



Design Museum launches new 8-week accelerator programme for entrepreneurs

24 August 2021
the Design Museum

#EntrepreneursHub
@DesignMuseum

The Design Museum opens call for entries for *Entrepreneurs Hub*, a first of its kind programme to support and accelerate 15 emerging design-led startups from diverse disciplines and backgrounds

The new 8-week programme will offer participants mentoring, business advice and exposure to industry leaders to help turn their business ideas into viable concepts

Concluding with a fundraising pitch, the scheme is built with accessibility, inclusion and diversity at its core, aimed at creatives who may have felt locked out of design opportunities in the past

The deadline for applications is 18.00, on Monday 13 September 2021

As part of its commitment to champion design innovation and emerging talent, this autumn, the Design Museum is launching the Entrepreneurs

Hub, an eight-week pilot programme supporting and accelerating the growth of 15 design-led startups.

The exciting new programme will offer participants training in entrepreneurial skills, one-to-one mentoring and exposure to industry leaders, enabling them to develop their design concepts into viable, sustainable businesses. With accessibility, inclusion and diversity at its core, the Hub aims to contribute to driving equality of opportunity in the sector and address structural barriers to empower the next generation of design business leaders.

Sessions will run full-time from 4 October to 25 November 2021. Covering all aspects in starting a business, from masterclasses and practical workshops on topics from business planning and setting goals to finance, legal and marketing considerations. Featuring an opportunity to connect with high-profile leaders in the design industry, the scheme will also support participants in their personal development to enable them to thrive as entrepreneurs.

The Entrepreneurs Hub is committed to supporting early career designers and founders who may have felt overlooked from opportunities to explore starting a business in the past. An £800 per month stipend will be offered to all participants.

Tim Marlow, Chief Executive and Director, Design Museum said:

"We are delighted to be supporting the next generation of designers through the Entrepreneurs Hub. The impact of COVID-19 has only widened the gap for creatives from underrepresented backgrounds, not least in London, which is the focus of this pilot programme. As one of the world's leading museums of contemporary design in all forms, our aim is to eliminate barriers for creative founders who have felt excluded from opportunities in the design world and ensure design is accessible for all."

Sarah Drinkwater, Entrepreneur Hub Advisor said:

"The Design Museum's ethos has always been that great design comes from anywhere. We hope this program brings together the next wave of design talent, from streetwear brands to apps, and helps them and their companies go further with our help"

Scheme Information:

The Entrepreneurs Hub seeks creative founders and designers from underrepresented backgrounds with an early idea or product (both design-led software and physical prototypes accepted). With a London-based focus, the pilot scheme will prioritise applicants from low-income backgrounds and who identify with one of the below criteria:

- Didn't go to university, or parents/guardians didn't go to university

- Receive Universal Credit, or other government benefits
- Disabled or neurodivergent
- Grew up in the care system
- Have sole caring responsibilities for others (including parents, single parents, caring for a family member or partner)
- Come from Black, Asian or Ethnic Minority backgrounds
- LGBTQ+

Applications are now open from today, 24 August 2021 until 13 September 2021 at 18.00. For more information, please click [here](#).

-Ends-

Notes to Editor

PRESS ENQUIRIES:

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Application Process

Stage 1: Online application form (Estimated time: 30 mins to complete).

Stage 2: Successful applicants are invited to submit a video interview (Estimated time: 30 mins to complete).

Stage 3: Final round interview with the Hub team (Approximately 30 mins), judging panel of designers, creatives and entrepreneurs will be making the final selection of participants to the programme.

Key Dates:

Tuesday 24 August: Applications Open

Thursday 2 September: 'Ask Us Anything' Online Event at 18.30

Monday 13 September: Applications close at 18.00

Thursday 23 September: Cohort announced

Monday 4 October: Entrepreneurs Hub launches

About the Design Museum:

The Design Museum is the world's leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly

extend its learning programme.

In April 2021, the Design Museum was awarded £5 million through the Government's Culture Recovery Fund: Repayable Finance programme.

In October 2020, the Design Museum was awarded £2,968,634 by Arts Council England from the Culture Recovery Fund announced by the Department for Digital, Culture, Media and Sport.

In July 2020, the Design Museum was awarded nearly £1 million National Lottery funding through the Arts Council's Emergency Response Fund.



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