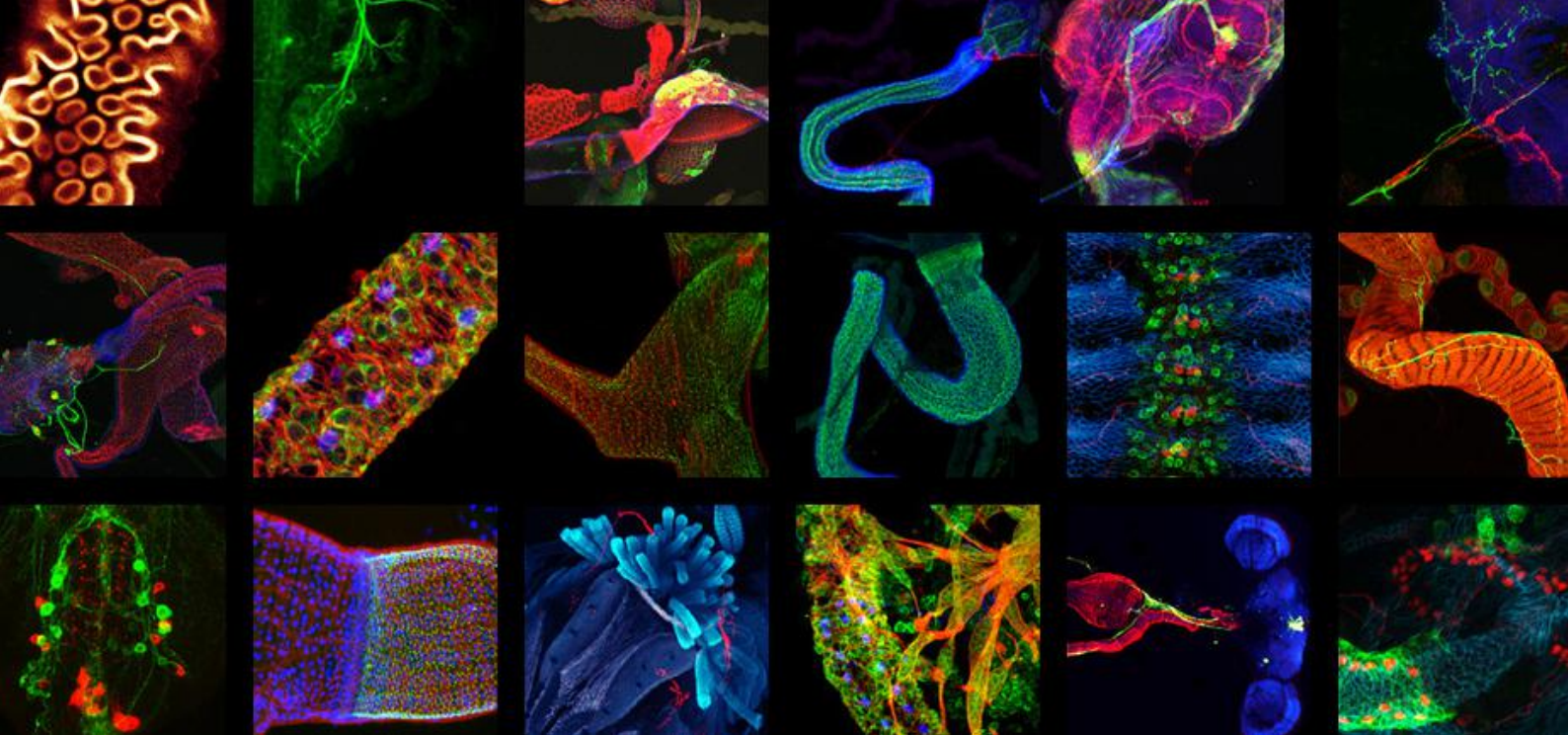
A CELL OUT SUCCESS

Imperial's MOLECULAR SCIENCES RESEARCH HUB (MSRH) is the largest investment in a university building in 21st century London. Supporting innovative molecular-based science and engineering and breaking down traditional barriers between academic disciplines, it brings together over 800 scientists, clinicians, engineers and business partners.

With the Department of Chemistry at its heart, it is a hive of world-changing research. For instance, Professor Ed Tate's work mainly focuses on understanding how diseases develop through designing and applying chemical approaches to investigate and manipulate living systems. He is also co-founder of Myricx Pharma, a drug discovery startup whose primary focus is oncology.

Then we have Professor Anthony Kucernak, an expert in fuel cells/batteries and co-founder of RFC Power, which specialises in developing low-cost and novel flow battery chemistries which can store renewable energy for up to 24 hours. This removes the need for fossil power to compensate for sun/wind fluctuations.

 imperial.ac.uk/chemistry/about/molecular-sciences-research-hub/



LINKING DISCOVERY SCIENCE & MEDICINE TO DRIVE INNOVATION & HEALTH

Hosted by Imperial College London and based at their Hammersmith Hospital campus, the MRC LONDON INSTITUTE OF MEDICAL SCIENCES (LMS) is a biomedical research institute where scientists and clinicians collaborate to advance the understanding of biology and its application to medicine.

Their research aims to address major health challenges (such as obesity, diabetes, heart disease and cancer), investigate the interplay between genes and environment, and understand the molecular basis of disease, development and ageing. They are especially proud of their world-class science, and their strongly collaborative and interdisciplinary teams.

In recent years their research has contributed to the development of new clinical tools that combine sophisticated 3D imaging and machine learning algorithms for understanding mechanisms and outcomes in heart failure. Another important project aims to develop novel strategies to eliminate senescent cells from the body, with potential to alleviate or treat age-related diseases including cancer, arthritis and lung fibrosis.

 @mrc_lms

 lms.mrc.ac.uk



FIXING A BROKEN FOOD SYSTEM

If the thought of conventional farming leaves you cold, MULTUS's work should be of interest. The biotech startup is enabling a more sustainable future for food supply by lowering the cost of producing cultivated meat.

In particular, it is working with cultivated meat companies in developing the key ingredient, the growth media, to make cultivated meat affordable and profitable. Multus is using machine learning to engineer ingredients and automation to optimise the formulation of growth media to grow different animal cell types and tissues at scale.

Their work means no animals are killed, no antibiotics are used and there is an 87% reduction in Greenhouse Gases (GHGs). Co-founders Cai Linton, Reka Tron and Kevin Pan are Imperial graduates and the team is based at the White City Incubator (p.76). In early 2021 they raised £1.6m, with investors including SOSV and Zero Carbon Capital.

 @multusmedia

 multus.co.uk



Mytos 

INJECTING MIGHT INTO CELL MANUFACTURE

In early stages of drug development and cell therapy, scientists must study how drugs directly affect cells. However, growing populations of cells in the lab is a highly manual process, lengthy and prone to error when it comes to gathering data.

MYTOS fully automates the cell manufacture process for the pharmaceutical industry. Their technology allows cells to be grown in a closed system so that non-sterile air cannot access them and potentially kill the cell population or skew the data. Effective cell growth and fast data acquisition means potential drugs can move to later phase trials faster.

The Mytos team, based at the I-HUB (p.136), comprises exceptional engineers and scientists from Dyson, Formlabs, Imperial, Cambridge and UCL. They love being a part of a well-connected rich community of science and deep tech companies who can share knowledge on overcoming challenges startups face in their industry.

 @mytosbio

 mytos.bio



REIMAGINING MEDICINE FROM WHITE CITY

NOVARTIS UK moved into its new office at White City Place just before the first lockdown, but that did not stop the global healthcare company from mobilising its capabilities across R&D, manufacturing and clinical trials to meet the challenges thrown up by the pandemic. At its height this included supporting the development of novel solutions such as remote patient monitoring to ensure the continuation of medicine delivery and clinical trials.

The White City presence of a leading commercial sponsor of clinical trials truly reflects the attractiveness of the area to life sciences businesses and in particular its proximity to Imperial College London.

 @novartisUK

 novartis.co.uk



Andrew Cohen Executive producer and Head of BBC Studios Science Unit speaking at the launch of the Deep Tech Network. Photo courtesy of Upstream



OLYMPIA

GOING FOR OLYMPIA GOLD

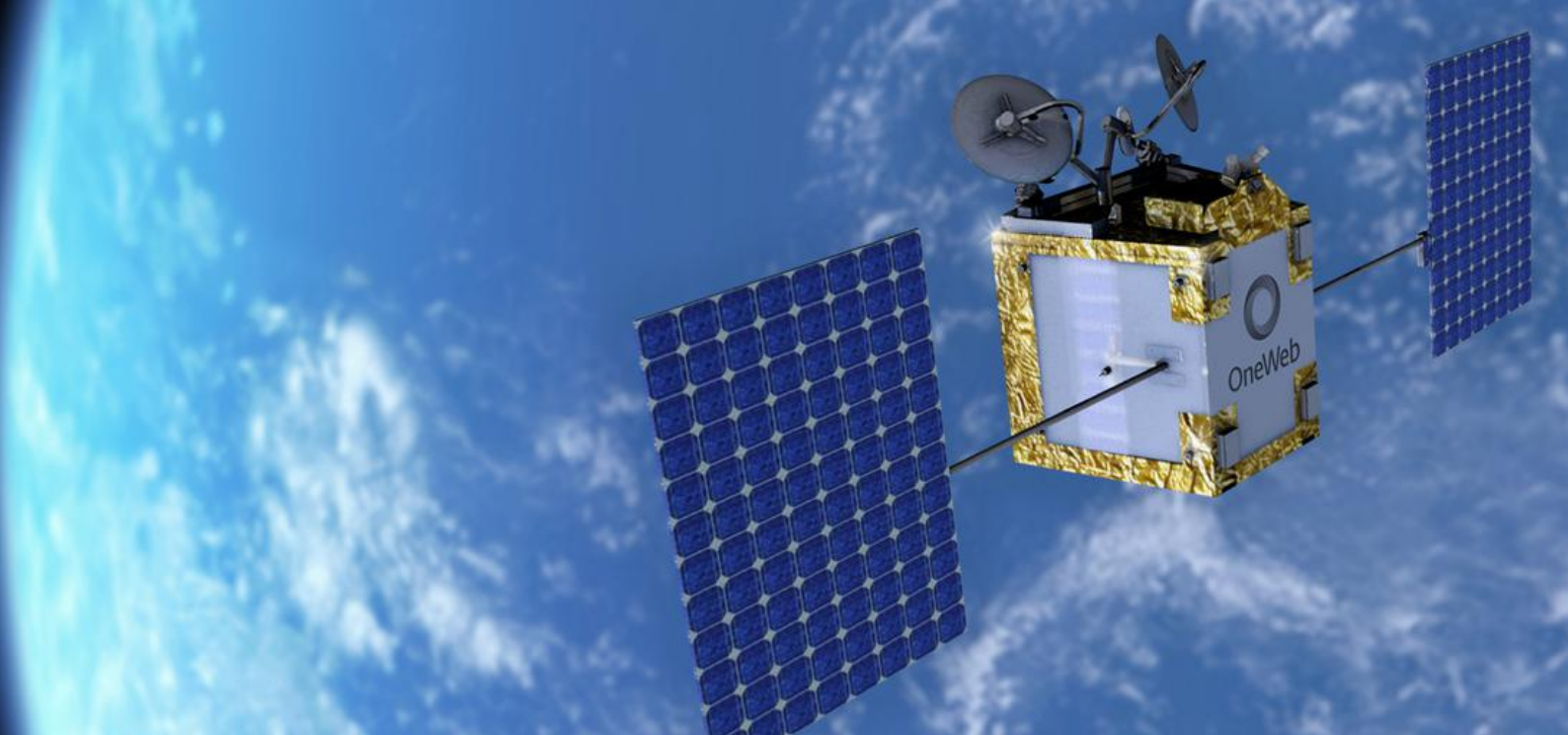
Since 1886, OLYMPIA LONDON has been a showcase for exhibitions in fashion, music, innovation, agriculture and technology, from the iconic Ideal Home Exhibition (1908) to a Jimi Hendrix concert and Vivienne Westwood's first runway show.

Just over 130 years later, new owners acquired Olympia and are investing over £1.3bn to transform the 14-acre West London site into a new district for the arts, entertainment, and exhibitions. The original Victorian halls will be retained and improved for exhibitions, with new world-class amenities, scores of eateries and over 2.5 acres of public realm in the wider vicinity.

The halls will be complemented by a new 1,575 seat theatre operated by Trafalgar Entertainment Group, a live music venue operated by Anschutz Entertainment Group as well as a jazz club, two new hotels and incubator and office spaces showcasing the latest in healthy, sustainable workspace design.

 @olympia_london

 olympia.london



SPACE: THE FUTURE FOR COMMUNICATIONS ON EARTH

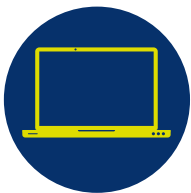
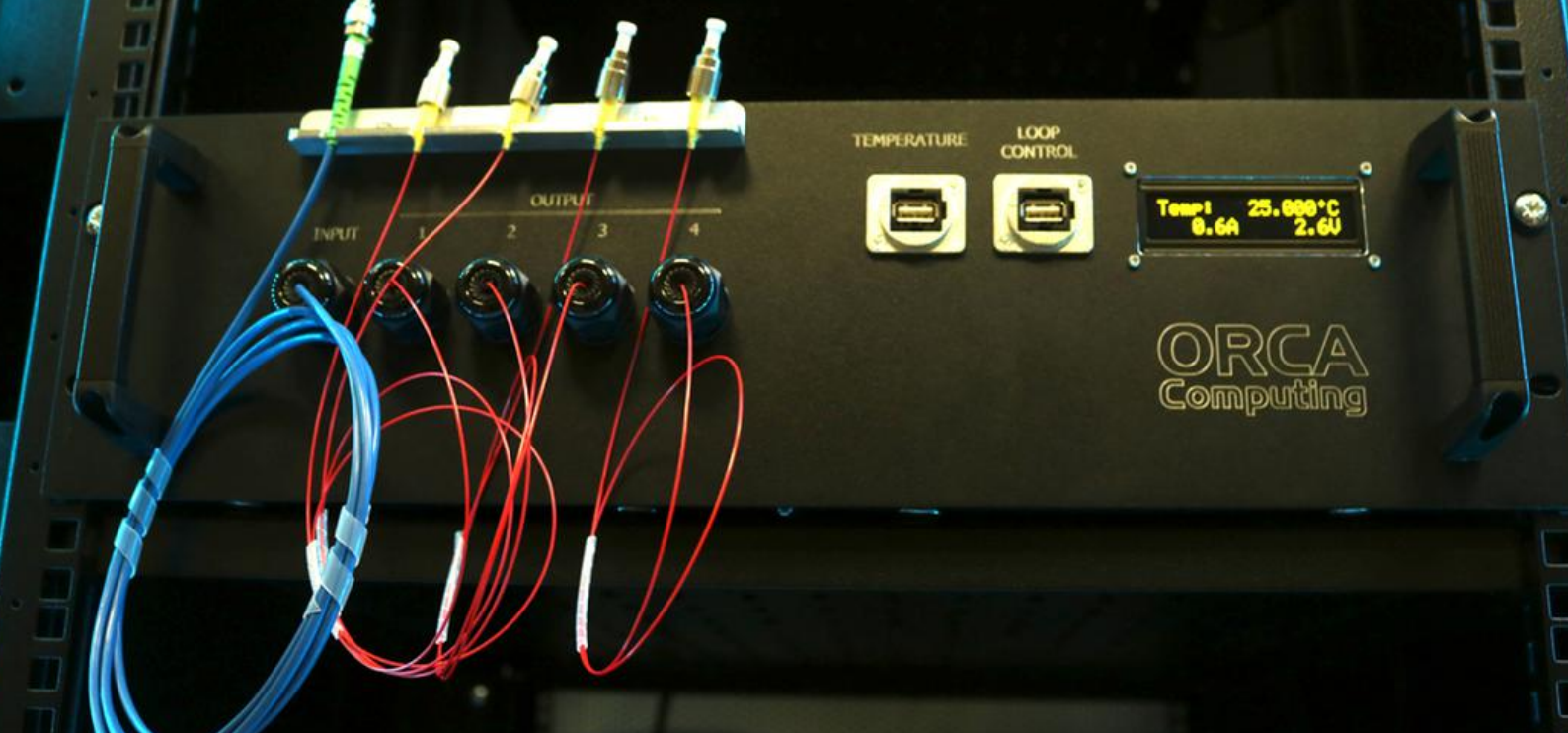
ONEWEB believes that a world which is better connected is a better world. Greater connectivity has the power to radically improve the way business is done, in the hardest-to-reach places; and therefore, change lives at scale.

OneWeb is creating a truly global communications network powered by a constellation of innovative Low Earth Orbit (LEO) satellites which will – uniquely – provide connectivity everywhere, from the North Pole to the South Pacific. By bringing internet access to previously unconnected regions, OneWeb and its partners can help businesses bridge the digital divide, enabling those businesses in turn to grow and invest in their local communities.

Headquartered at White City Place, OneWeb is a company guided by an array of world-class talent – from experienced business leaders, to engineers and rocket scientists at the cutting-edge of the next generation of space-based communications.

 @oneweb

 oneweb.net



THE QUANTUM COMPUTING TRAILBLAZER

Quantum computing has the potential to revolutionise how we solve challenges from drug development to climate change. Quantum computers are available commercially but are noisy and hard to scale. Enter ORCA COMPUTING, a completely new type of quantum computer, built from light and harnessed with ORCA's proprietary quantum memory.

Co-founded by Imperial's Provost Professor Ian Walmsley, the I-HUB (p.136) ub-based startup's backers include Atmos Ventures and Innovate UK. ORCA's Co-founder and CEO Richard Murray values the business's proximity to Imperial for its access to academic expertise and talent.

Its use of readily available optical fibres (photonics) is a key distinguishing feature of ORCA's approach, making it easier to assemble a quantum computer and reducing the challenge of scaling. In addition, photons are robust against 'noise' and can operate at room temperature, giving photonics a significant advantage. We can't wait for ORCA to change the world!

 @computingorca

 orcacomputing.com



PLASTIC THAT SELF-DESTRUCTS IN A YEAR

If current trends continue, between 2016 to 2050, 7.2 billion tonnes of plastic packing waste will be generated, of which 1.6 billion tonnes will end up in the natural environment on land and 0.5 billion tonnes will end up in the marine environment.

POLYMATERIA is a British technology company that has developed revolutionary new Biotransformation technology to ensure that plastic that has not been disposed of properly can fully biodegrade in the natural environment. A discarded plastic beer beaker made of standard polypropylene will last for decades, while Polymateria's environmentally friendly replacement, Lyfecycle, can fully and safely return to nature in a year without fragmenting into microplastic pieces.

Based at Imperial College London's I-HUB (p.136), and spun out from research at Imperial, they are the first company to achieve verified biodegradation in real-world conditions of the types of plastic packaging most likely to end up in the natural environment.

 @polymaterialtd

 polymateria.com



PUBLICIS MEDIA

Publicis Media UK is based at the Television Centre in White City. Led by Sue Frogley, CEO, Publicis Media helps clients navigate the modern media landscape to create, retain and grow the value of their customers. Publicis Media is made up of 2000 people working across market-leading media agencies including Spark Foundry, Starcom and Zenith, as well as specialist practices Publicis Media Exchange (PMX), Performics, Publicis Sport & Entertainment, Publicis Media Content and NextTECHnow. Together they combine deep expertise in media investment, strategy, insights and analytics, data and technology, commerce, performance marketing and content. Publicis Media is part of Publicis Groupe and is present in more than 100 countries with over 23,500 employees worldwide.



SPARK
FOUNDRY

CREATING A SPARK FOR BRANDS

SPARK FOUNDRY is a global media agency brand which aims to harness a startup spirit to the clout of Publicis Media. In the UK, Spark Foundry is known as the Acceleration agency, focusing on new and innovative brands scaling fast.

With 3,000 employees across 50 countries (including 150 in White City), the agency's clients include Asda, Curry's and GSK. 2021 was a winning year with the highly sought-after global Meta account added to the list. There were multiple industry awards for Spark Foundry's 'Search Harmony' tool, which gave Asda the ability to assess competitor search activity within Google on an hourly basis, allowing for real-time decisions on its search spend and dramatically enhancing performance.

Spark Foundry is the first Publicis Media agency in H&F to work with the Council to create apprenticeships for 16–24-year-olds, giving local young people the opportunity to experience first-hand working in an amazing agency.

 @SparkFoundryUK

 [sparkfoundry.com](https://www.sparkfoundry.com)



PLANNING FOR STARS IN YOUR EYES

Starcom is a media planning and buying agency that partners with the world's leading marketers and new establishment brands including P&G, Samsung, Stellantis (formerly Fiat Chrysler) and Visa. It operates in more than 100 global markets, with more than 5,000 employees worldwide and more than 500 employees in White City.

Starcom's ethos is to be Smarter, Faster, Braver than any other agency. Their intelligence-driven model fuses media, creativity and data to drive faster growth for clients. Starcom is also the flagship Publicis Media agency to do this through the 'Power of One' client teams and recently featured as one of Campaign Magazine's Best Places to Work 2021.

With a clear focus on intelligence and innovation, Starcom recently invented a bot (ABACUS) that eliminates the tedium and time spent manually entering data for ad bookings, saving costs and allowing more time for creativity and strategy - hooray!

 @Starcom_UK

 [starcomww.com](https://www.starcomww.com)



REACHING ROI'S ZENITH

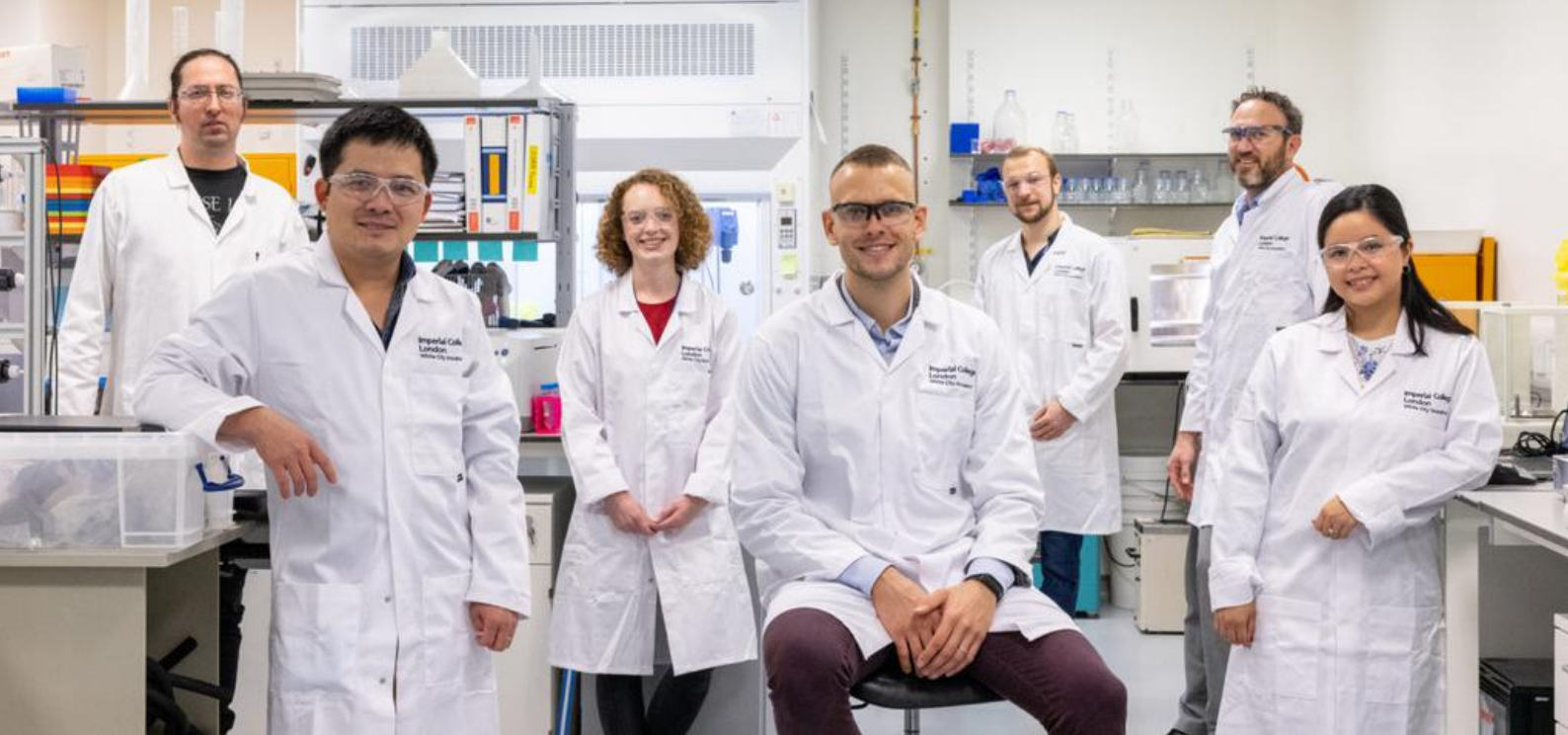
Zenith has been the ROI agency since 2002, which is the longest-standing media agency proposition in the world. But ROI is an outcome, not a strategy. Zenith turn up every day wanting to create 'Bold Moves, Better Paths' for clients.

The answer in communications HAS to be bold and different. Otherwise, everything stays the same: the small stay small and the big stay big. 'Bold Moves' is a revolution against the status quo. Zenith are not just about making clients braver for one campaign: Zenith work to help them change direction in the long term, to find a better path to growth.

Globally, Zenith has over 5,000 brilliant specialists across 90 markets. Zenith are experts in communications and media planning, content, performance marketing, value optimisation and data and analytics. In the UK, Zenith work with some of the UK's leading companies, including Lloyds Banking Group, Nestle, TikTok, Confused, Molson Coors, Essity, Aviva, Coty, Macmillan, Three Mobile, Uswitch, Zoopla and Carpetright.

 @Zenith_Media_UK

 zenithmedia.co.uk



TO PURAFFINITY & BEYOND

A green tech company which designs smart materials for environmental applications, PURAFFINITY was founded by Gabi Santosa and Henrik Hagemann in 2015 at Imperial College London.

Puraffinity has developed a novel platform technology to remove the widely-used, synthetic chemicals PFAS from contaminated water. Overwhelming evidence has connected PFAS to severe health effects, including cancer. Yet PFAS' many manufacturing applications have led to their widespread release into the environment. Extremely resistant to natural degradation, PFAS are hard to treat and conventional technologies rarely meet removal demands. That is why not only has this fast-growing startup raised £4m but in 2021, having outgrown its space at Imperial's White City Incubator (p.76), Puraffinity moved to Scale Space.

Ever ready to engage with their neighbours, Puraffinity has sought product design assistance from the RCA (p.120), proactively supported other startups and organised internships/jobs for young people in the BAME community.

 @puraffinity

 puraffinity.com

GEORGINA: DRAGON SLAYER

A respected trailblazer in the tech industry, Liberis's Chief Technology Officer (CTO) **GEORGINA OWENS** has repeatedly been included in the list of the UK's Top 50 Most Influential Women in Tech and Women in IT Awards. She talks scale-ups, changes in the sector and the best moments in her career.

1

What do you view as the key challenge for scaling fintechs like Liberis?

Building a high performing team that is able to innovate while consistently delivering quality products with evolving features to enable our customers to use our products in a way that is unique and keeps them ahead of their competitors.

2

You have had a long career in tech. How has the industry changed in your time? What other changes would you like to see?

There is greater recognition and awareness of the benefits of diversity and inclusion and we are seeing improvements. I am not a great believer in targets but at least if an organisation has measures they can improve. And I would like to see all companies actively measure and publish levels of diversity. Measuring inclusion is a different issue, as they say just because you are invited to the party doesn't mean you will be asked to dance.

**"IT IS NEVER TOO LATE TO MAKE A CHANGE SO
DON'T OVERTHINK IT, JUST DO IT"**

3

What's been your career highlight to date?

I have had many amazing moments; the best are when I celebrate successes with my team. Seeing people progress and knowing that I have helped somebody get to that next level is very rewarding.

4

What advice would you give to someone seeking a mid-career change to work in tech?

It is never too late to make a change so don't overthink it, just do it.



What song do you put on when you need to be energised?
Travie McCoy's song 'Billionaire' ft. Bruno Mars



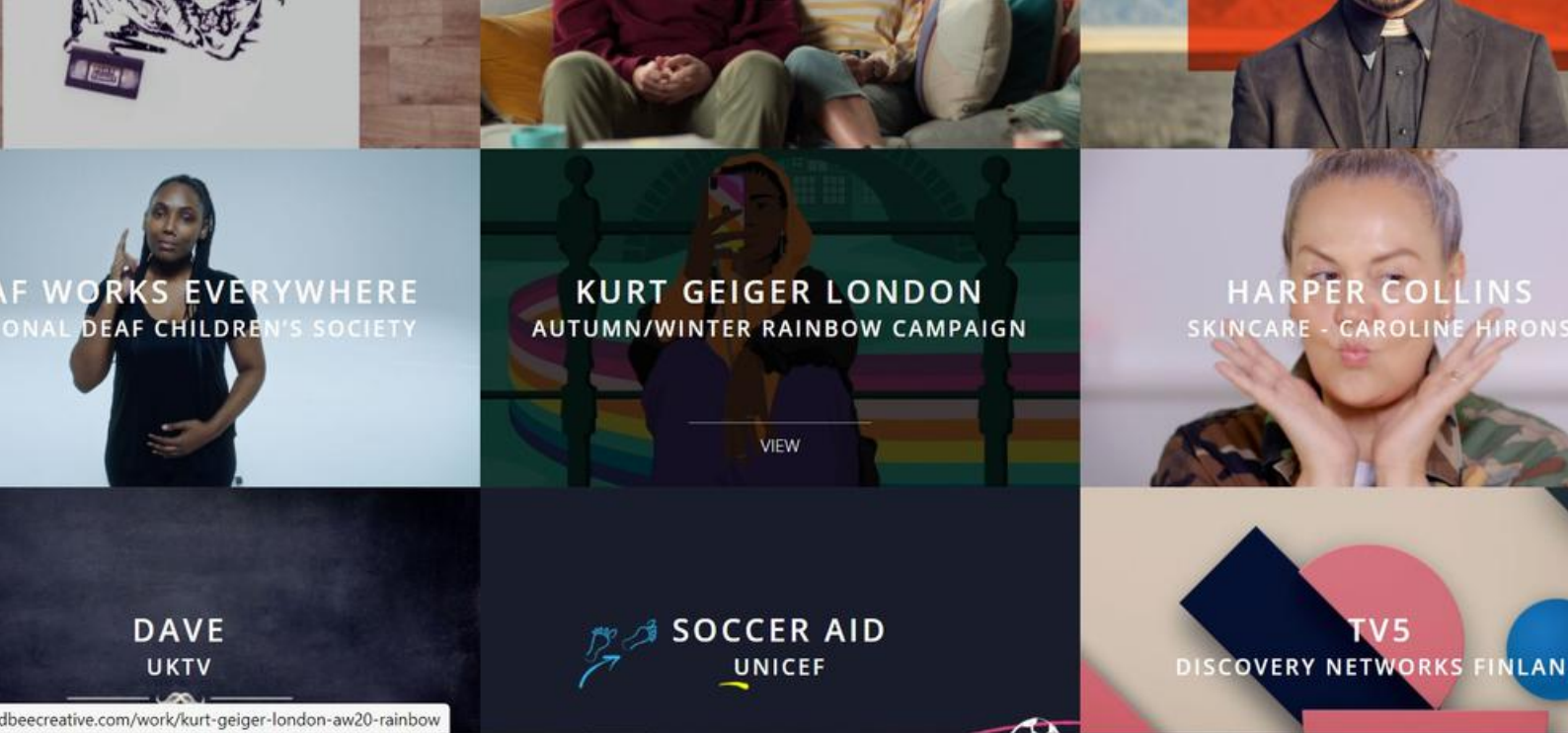
QUELLING INFLAMMATORY DISEASES

Founded in 2019, QUELL THERAPEUTICS's vision is to quell immunologic disorders by genetically engineering the body's own cells to rebalance the immune system.

T regulatory (Treg) cells form a part of the immune system and prevent it from becoming overstimulated. Overactivation of the immune system is seen in autoimmune diseases like Type 1 Diabetes or Multiple Sclerosis, in chronic inflammatory conditions like IBD or Motor Neurone Disease and in the rejection of transplanted organs.

Quell Therapeutics aims to treat these conditions using state of the art technologies to genetically enhance Treg cells, enabling them to be targeted to shut down the exact cells that are overactive, and rebalance the immune system.

In 2021 Quell announced series B financing, increasing the capital raised to date to USD220m. They are starting their first clinical trial and have big ambitions to target and hopefully cure multiple immune and inflammatory disorders.



THE AGENCY BORN IN ENTERTAINMENT

Long-time residents of Broadcast Centre, RED BEE CREATIVE have borne witness to the changes taking place in White City and are responsible for both the trailers for iconic programmes such as *Only Fools and Horses* and the rebranding of BBC channels over the years.

Today, the global creative agency delivers brand strategy, brand identity and marketing campaigns for clients across categories. Their specialism is working with TV and media brands, which comes as no surprise given their background as a spin-off from the BBC (although they are now owned by Ericsson). Their current clients include NBCUniversal, Discovery Networks, Nissan, Disney, Netflix and Penguin Random House.

In an age when we are bombarded with communications, Red Bee plays a critical role in helping to build brands and solve business problems for clients via its expertise in multiscreen design.

 @redbeecreative

 redbeecreative.com



**RIVERSIDE
STUDIOS**

CREATIVE FLOW

RIVERSIDE STUDIOS began life in 1933 as a film studio in a converted Victorian iron works, housing both Doctor Who and Hancock's Half Hour for a number of years before becoming a community arts centre in 1976. Reopening after a five year redevelopment, it now boasts the UK's most digitally advanced Arts Centre including state-of-the-art facilities studios for theatre and television.

Riverside Studios' programme is underpinned by their belief in the power of creativity to bring people together, unlock new possibilities and ideas and spark positive change in the world.

Despite reopening shortly before the pandemic, Riverside Studios has quickly reclaimed its place at the heart of our community, offering entertainment, inspiration, a meeting place and a vast range of possibilities. And of course, a stunning view from their riverside bar and cafe.

 @RiversideLondon

 riversidestudios.co.uk



Royal College of Art
Postgraduate Art & Design

CREATORS OF A BETTER AGE

Opened in 2017, the White City site is a fantastic addition to the ROYAL COLLEGE OF ART (RCA) campus, and is equipped with state-of-the-art bespoke studio, workshop and technical spaces designed particularly for its students. Located in White City Place's West Works building, the campus is home to the Graduate Diploma in Art & Design and a number of programmes run by the School of Communication.

Despite its 180 year pedigree, the RCA is at the forefront of innovation. 2021 saw a collaboration with HRH The Prince of Wales's Sustainable Markets Initiative to deliver the Terra Carta Design Lab, inviting students and recent alumni to develop credible and sustainable solutions to the climate crisis.

The initiative helped catalyse new climate solutions, with the potential for scale, at a pivotal moment for climate change, biodiversity loss and a just transition, as nations came together at COP26 to agree sustainable ways forward.

 @rca

 rca.ac.uk



Salary Finance

THE BUCK STARTS HERE

Founded in 2015, SALARY FINANCE is on a mission to improve the lives of working people, helping them become debt-free and save towards their financial goals. With the cost of living and taxes on the rise, and increased financial uncertainty due to the pandemic, this is ever more important.

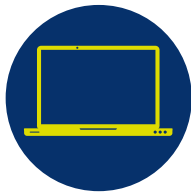
They do this by partnering with employers to provide financial wellness employee benefits linked to salary, which are tailored to individual employee circumstances, including: financial education, automated savings, affordable borrowing and salary advances.

Salary Finance are the UK's largest employee financial wellbeing provider, supporting over 5 million employees across organisations including Tesco, Royal Mail, BT, Goldman Sachs, the NHS and 20% of the FTSE 100.

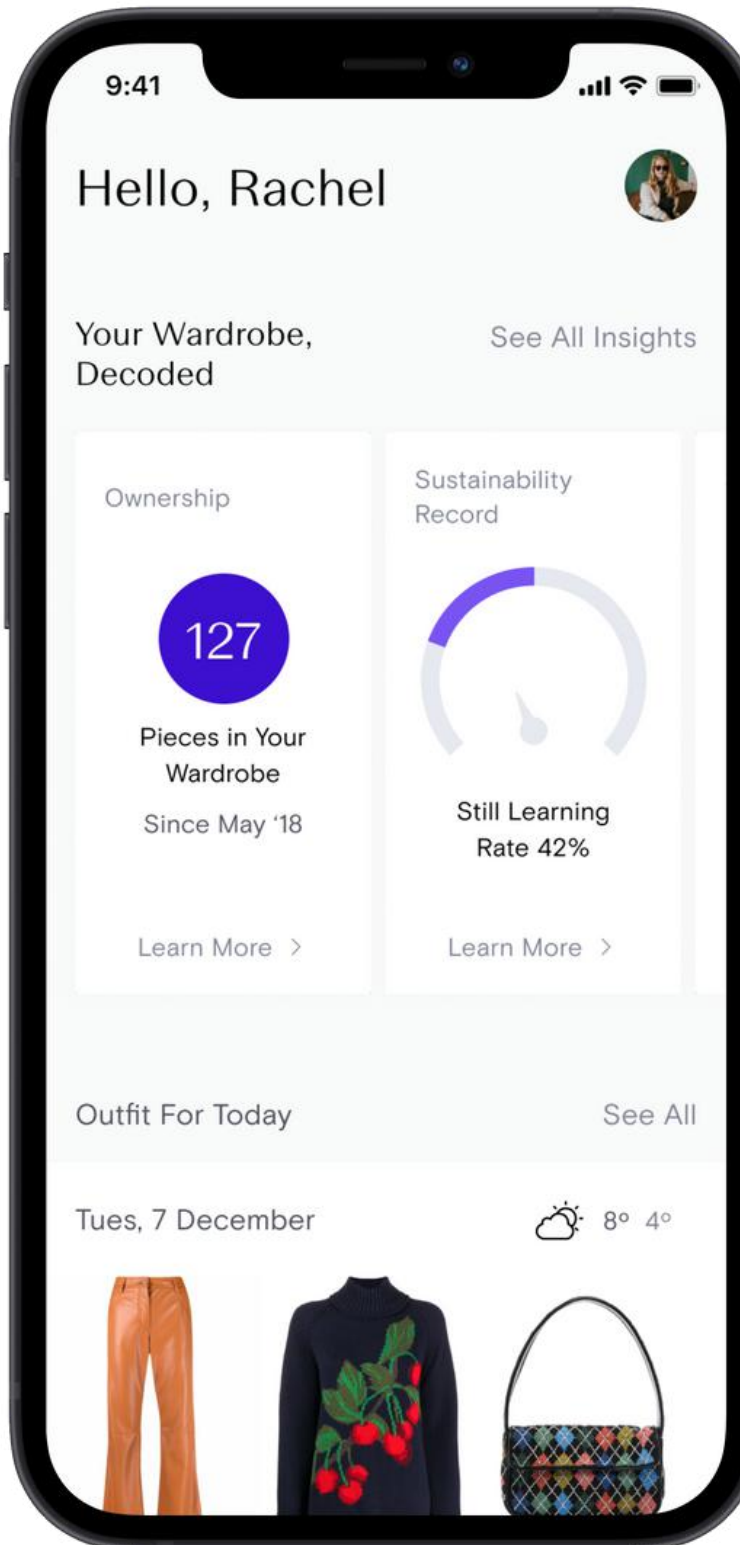
Based in Scale Space White City, Salary Finance is backed by Blenheim Chalcot (p.16), Goldman Sachs, Experian and Legal & General. They are currently 19th in the Deloitte Fast 50 list of innovative, high-growth businesses.

 @salaryfin

 salaryfinance.com/uk



S_YW



IN A CIRCULAR FASHION

SAVE YOUR WARDROBE is a startup run by H&F resident Hasna Kourda. Inspired by a childhood in Tunisia, where textiles are exported from European countries to be thrown into landfill, **Save Your Wardrobe** seeks to make consumers more aware of what they do with clothes after they've bought them.

Its app digitises a user's clothes and accessories to help them reconnect with what they have. Using AI, **Save Your Wardrobe** provides users with insights on how to make the most of their wardrobe, and ultimately encourages them to buy less and better. If the sustainability journey is confusing, service partners can help with repairs, cleaning, donation and upcycling services and suggest places to shop responsibly.

Fashion's circular economy could be worth \$700m by 2030. That's a huge market for the likes of **Save Your Wardrobe** who make it easier for us to do the right thing!

 @saveyourwardrobe

 [saveyourwardrobe.com](https://www.saveyourwardrobe.com)



Photo courtesy of Hammersmith & Fulham Council



IMPROVING PUBLIC HEALTH ACROSS THE GLOBE

Already a presence in White City, Imperial's SCHOOL OF PUBLIC HEALTH will move into a new multidisciplinary building in 2023. The School is unique in the way it works with clinical and healthcare collaborators to take its science and epidemiology research out of labs and classrooms and into policy, health education and primary care.

Its researchers are tackling head-on today's global public health challenges, including obesity, cancer, heart disease, dementia, and infectious and parasitic diseases. In White City, this includes researchers at the Mohn Centre for Children's Health and Wellbeing, who are working with London teenagers to investigate the impact of the pandemic on their mental health.

When the pandemic began, third-year medical students and community leaders worked to address community health and wellbeing priorities, with projects including the co-creating of multilingual videos for BAME groups to promote NHS services, and family wellbeing boxes for single-parent low-income families.

 @ImperialMed

 imperial.ac.uk/school-public-health



Science
Magic
.Inc

A MAGICAL B-CORP

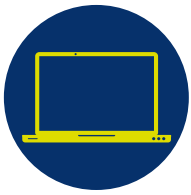
SCIENCEMAGIC.INC is a creative and strategic company that connects brand and talent to their communities. Clients include The White Company, Glossier, depop and Max Mara. For this White City Place-based business, creating positive impact through meaningful and progressive action is a fundamental business priority.

Chief Growth and Purpose Officer Julietta Dexter is a top communications leader who, in her book *Good Company: How to build a business without losing your values*, describes her experience working in the industry and why it is crucial to build a company that prioritises its people and purpose. Co-Founder and CEO David Pemsel was previously CEO of Guardian Media Group where he was responsible for The Guardian's remarkable digital transformation.

What truly distinguishes this growing business from its competition is its B Corp certified status, placing them in a select but growing group of companies championing conscious business practices by prioritising people and planet alongside profit.

 @sciencemagicinc

 sciencemagic.inc



SECOND
NATURE

HEALTHY LIVING. MAKE IT SECOND NATURE.

SECOND NATURE is a digital programme that helps people lose weight in the long term. Based at Scale Space White City, co-founders Chris Edson and Mike Gibbs founded the startup in 2015, and within a year of launching Second Nature became the first ever online behavioural change programme to be commissioned by the NHS.

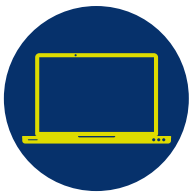
It has a mission to help people take control of their health by combining behavioural science with smart technology and experts to tackle the global epidemic of chronic lifestyle diseases.

Second Nature gives users support through a registered nutritionist and community, recipes, meal planners and a tracking system – 90% of its members lose weight and keep it off for 12 months, and their average weight loss over the period is 15 lbs.

 @snhealth_uk

 secondnature.io





Imperial College
London

DRIVING MEDTECH FROM BENCH TO BEDSIDE

The SIR MICHAEL UREN HUB is a new building on Imperial's Campus housing over 500 engineers, clinicians, and scientists, bringing them together to develop new and affordable medical technologies.

Researchers are helping to bring med-tech research from the laboratory to the hospital and beyond, combining the latest medical research and engineering to improve the treatment and diagnosis of diverse medical conditions, from finding ways to treat dementia to creating bionic limbs. The Musculoskeletal Lab based on Level 2 is a team of over 30 full-time surgeons, physiotherapists, scientists and engineers all seeking to understand musculoskeletal health and degeneration, and to prevent and treat a wide array of problems associated with impaired mobility.

The hub also houses the School of Public Health's Environmental Research Group, the world's leading centre for the study of air pollution (p.44).



imperial.ac.uk/biomedical-engineering/sir-michael-uren-hub



THE NEXT STEP IN RNA THERAPEUTICS

SIXFOLD BIOSCIENCE tackles one of the biggest challenges in RNA therapeutics: how to safely deliver RNA therapies to diseased cells.

By applying computation and advanced chemistry to engineer highly programmable drug delivery systems, therapies can be delivered to target cell types and activate helpful genes or deactivate those that cause disease. This represents a major step as at present RNA therapies can only target the liver or be administered locally.

Founded by experienced researchers from the University of Cambridge and the Francis Crick Institute, and based at Imperial College London's White City Incubator (p.76), the startup raised £7.8 million in a 2021 seed funding round. This will support the development of its Mergo® RNA therapeutics delivery platform which allows the intricate design of proteins that target specific cells.

 @sixfold_bio

 sixfold.bio



ASTHMA CONTROL IN YOUR POCKET

If you are asthmatic, you'll be familiar with advice from your nurse: be diligent with the inhaler and track your peak flow. Yet 90% of asthmatics fail to track their peak flow and the provisions for good asthma care have remained much the same for decades.

Enter **SMART RESPIRATORY's** Smart Peak Flow meter which turns a smartphone into a handy personal asthma assistant. Blowing into a Smart Peak Flow mouthpiece connected to a smartphone's headphone jack, an asthmatic's breathing is recorded onto an app which, in turn, warns its user of an impending attack.

Conceived at Imperial College London in 2014, the revolutionary device went through several prototypes before meeting success with an overfunded Kickstarter campaign three years later. Based at Imperial's I-HUB (p.136), this digital health startup has a regional Budapest office and distributors across the globe.

You can breathe easily with this compact digital innovation.

 @smartasthma

 smartrespiratory.com

Thinking outside the box



Laura Riches (L), Laura Rosenberger (R)

LAURA RICHES & LAURA ROSENBERGER are on a mission to make us switch to boxed wine. And why not? They discuss sustainability, entrepreneurship, and, of course, their favourite wines.

How did you hit upon the idea for Laylo?

It was a moment's serendipity during the 2020 summer lockdown: we both independently had the idea to create a luxury boxed wine brand, but it was only when Laura Rosenberger texted Laura Riches (yes, it gets confusing!) to ask for advice that we realised it.

A week later we compared notes and it turned out we shared the same vision...top quality wines in beautiful boxes, which could be proudly displayed on your countertop. It was a no-brainer to join forces – and Laylo was born.

What are your ambitions for the business for the next 2–5 years?

Boxed wine is the perfect option for everyday drinking. It stays fresh for six weeks from opening, so you can enjoy the occasional glass without committing to a bottle. **It generates 90% less carbon than glass bottles**, and Laylo's boxes are 100% recyclable. But in the UK if you say "boxed wine" people immediately think of student house parties.

We want to become the brand that challenges people's preconceptions about boxed wine. Just as it's now totally normal to drink wine with a screw-cap, we want boxed wine (and particularly Laylo) to be a go-to for drinking wine in your home.

What were your career paths to Laylo?

On graduation, we both worked in the City – Laura Rosenberger was a banker and Laura Riches was a management consultant. Both careers gave a fantastic commercial grounding, but ultimately we both craved the startup life.

We met when we both joined Naked Wines in 2015/16, where Laura Rosenberger was the COO and Laura Riches was the Marketing Director. We feel incredibly lucky to have had an amazing wine education as part of our job.



What advice do you have for other entrepreneurs?

Take a photograph every day! It can feel like you're making slow progress, but when you have a visual diary of all the little milestones, it's a reminder of how far you've come!

What is your favourite wine and which do you think are underrated?

Laura Riches: My ultimate is a white Burgundy. But I also love to go a little off the beaten track and our Slovenian Pinot Blanc is an example of where a wine from a lesser-known region means fantastic value-for-money.

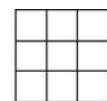
Laura Rosenberger: Rosé all year round! Laylo's Provence Rosé (photo) is genuinely my favourite. Chardonnay has a bad reputation, but there is such a wide variety that I'm convinced there's one to suit most people's taste.



What song do you put on when you need to be energised?

Laura Riches: You're Welcome from Moana. Can you tell I have a three year old daughter?

Laura Rosenberger: You can't beat some '90s Spice Girls.



SOHO HOUSE

MORE THAN STARS IN YOUR EYES

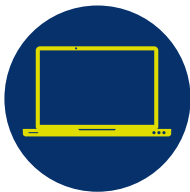
Starting as a single venue on London's Greek Street in 1995, Soho House is a home for creative people around the world. As the company went from strength to strength, it continued to open new venues, including WHITE CITY HOUSE which occupies part of the former BBC Television Centre building. Inside, apart from the much-photographed swimming pool, White City House has 1960s-style interiors and artwork that recalls classic British TV shows

Keen to make a difference as a local employer, White City House offers apprenticeships both front of house and back of house depending on candidates' preferences and what they are comfortable with.

The 'Soho Apprenticeship' program is set over 12-18 months and is a combination of on-the-job training and training provided by an external provider as well as regular reviews and opportunities to work with senior mentors.

 @sohohouse

 sohohouse.com



A GOLD STAR FOR SUPPORTING SILVER START-UPS

STARTUP SCHOOL FOR SENIORS is a social enterprise co-founded by local resident Mark Elliott that is helping to give the over-50s the confidence to start and grow their own business. Its online course aims to turn a business idea into reality in just eight weeks.

And the statistics speak for themselves, with 35% of alumni earning from their new business before the end of their course, over 80% saying they now have the skills to start their own business, and over 80% saying they have the confidence to start again.

Research shows that unemployment among the over-50s has risen sharply due to the pandemic. This programme aims to give them the confidence to re-evaluate their skills and find a way to generate an income through meaningful work. As importantly, it is also building a supportive community of older business owners.

 @AdvantagesOfAge

 startupschoolforseniors.com



Synthace 

ACCELERATING RESEARCH THROUGH AUTOMATION

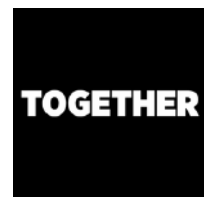
Repeating experiments is key to gathering significant data and proving an observation is accurate. However, it is a time-consuming process and it can be hard to ensure that all parameters are exactly the same each time. SYNTHACE is transforming experiments through automation, allowing scientists to design, test and run experiments controlled by software and compatible machines. The software can even analyse the data from all devices, helping scientists to draw conclusions and plan follow-up experiments.

Their solution can reduce time spent on design and execution of experiments by 70%, free-up scientists to do other tasks, and increase the number of experiments that can be done in a day by over three times.

Based in White City Place with a team of over 70 employees, the business had a hugely successful 2021, raising \$35 million of Series C funding and expanding their senior leadership team to the US.

 @synthace

 synthace.com



BRINGING PEOPLE TOGETHER

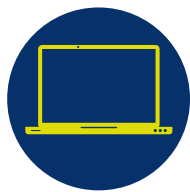
TOGETHER FILMS is an innovative marketing, distribution, strategy and tech company based in London and NYC serving the international film community. Using its Impact Distribution Strategy methodology, Together Films devises concepts to ensure that films are seen by the right audience at the right time. Their mission is to champion and embolden diverse storytellers whose stories have potent social and educational messages.

CEO and Founder Sarah Mosses has helped films such as *For Sama*, an Oscar-nominated feature documentary that gives a first hand account of the Syrian war from visionary director Waad Al-Kateab, and *2040*, a documentary focusing on the solution to climate change, to find audiences. They also offer campaign management services, and recent clients include Human Rights Watch Film Festival, SeriesFest, Athena Film Festival and DOC NYC.

During lockdown, Together Films' work helped independent films be seen by audiences, supporting the industry at a precarious moment. They believe that "a film doesn't exist until an audience has seen it".

 @Together_Films

 togetherfilms.org



Imperial College
London

POWERING TRANSLATION

Translating innovative technological and scientific innovations to the marketplace relies on a lot more than good ideas. The TRANSLATION AND INNOVATION HUB (I-HUB) is a collaborative, modern working environment with bespoke lab and office space, which supports a wide variety of companies from spin-outs and start-ups to established industry leaders.

It has scale-up facilities and flexible lease arrangements to suit the needs of businesses at any stage of growth. It provides a home for businesses to work directly alongside Imperial's academics and take their research and technology into the marketplace.

Businesses that are based in the I-HUB benefit not just from co-location with Imperial's researchers and partners, but from access to Imperial's leading R&D infrastructure, including courses, specialist equipment, and incubator support. Many businesses are already established there, including MiNA Therapeutics (p.99) and Polymateria (p.109) who grew from the White City Incubator (p.76).

 imperial.ac.uk/thinkspace/i-hub/





MAKING TV FOR THE UK

Hammersmith-based UKTV has been at the forefront of branded television for over 25 years, entertaining the nation with programmes they love. Its leading brands – Dave, Gold, W, Drama, Alibi, Eden and Yesterday – span comedy, entertainment, natural history, factual and drama, and are delivered through UKTV Play, Freeview, Sky, Virgin Media, BT, TalkTalk, YouView, Freesat and Amazon Fire (yes, that is quite a list!).

The broadcaster is a significant investor in British creativity and is committed to working with new and established writers, directors and programme-makers. Its comedy channel Dave was named Channel of the Year at the Broadcast Digital Awards 2021 and was praised for its hit original shows including Meet the Richardsons and BAFTA nominated Big Zuu's Big Eats.

UKTV is part of BBC Studios, the UK's most-awarded production company, a world-class distributor with international branded services, and a commercial subsidiary of the BBC.

 @UKTV

 network.uktv.co.uk



Photo courtesy of OneWeb, credit Roscosmos



AIRTIME FOR EQUITY

UKTV VENTURES is a multi-million pound investment fund with a unique investment model. The Hammersmith-based fund allows product-rich but often cash-poor startups the opportunity to gain access to premium commercial TV advertising airtime across the network of seven channels belonging to UKTV (p.137) in exchange for a minority stake in their company.

This “airtime for equity model” has disrupted access to television advertising for young digital businesses and consumer startups, providing a unique opportunity for companies like online car repair marketplace ClickMechanic and pet tech startup PitPat to build a strong brand and acquire new customers through the power of TV much earlier in their business lifecycle than they otherwise would have been able to do.

By proving that TV advertising can be an important scaling channel for startups, UKTV Ventures is supporting more UK business growth.

 corporate.uktv.co.uk/article/uktv-ventures/

LEARN FOR THE FUTURE

Accessible British Education Worldwide

GET STARTED



ACCESSIBLE BRITISH EDUCATION WORLDWIDE

The pandemic has shown that effective learning can take place online and that this flexibility is welcomed by those who, for a multitude of reasons, cannot attend lessons in a traditional setting.

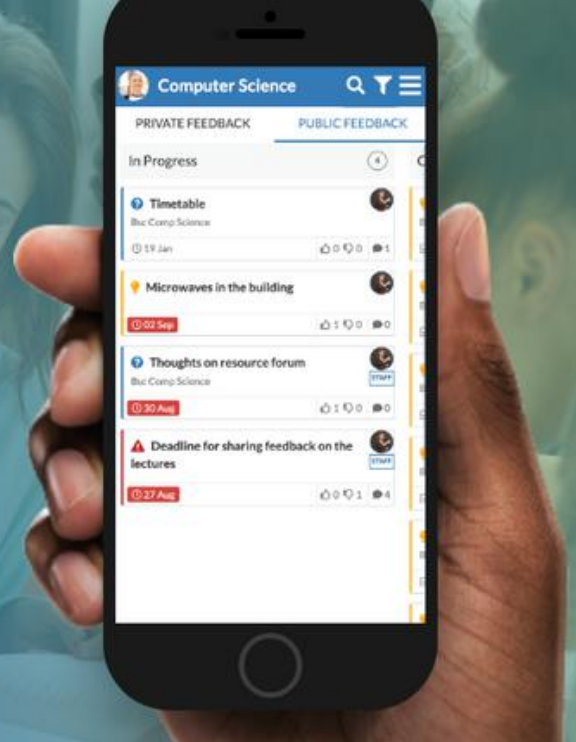
With its mission to empower learners to further their studies, advance their careers or build more skills, **UNION EDUCATION GROUP** has created a platform on which a large range of educational courses and resources are available to students at an affordable cost.

Starting out as a provider of traditional tutoring (which it still does), Union Education Group realised the potential of online learning and has since built an impressive platform. Popular courses range from Python for beginners to economic geography courses on capitalism, alongside music theory, history, and mental health and wellbeing.

Keep up the good work, as a teacher might say!

 @UnionEduGroup

 unioneducationgroup.com



MAKING UNIVERSITIES BETTER

UNITU is an online platform allowing university staff and students to engage in real-time discussions that bring about concrete improvements to the student experience. This winner of the Times Higher Education Award for Technological Innovation of 2019 gives students the opportunity to be heard and to create change. And it makes it incredibly easy for student unions and university staff to collect, represent and act upon feedback.

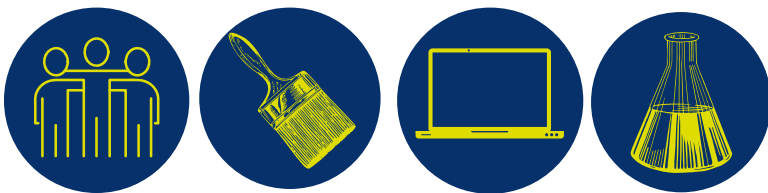
Indeed, UCL attributes its ability to respond to student issues within 48 hours to Unitu, an intervention that led to a 14% jump in their NSS score for Student Voice.

Founded by Hammersmith resident Anish Bagga, this EdTech startup grew its team from three to eleven during the pandemic. At a time when universities are under pressure to respond to student feedback, Unitu is making it easier for both parties.

 @OfficialUnitu

 unitu.co.uk

#gigglebyte



UPSTREAM
work. play. grow. west.

MAKING A SPLASH

Launched in 2018, UPSTREAM is a partnership between the London Borough of Hammersmith & Fulham and Imperial College London and a result of an Industrial Strategy co-produced by the two organisations.

Team Upstream connects, supports and shines a light on the science, tech and creative sectors, driven by the belief that strong local networks accelerate the growth of people, organisations and places. Its vision is for H&F to have an inclusive, thriving ecosystem of ambitious organisations, with the White City Innovation District a global beacon of growth.

From the Deep Tech Network (co-organised with Imperial's Chemistry and Enterprise departments) and the Digital Creative Network west to its popular Money Talks and My Entrepreneurial Journey series, clinics, meetups and 1-1 conversations, Upstream brings people together and acts as a positive catalyst for H&F.

 @HelloUpstream

 move-upstream.org.uk



INVESTING IN CONNECTIVITY & COMMUNITY

VIRGIN MEDIA O2 is a result of a 2021 merger between Liberty Global and Telefonica.

Employing over 18,000 across the UK (including 500 at its Hammersmith office), it offers broadband, TV, mobile phone and landline services across the UK and, importantly, represents the creation of a new national champion to challenge BT.

The new footprint allows customers to access gigabit fibre and 5G-ready mobile in one place and creates a whopping community of 46 million+ broadband, mobile, phone and home subscribers!

Through multi-million pound investment and plans to connect more communities to gigabit fibre broadband and 5G, Virgin Media O2 aims to help realise the government's ambitions for the UK's digital future – including national gigabit broadband speeds by 2025. The tech company also invests in its workforce, including an apprenticeship programme which consistently wins awards, particularly for its inclusivity.

 @VirginMedia

 virginmedia.com



Holmes builder

Scale Space White City's CEO **MICHAEL HOLMES** has one of the most exciting jobs in the White City Innovation District, as he helps create an environment to support scale-ups – a real challenge for UK plc. He muses about the changes he's seen and how he's never been shy about asking for help or advice.

"I get to spend time with the leaders and founders of some of the most creative, innovative companies in the UK"

What does your job entail?

I'm responsible for ensuring that all of Scale Space's members and visitors receive exceptional levels of service, and that we create the conditions for our community to innovate, create, network and solve the world's most difficult challenges.

What's the best thing about your job?

I get to spend time with the leaders and founders of some of the most creative, innovative companies in the UK. Having the opportunity to be part of the journey towards success for our member businesses is a real privilege.

What was your career path to Scale Space? Were there any key influences on the way?

I spent most of my career as a strategy consultant at PwC/Strategy& prior to gaining my MBA from Kellogg School of Management in Chicago, and then moving into industry as a Commercial Director at IWG, which is WeWork's more established competitor in the serviced office industry. I've been fortunate to have a number of influences on the way, with several mentors and coaches over the years – I've never been shy of asking for help or advice!

What is your vision for Scale Space in the next 2–5 years?

We want Scale Space to be the best innovation ecosystem in the world. This is a really ambitious goal, but I believe we have the ingredients in place to achieve this. To get there, we need to make Scale Space the best place for any business with scaling ambitions to be based, so we are putting a lot of investment into initiatives and programmes to make that a reality.

What do you like about being based in White City?

White City is undergoing so much development that even in the past two years the step change has been remarkable – and things will only get better. The best thing about White City is how collaborative and engaging the community is – I think people realise that there is something special going on here – the number of high potential businesses taking root here is tremendous.



What song do you put on when you need to be energised?

If I need an energy burst, which is quite common these days as I have a teething toddler – I'll have a strong cup of coffee and listen to something by The Chemical Brothers..!



Wedio



Wedio

AIRBNB FOR CREATIVES

Good quality equipment is never cheap, and never more so if you are a freelancer who requires professional-standard film gear.

WEDIO is a platform making it easier for creatives to create their best stories through improved access to equipment, knowledge, and experiences. It allows professional filmmakers and photographers within a vicinity to share their gear – so if you need an ARRI camera, you can find someone to rent it from. And in turn you have a drone going unused, you can rent it to someone who needs it now.

With free global insurance, over 7,000 listings and a gobsmacking £10m worth of gear available at any one time, Wedio is an incredible resource for TV and film professionals. But what the team based at Huckletree White City is proudest of is the community they have created as part of their business.

 @wedio_community

 wedio.com/uk



WESTLIFE

WEST YOUTH ZONE is a state-of-the-art facility under construction in White City as part of the EdCity development (p.38). Yes, it is still being built, but we are sufficiently impressed to include it right now.

The new centre is created by OnSide, a national charity with a vision to ensure that every young person across the UK is happy, healthy and able to thrive. WEST means 'Where Everyone Sticks Together' – a declaration of positivity, unity and diversity decided in a vote of 3,000 young people.

WEST Youth Zone will be run as an independent, local charity and a unique four-way partnership between young people and their community, local authorities and private business leadership. This greater leverage of skills and resources will help reach more local young people.

Imagine a place filled with energy, inspiration and skilled youth workers who believe in young people and you have WEST.

 @WestYouthZone

 westyouthzone.org



Image Courtesy of Richard Hanson



FIELD OF DREAMS

Sitting at the heart of the revitalised White City area, this landmark development originally opened in 2008. Expansions have made WESTFIELD LONDON the EU's largest shopping destination in Europe.

Now owned by Unibail-Rodamco-Westfield, Westfield London recognises its place in the community and has an ambitious Corporate Social Responsibility (CSR) strategy, Better Places 2030, which aims to integrate this ambition into all decision-making processes.

This has translated into supporting the community in many different ways including: providing retail space to showcase the work of local organisations; running a sustainability competition in partnership with the RCA; and the creation of a nature reserve (insect hotels, a beehive, fruit trees, vegetable and herb beds!) that is open to local schools who want to learn about sustainable food growing, and the importance of caring for the environment.

 @WestfieldLondon

 uk.westfield.com/london



VOICES THAT NEED TO BE HEARD

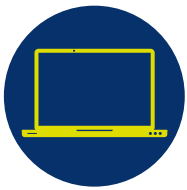
YOUNG HAMMERSMITH & FULHAM FOUNDATION (YHFF) is a local membership charity supporting the infrastructure of the children and young people's sector in the borough, with members ranging from youth clubs, schools, businesses, and voluntary groups to the public sector.

YHFF secures new funding for members, supports a healthy and collaborative network, and influences decision makers and members through knowledge created via youth voice.

Their report 'Growing up in H & F', compiled by young people aged 13–24, explored the lives of young people living here, capturing how they feel about their homes, schools, and streets. It also addresses issues including the Black Lives Matter campaign, aspirations and the pandemic. This powerful feedback offers a young person's perspective of the borough and serves as a reminder not to forget that, despite the many advantages and privileges afforded to us in London, there is still a way to go to ensure equality of opportunity.

 @YoungH_F

 yhff.org.uk



DIGITAL MINDS WITH A SOCIAL HEART

ZAIZI helps public sector organisations design, build and sustain user-centred and secure digital services.

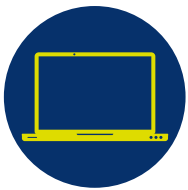
This fast-growing Hammersmith-based scaleup aims to solve problems with digital solutions. Its capabilities range from strategy to service design, automation, engineering, architecture and cloud services. That means goodbye to paper records and outdated IT systems and hello to a safe and accessible platform.

Founder and CEO Aingarand Pillai is an Imperial College London graduate. He started the business in 2007, and it has since grown its client list to include the National Cyber Security Centre, the Foreign, Commonwealth & Development Office, and the Department for Education.

It isn't just its daily work that makes Zaizi stand out, but its conscious desire to deliver social value. From hiring apprentices and participating in the Kickstart scheme for young people to instituting a blind screening recruitment process, this is a business out to make a constant difference.

 @zaizi

 zaizi.com



Zamna.

FLYING WITHOUT YOUR PASSPORT LEAVING YOUR POCKET

Zamna is building GDPR-compliant identity platforms for the aviation industry, allowing airlines to verify a passenger's identity before they arrive at the airport, creating a safer and much more pleasant passenger experience.

Founded in 2016 by Irra Ariella Khi and Alex Gorelick, Zamna is frequently on lists of startups to watch, and has raised £5m. Even the pandemic's effect on the travel industry hasn't stopped this Hammersmith-based startup from scaling its business and flying high.

Travellers will know that flying has become an even greater hassle since the pandemic; the business aims to resolve this with Zamna Verified Health. This industry-first works alongside travel providers' existing systems, allowing them to connect health and identity verifications in the post-pandemic travel ecosystem. Critically, it is integrable, secure, uses cryptography to protect traveller data, and doesn't require an app (hooray!). Or as Zamna put it: Health + identity = travel.

 @zamna_tech

 zamna.com



Richard Haughton exhibition at White City Place, photo courtesy of RCA



Co-working Spaces



In partnership with Imperial College London, **Central Working White City** offers flexible workspaces designed to support businesses of all sizes – from young start-ups and fast-growth companies to established biotech and scientific research organisations.

Impact & Innovation: We make every effort to introduce members to other companies and individuals within the ecosystem, which is unusual for a co-working company but invaluable.

Social events are frequent and a great place to meet fellow-innovators, and of course, being part of Imperial's Incubator allows members to use a co-working lab space, which is impossible elsewhere in London!

What's the best thing about being based in H&F? Can we say it is the support from Upstream?

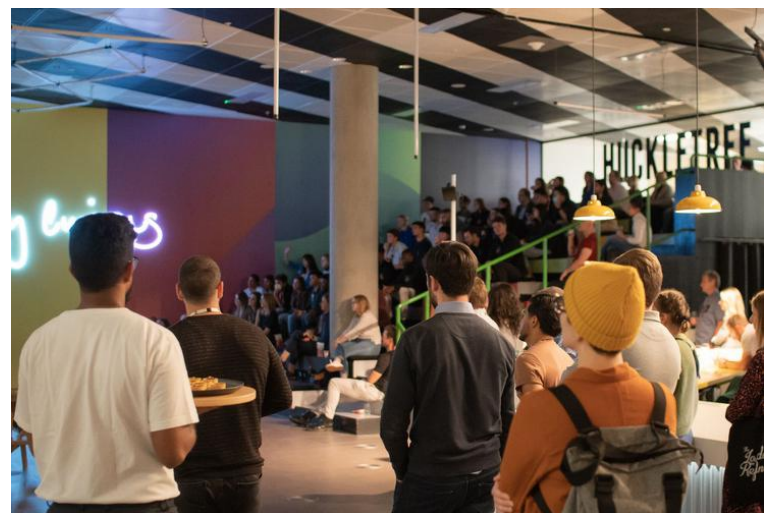


84 Wood Lane, W12 0RZ
e: WhiteCity.Centralworking@iwgplc.com
w: centralworking.co

HUCKLETREE

Huckletree is a workspace accelerator group and ecosystem builder, supporting 3000+ members within the most exciting startups, scaleups and corporates across the UK and Ireland.

It provides a fertile ground for industry-specific cross-pollination. **Huckletree White City** is the Futures Hub – where innovators operating in foodtech, healthtech, gaming, and immersive tech come together to collaborate.



Impact & Innovation: We leverage our position at the centre of the startup ecosystem to ensure that our members are set for success.

We make sure our members are connected to relevant fellow members, investors, ambassadors to support their growth and help them reach their goals. Our Growth Services range from DEI consultancy to bespoke programming.

"White City is the optimum place for growing your connections"

MediaWorks, 191 Wood Lane, W12 7FP
e: info@huckletree.com
w: huckletree.com



From Pay As You Go co-working desks to beautifully designed private offices and high-tech boardrooms, Huddle's flexible approach means that they can help, from start-up to scale-up and beyond.

Regardless how small a business is starting from, **Huddle** is engineered for how big they endeavour to become.

Impact & Innovation: Huddle is a community of like-minded enterprises. We offer access to the support businesses need to grow whether that be via our in-house London Business Hub advisors or facilitating communications and networking with other companies within our community.

What's the best thing about being based in H&F? It offers everything you need to work, rest and play!



3 Shortlands, W6 8DA
e: amars@romulusuk.com
w: 3shortlands.london

"H&F is a vibrant and thriving part of our great city, rich in culture and experiences"



Kindred is an independent social members Club with a heart for community and connection. Situated within the Grade II listed Bradmore House, the Club boasts beautiful members lounges, bar, performance area and casual working space; private hire and meeting rooms. Our events calendar offers monthly live music, comedy, workshops and supper clubs.



Impact & Innovation: Fostering genuine connection is key to the success of our community. We do this through our 'campfire moments', where members gather on a weekly basis to share their lives and experiences with one another, set intentions for the week ahead and switch-off at our Monday Morning coffee club, Wind Down Wednesdays and Friday Walks.

Bradmore House, Queen Caroline St, W6 9BV
e: info@wearekindred.com
w: wearekindred.com



Missionworks is a community-centric coworking space in Hammersmith that invigorates, inspires and facilitates ambitious people to achieve their purpose at work. Built in an old church with more than 120 years of history – the space shines with its own light. It is difficult to explain – the best thing to do is to see and experience it.

Impact & Innovation: We want our members to grow with us and achieve their mission. Missionworks is designed to help them get the most out of their time here and make that impact.

What's the best thing about being based in H&F? Without the madness of the city centre but with all the amenities and connections, Hammersmith is one of the best areas!

41 Iffley Rd, W6 OPB
e: hello@missionworks.uk
w: amingtongroup.com

Work.Life is designed for freelancers and smaller businesses to thrive. We pride ourselves on our close-knit communities and unbeatable personal service. We're always accessible from the ground floor, so we're in amongst the action of the local area.

Our Hammersmith space is spacious, with high ceilings and show-stopping windows. Playing into the area's showbiz lineage, there is plenty of pizzazz, gorgeous people, and a splendiferous atmosphere for working.

Impact & Innovation: We stimulate our community by hosting multiple events and excursions, where members can connect. Nurturing a sea of creative exchange and facilitating change!



"H&F boasts a plethora of unique attractions. First and foremost would be a river walk which rejuvenates after a long day"

Kings House, 174 Hammersmith Rd, W6 7JP
e: hammersmith@work.life
w: work.life



Photo courtesy of Hammersmith & Fulham Council



Contact us

e: hello@move-upstream.org.uk

w: move-upstream.org.uk

t: @HelloUpstream

↑UPSTREAM

work. play. grow. west.