THE YOUNG ACADEMY

Insights into Innovation in Education

Social Innovation Workshop
Bratislava, 11 December 2014
Gemma Rocyn Jones
INNOVATION IN EDUCATION
WHAT DOES INNOVATION LOOK LIKE?

- Cultural change
- Designing out education inequalities
- Individual behavior change
- Paradigm Shift

Structural inequality

Incremental change

Disruptive change

Categorical inequality
BARRIERS HOLDING VENTURES BACK

1. **Sufficiently robust evidence base.** Theories of change are often not strong enough or tested to clearly evidence their impact. This can manifest itself in a failure to articulate impact to potential clients (schools and the commissioners of youth services).

2. **Route to market.** Social ventures typically lack a professional marketing and distribution strategy, relying instead on a labour intensive approach to accessing the 20,000 schools in England.

3. **Internal capacity to scale.** Even ambitious entrepreneurs often lack the internal human capital and commercial expertise needed to take their organisation to scale.

4. **Adaptable revenue model.** Diversified and alternative sources of revenue, reducing concentration risk and vulnerability to policy changes.

5. **Growth capital.** To finance the development of the above three aspects in their early years to enable them to test, expand and scale. Investment is readily available once the model has been stress tested but prior to this ventures must typically rely on organic growth or grant funding.
### Typical Characteristics of Early Stage Innovators

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead entrepreneurs</strong></td>
<td>- Personal experience, often teachers</td>
</tr>
<tr>
<td></td>
<td>- Heavy personal investment</td>
</tr>
<tr>
<td><strong>Team and governance</strong></td>
<td>- Minimal team to draw on</td>
</tr>
<tr>
<td></td>
<td>- Some pro bono support</td>
</tr>
<tr>
<td><strong>Intervention / service offer</strong></td>
<td>- Clear vision of the need and offer</td>
</tr>
<tr>
<td></td>
<td>- Initial testing, still refining</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>- Pricing lead by funders and customers rather than costs</td>
</tr>
<tr>
<td></td>
<td>- Short term view</td>
</tr>
<tr>
<td></td>
<td>- Area least confidence in where to start</td>
</tr>
<tr>
<td><strong>Impact</strong></td>
<td>- Powerful qualitative data, minimal qualitative analysis</td>
</tr>
<tr>
<td></td>
<td>- Clarity critical to underpin whole model</td>
</tr>
</tbody>
</table>
THE YOUNG ACADEMY

For disruptive innovation in education
OUR APPROACH COMBINES THREE KEY ELEMENTS
1. AMBITIOUS SOCIAL ENTREPRENEURS WHO ARE IMPACTFUL, INNOVATIVE AND INVESTIBLE
2. A TAUGHT CURRICULUM, EXPERT ADVICE AND ACCESS TO GROWTH CAPITAL
3. PARTNERSHIPS WITH EDUCATION, ENTERPRISE AND INVESTMENT EXPERTS
TARGETING SUCCESS:
- FOR YOUNG PEOPLE
- FOR SOCIAL ENTREPRENEURS
- FOR INVESTORS
Problem

Opportunity
THANK YOU

Gemma.RocynJones@youngfoundation.org

@YF_Academy