

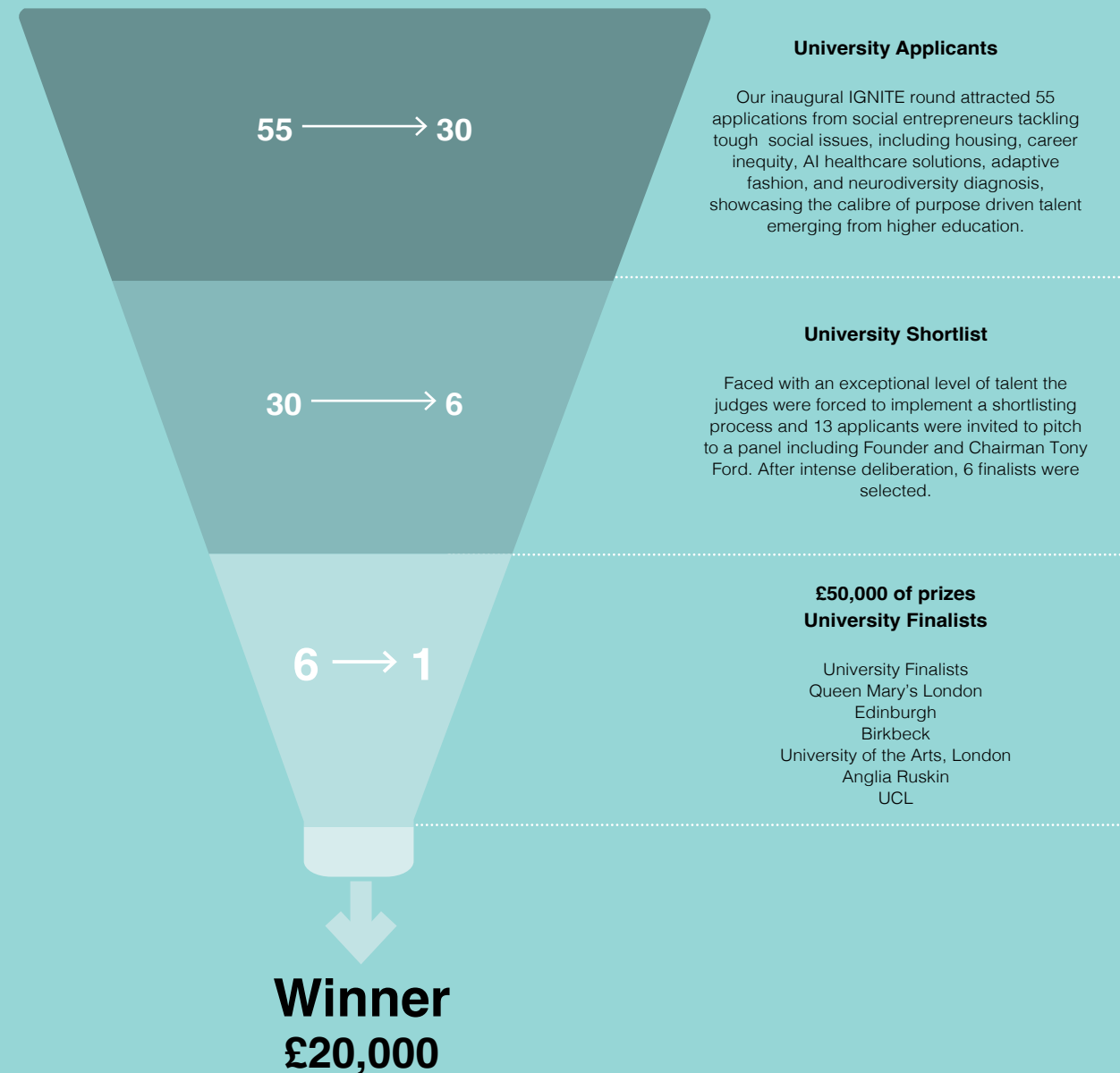
Ignite **#2024** *Competition*



**FORD FAMILY
FOUNDATION**
Creating Social Enterprise

COMPETITION STAGES

The six finalists have been whittled down from 55 applications from 30 universities as follows:



INTRODUCTION



The Ford Family Foundation's mission is to invest in, build, and scale social enterprises, creating equitable funding opportunities for impact-driven ventures and their incredible founders. The Foundation has been working with universities throughout the UK to support university alumni, academics and in some cases students who have these compelling ideas or businesses.

Laura Pulleyn, our Managing Director, conceived the idea of a competition in collaboration with universities, inspired by Sir Tom Hunter and his establishment of the Scottish Edge competition. This initiative, developed in partnership with the Scottish Government and key financial sponsors, awarded £1.5 million last year to 35 businesses in Scotland that demonstrated high-growth potential. Our competition focusses on 'for profit' and 'not for profit' high growth businesses which make a positive impact in society. This competition, just like Scottish Edge, will start off small and will hopefully develop into something really special with the support of other financial sponsors in years to come.

This evening, we are privileged to hear from six exceptional social entrepreneurs as they pitch their innovative solutions for a chance to receive a share in £50,000 in funding. These presentations will not only showcase their dedication and creativity but also highlight the potential for transformative positive change. We look forward to an inspiring night, celebrating the future of social impact.

In addition to the prize money the Ford Family Foundation ('FFF') or Ford Family Office will look to invest £250,000 into at least one of these businesses should they be receptive to investment, support and mentoring.



Laura Pulleyn
Managing Director

SPEAKER



Luke Cato

FOUNDER REAL DIRECTION

Birmingham's Luke Cato is a visionary tech entrepreneur who is making a significant impact in both the gaming and education sectors.

Luke's journey began at the tender age of four when he was removed from his parents' home in a socially deprived area of Birmingham to live in a leafy suburb of Sheffield where he was brought up by his grandmother and went to a lovely school.

Unfortunately, his grandmother died when he was ten years old and he was returned to what can only be described as a ghetto by comparison. He started criminal activity with gang members and other people in his community, at 13 he and his best friend witnessed someone stabbed to death at a party, was expelled from a series of schools and ended up in prison for petty theft. At the age of 19, in a lightbulb moment, he decided to change his life. He was good at sport and decided to go to Wolverhampton University to do a sports science degree and went on to become a PE teacher in schools for kids from deprived backgrounds just like him.

When we met Luke he was working for the council putting cones out on motorways during the night and working in his CIC during the day which was a social enterprise helping fight knife and youth crime. Luke had the idea of making an interactive film and creating an educational platform and following an initial £500,000 investment from the Ford Family Foundation, this is what we have done together.

The film 'Lawrence' was written by Hollywood film writer Jayson Rothwell, introduced by Tony Ford, directed by a famous film producer Dr Chin and was premiered in Leicester Square in 2023. From there we have gone on to build an incredible market leading educational platform to help fight youth crime.

FFF INVESTMENT THE FILM



FFF INVESTMENT



600,000

invested to date,
To develop the platform, create
a sales strategy and resource,
increase employee numbers
and to make an impact!



THE PLATFORM

The education platform has been developed and is being sold to police forces, violence reduction units, social services, multi academy trusts and schools and the products are having a positive impact on the lives of millions of young adults across the UK.



As well as money the Foundation is mentoring Luke who now has a team based in offices in Birmingham supported by a non-exec director and Sales Director.

SPEAKER



Sanjay Lobo MBE
FOUNDER AND CEO ONHAND

Founder and CEO, Sanjay Lobo, formerly served on the exec team at two unicorns, Lastminute.com (one of the UK's first dotcom unicorns) and Vistaprint (Nasdaq listed, with 17m customers). In 2019, he founded onHand with the aim of solving some of society's biggest issues using technology. Since then he has been named Great British Entrepreneur for Good twice in 2020 and 2022 and was awarded an MBE in 2022 for OnHand's services to older adults during Covid-19.

Sanjay Lobo MBE gained national attention after successfully pitching on Dragon's Den, where he secured investment from four Dragon's including Steven Bartlett to further his mission with OnHand. Founded in 2019, OnHand aims to harness technology and Corporate Social Responsibility to effectively address social and environmental issues and is one of the UK's leading CSR solutions. Through initiatives like skill-sharing and local volunteering, OnHand empowers individuals to contribute to their communities, showcasing the potential of technology as a catalyst for social good.



Having come from one of South London's poorer neighbourhoods, I've seen how job, career and life choice expectations can be seriously limited from a young age. I was lucky to break out and pursue a degree and work in law - and it was there I got to see the gulf in opportunity that exists for those with access. Whilst I sent a good part of my career in the commercial world, those early experiences shape my outlook and lead me squarely to delivering social good using tech. I'd like to help make that the norm and couldn't be more excited to help the Foundation encourage more people from disadvantaged backgrounds into entrepreneurial ventures"

OnHand



FOREWORD



As a corporate financier, advising on company sales, I promised myself that if I were ever fortunate enough to sell my own business, I would devote a significant amount of time and money to philanthropy and to social enterprise. Following the flotation of my own company, K3 Capital Group plc, the Ford Family Foundation was born.

Many years ago I raised £80,000 alongside some friends with the idea of gifting this to a young entrepreneur from a socially deprived background. The applicants came from far and wide but none met the deprived background I was looking for. I was about to give up when a lady in her 40's arrived pushing her son in a wheelchair. He had a hereditary disease and this lady had spent all her life looking after her mother who is in a wheelchair and now her son. Her idea was to set up a charitable business which would provide respite care to families in similar situations to herself and to allow the carers to go on holiday. We set the business up for her with our £80,000, helped with systems and processes, mentored her and one year later the business employed 16 FTE's and were looking after over 2,000 families in the North West A year later she turned the business into a 'for profit business'.

This was the birth of the idea to do something to help social entrepreneurs should the opportunity arise. Our Foundation's aim is to invest in dynamic entrepreneurs who have built a social enterprise, which would benefit from our funding and most importantly can grow, become self-sustaining, and open to receiving our help, support and mentoring.

We have so far given a £285,000 grant to Bounceback Foods CIC which aims to alleviate food poverty (see page 22) and £600,000 to Real Direction Limited which has created an interactive platform to help police forces, social services and schools to educate young adults about youth crime (see page 6). I am very proud to report our latest investment into George Obolo and the Black Excellence Network which completed a few days ago (see page 24 for details)

We have recently changed the governance of our Foundation to allow it to invest in 'for profit' companies which make a 'social impact' and as a result the quality of the opportunities we are seeing has improved dramatically evidenced by the finalists we will hear from today. Our aim is to invest £5m in social enterprises over the next few years and hopefully much more in years to come creating our own sustainable Foundation which will be around for many generations.

I am particularly proud of my children, Gemma, Jack, Callum and Archie for their interest in the Foundation, as after all, we are giving away their potential inheritance!

Finally, I would like to give thanks to our University partners who have given us the opportunities to consider and most importantly to Laura who came up with her idea of IGNITE and made all this possible.



Tony Ford
Founder and Chairman

JUDGES

We are kindly joined this evening by a distinguished panel of leading experts, each bringing a wealth of cross-sector experience, from seasoned founders and business leaders to innovators in the field of impact. Our judges are not only experienced in driving innovation and entrepreneurship but are also deeply

passionate about supporting the next generation of social impact business leaders. Their insights and guidance are invaluable, and we are grateful for their contribution to this event and to the broader entrepreneurial community.



Sarah Grieves

COMMUNITY PARTNERSHIP LEAD

Sarah Grieves is committed to combating social injustice through innovative solutions and impactful partnerships.

In her role as the Community Partnerships Lead at Beam, she helps advance the mission of providing everyone with access to human-centered welfare services. Beam's approach reflects Sarah's dedication to creating fair opportunities for underserved communities.

Her background includes leadership roles at social enterprises like Simprints, where she directed research and development initiatives that fostered innovative partnerships. Additionally, her experience at Amazon, where she contributed to the expansion of Alexa into new markets, demonstrates her ability to integrate technology with social change. Sarah's diverse expertise positions her as a leader in reshaping welfare services, ensuring that they are accessible, equitable, and designed to meet the needs of all individuals. Through her work, she continues to drive meaningful social impact and inspire change in her community.



Jim Brown

FOUNDER, GROUND + AIR

Jim Brown is the founder of Ground+Air, an Executive Coach, and a Health & Performance Specialist with over 25 years of experience in launching and leading organisations locally and internationally. With deep expertise in career management, executive assessment, and development, Jim has worked with founders, leaders, and high-potential executives across a wide range of industries. His background in executive search, combined with his coaching experience, gives him a unique insight into how major organisations, SMEs, and hyper-growth businesses operate, as well as how their leaders and top performers think. Jim is skilled in helping leaders access 'Flow State,' enabling them to perform at their peak more often. His work is grounded in a deep understanding of the psychological and physiological components of optimal performance, drawing from disciplines such as Sports Science, NLP, Emotional Intelligence, and Flow Science. Jim's approach is holistic, focusing not just on professional success but also on enhancing overall well-being and life satisfaction.



Jack Ford

CCO FORD FAMILY OFFICE

Jack Ford is a Chartered Accountant with a robust background in mergers and acquisitions. Over his career, Jack has collaborated closely with entrepreneurs and founders, expertly preparing businesses for sale and facilitating successful transactions. His sector-agnostic approach has provided him with diverse experience across numerous industries, allowing him to navigate and overcome a variety of challenges. Known for his strategic input and dedication to maximising efficiencies.

Jack has recently transitioned into the role of Chief Commercial Officer for the Ford Family Office where he fulfils the role of finance and strategy director for three family office investments in impact businesses covering social housing for the homeless, HR software focussing on employee benefits and time saving technology using AI and refurbished technology to help save the planet.



Sanjeev Baga

CEO, JIGSAW EDUCATION GROUP

For 20 years before joining Jigsaw, Sanjeev held leadership roles in the communication and technology sectors before moving to the non-profit sector with Frontline, enhancing practice quality and leadership in local authorities, and launching an Innovation Programme for entrepreneurs in children's social work.

In 2023, Sanjeev became CEO of Jigsaw Education Group, a Ford Family Office investment. Jigsaw is the UK's leading EdTech provider of PSHE and RE curricula, reaching over 8,000 schools and three million pupils with its mindfulness-based approach. Jigsaw also operates in over 300 schools across 35 countries and is being piloted in 15 schools in four U.S. states.

Since joining Jigsaw, Sanjeev has strengthened the team with key hires, including a Strategy Director for international expansion, a Platform Director for innovative development, a Content Director to maintain high-quality content, and a Marketing Director to engage stakeholders including school governors, head teachers and programme leads and most importantly, parents and children.



THE EVEN PROJECT CIC

Founders – Sarah Bailey, Aurusha Kharas and Anushka Mahesh

UNIVERSITY – QUEEN MARY'S LONDON AND THE UNIVERSITY OF BRISTOL

Founded by Sarah Bailey, Aurusha Kharas, and Anushka Mahesh, The Even Project CIC emerged from their combined expertise in humanitarian work, menstrual health, engineering and design. They set out to revolutionise how menstrual hygiene is addressed in crisis zones after seeing the shortcomings of current humanitarian offerings like Dignity Kits, which often fail to meet the needs of the 26 million refugees still suffering from period poverty.

The Even Project's absorbent underwear provides a sustainable alternative to disposable menstrual products, reducing costs by 16 times and cutting CO2 emissions by six times compared to traditional pads. Each pair lasts up to five years, replacing over 200 disposable pads per menstruator and saving 7 kg of waste annually. Their approach not only addresses the immediate needs of refugees but also contributes to a more sustainable and dignified humanitarian aid model.

Looking ahead, The Even Project envisions expanding its impact beyond crisis zones, with plans to reach emerging and frontier markets. By 2026, they aim to address a \$2.6 billion market, providing dignified, cost-effective menstrual solutions globally. Their ambition is to set a new standard for humanitarian aid, combining empathy, innovation, and environmental responsibility to transform how menstrual health is managed worldwide.



Anushka Mahesh



Aurusha Kharas



Sarah Bailey



Their approach not only addresses the immediate needs of refugees but also contributes to a more sustainable and dignified humanitarian aid model.

EQUALREACH

Founder – Giselle Gonzales

UNIVERSITY – THE UNIVERSITY OF EDINBURGH

Giselle Gonzales, a Seattle native and University of Edinburgh graduate, founded EqualReach after a successful career at AWS. With a deep passion for social impact and extensive experience in technology, Giselle was inspired to create EqualReach by her firsthand work with displaced communities. Her goal was to leverage her research and experience across humanitarian and technology to address the significant gap in employment opportunities for refugees, leading her to establish a platform that connects marginalised talent with dignified digital work.



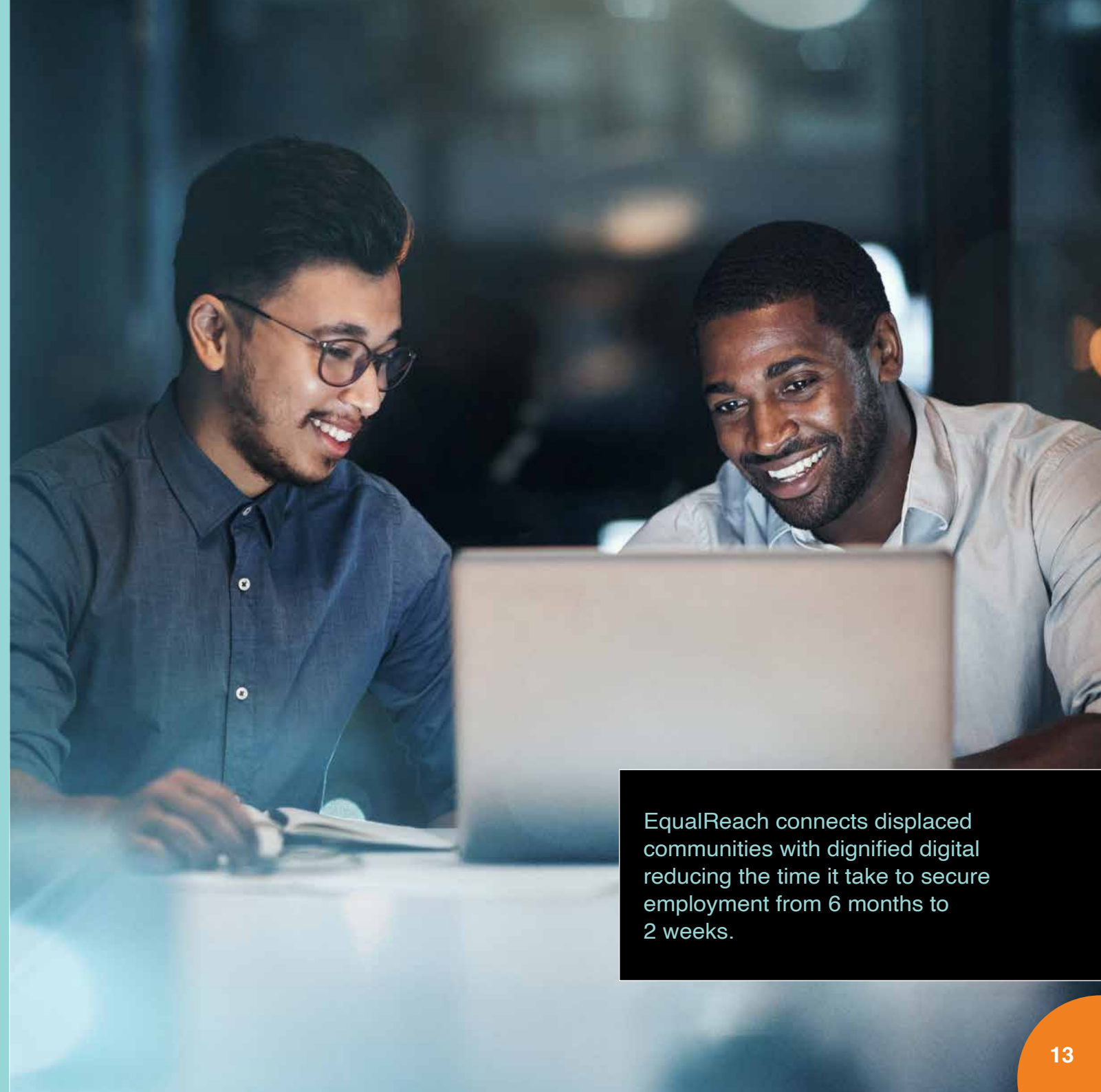
Giselle Gonzales

EqualReach significantly reduces the time it takes for refugees to secure online freelancing projects, cutting the process from over six months to just two weeks. The platform fosters inclusivity by forming teams with 50-70% displaced talent and ensuring the equal participation of women. This innovative approach not only provides immediate access to work but also promotes a supportive and diverse work environment, enabling refugees to earn a sustainable income.

Looking ahead, Giselle envisions EqualReach as a transformative force in the global digital economy. By 2030, the platform aims to impact 1.2 million lives, generating \$20 billion in earnings for displaced communities. Giselle's ambition is to redefine ethical outsourcing practices, setting a new standard for how businesses engage with and support marginalised talent on a global scale.



EqualReach connects displaced communities with dignified digital reducing the time it take to secure employment from 6 months to 2 weeks.



DEWEY CLOTHING

Founder – Chamiah Dewey

UNIVERSITY – UNIVERSITY OF THE ARTS, LONDON

Chamiah Dewey, the visionary founder of DEWEY, is a thought-leader in extra-petite fashion. With a first-class degree from the London College of Fashion, Chamiah blends expertise in accessible design with a desire to create purposeful fashion; her groundbreaking brand is the world's first dedicated to adults 5ft and under. Recent accolades include the Inclusive Design Award and recognition as an Innovator. DEWEY's Co-Founder and CEO, Chris Savva, brings extensive experience from co-founding the sustainable fashion brand Nobody's Child, positioning him perfectly to help DEWEY reach its full potential.



Chamiah Dewey



Chris Savva

DEWEY is the world's first extra-petite fashion brand for people 5ft and under creating stylish, timeless, and sustainable apparel, making fashion accessible to those often overlooked by other brands.

Inspired by a personal connection to this overlooked demographic, Chamiah discovered that in the UK alone there are over 7 million adults who measure 5ft and under. While many high-street retailers offer petite collections, these typically cater to individuals between 5'1" and 5'4", leaving those 5ft and under with no off-the-shelf options.

Endorsed by A-list celebrities such as Ellie Simmonds, DEWEY creates ranges specifically tailored to complement and enhance the unique proportions of individuals 5ft and under with their mission to inspire this community with confidence through the clothes that they wear. DEWEY's first drop features 16 thoughtfully designed womenswear pieces and 6 unisex styles, all created to flatter and fit extra-petite frames. In September 2024, DEWEY launched an unprecedented height-inclusive collection in-store and online at Selfridges. The mainline collection, set to launch in winter 2024 followed with a men's collection is planned for early 2025.

ual: university
of the arts
london



With 1 in 10 adults measuring under 5ft, DEWEY's mission is to boost the confidence and self-esteem of its global community by providing stylish, well-fitting clothing for extra-petite individuals.

MEDILY AI

Founder – Talha Mehmood

UNIVERSITY – ANGLIA RUSKIN

Medily AI, founded by Talha Mehmood, a student doctor at Anglia Ruskin University, is revolutionising the way medical professionals deliver care by integrating technology into healthcare practice. Drawing on his medical training and a passion for tech innovation, Talha developed Medily AI to bridge gaps in patient-provider communication and care management. His vision for Medily AI is to create a platform that not only enhances patient access but also empowers healthcare providers with tools that streamline their workflows and improve care delivery. The platform can manage,

diagnose and triage patients in second and is uniquely trained using clinical guidelines and case studies specific to each nation.

A recent finalist for Continuum Spark Awards - America & Europe Talha recently travelled to San Francisco to pitch at Muslim Tech Week taking Medily AI to the world stage. For medical professionals, Medily AI offers a suite of digital tools that support more efficient management of patient care. These tools include features for digital diagnostic tools, streamlined prescription management, and virtual consultations, all of which help reduce administrative burdens and free up time for meaningful patient interactions. By centralising these functions, Medily AI allows practitioners to focus more on patient-centric care rather than administrative tasks, fostering stronger patient-provider relationships.

Medily AI is committed to continuously evolving to meet the needs of both patients and healthcare providers. As the platform expands across the UK, it aims to introduce even more innovative features that enhance patient care and optimise healthcare delivery. Talha's vision is to revolutionise healthcare by providing a platform that supports both patient needs and professional practice, creating a more connected, responsive healthcare system.



Talha Mehmood



Medily AI's cutting edge AI can manage, diagnose and triage patients in seconds.

VERIFIED BY MAUDSLEY

Founder – Chris Attoe

UNIVERSITY – BIRKBECK

Verified by Maudsley was founded by Chris Attoe and Andrew Doe, who bring combined experience in mental health innovation, technology, start ups and commercial expertise. With a background that includes entrepreneurial ventures and leadership roles in both public and private sectors, Chris launched Verified by Maudsley to address the growing need for quality assurance in the rapidly expanding digital mental health market. Backed by the NHS and Maudsley, the platform was created to ensure that digital mental health tools are scientifically validated, reliable, and effective.



Chris Attoe



Andrew Doe

Verified by Maudsley provides a unique quality assurance framework and verification kitemark, specifically designed for digital mental health tools. The platform addresses the pressing need for reliable, evidence-based mental health solutions in a market flooded with unregulated apps and tools. By ensuring that digital health products are clinically validated and scientifically sound, Verified by Maudsley helps providers demonstrate their commitment to quality, increasing customer trust and market differentiation.

Their vision for Verified by Maudsley is ambitious, with plans to dominate the digital mental health market as it expands to \$70 billion by 2028. By establishing a new benchmark for quality in the industry, the company aims to secure a 10% market share by 2030, generating \$210 million in revenue and transforming how digital mental health tools are evaluated and trusted worldwide.

Verified by Maudsley®

 South London
 and Maudsley
 NHS Foundation Trust

 **Birkbeck**
 UNIVERSITY OF LONDON



Backed by the NHS, the platform was created to ensure that digital mental health tools are scientifically validated, reliable, and effective.

CARBONTRAC

Founder – Yasmine Abdu

UNIVERSITY – UCL

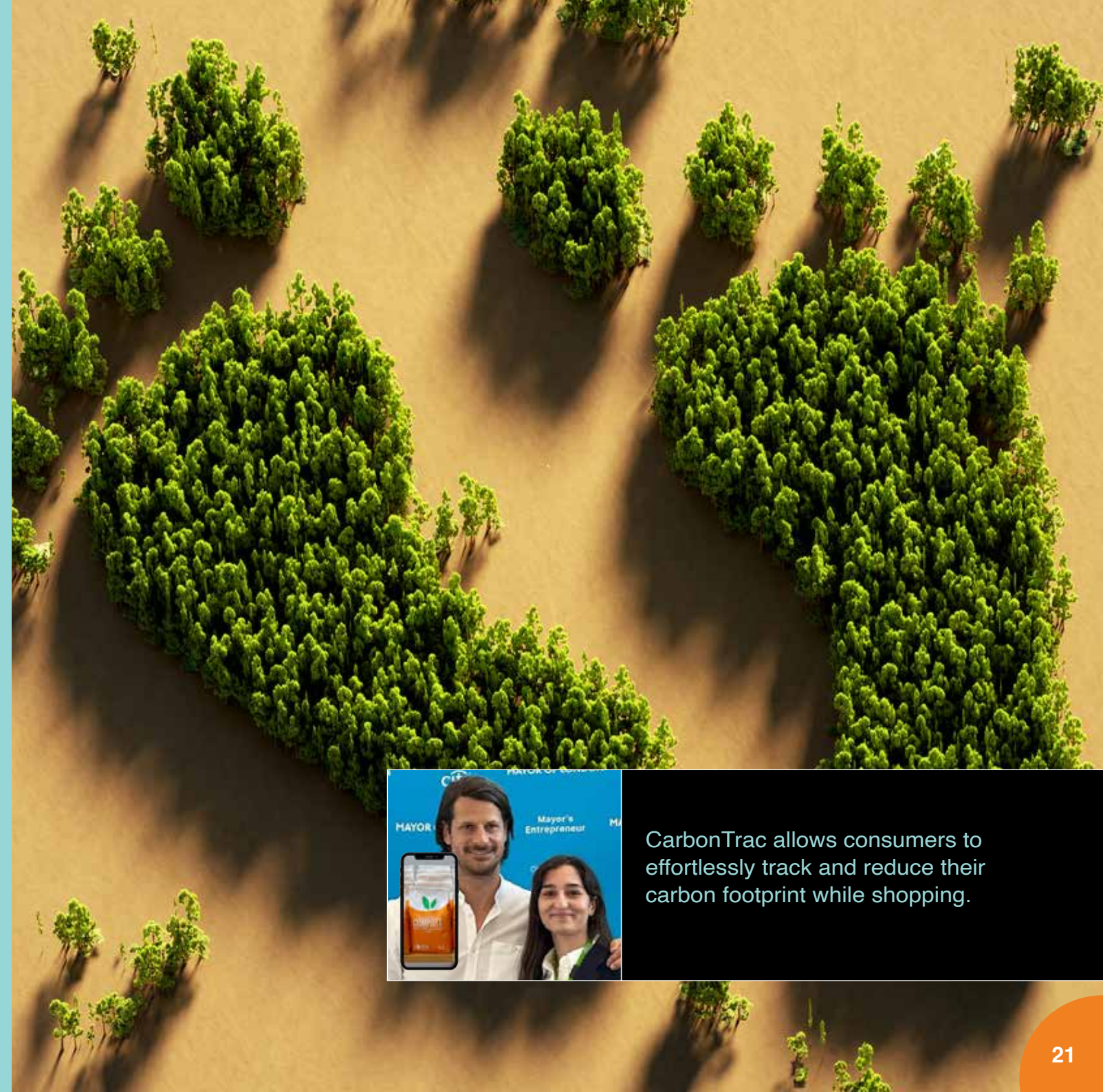
CarbonTrac was founded by Yasmine as a result of journey into sustainability, during which she worked with sustainable tech startups and led impactful programs including Climate Explore with Climate Science. Her commitment to environmental education and innovation has been recognised globally, including winning the Mayor's Entrepreneur Competition in Technology and earning a UN fellowship. Yasmine created CarbonTrac to empower consumers to make informed, eco-friendly choices seamlessly integrated into their daily lives.



Yasmine Abdu

CarbonTrac uses advanced AI and a comprehensive database to provide real-time carbon footprint data for grocery products, simplifying complex environmental impact information into a user-friendly traffic light system. By integrating seamlessly with existing supermarket loyalty programs, CarbonTrac allows consumers to effortlessly track and reduce their carbon footprint while shopping aiming to significantly reduce CO2 emissions associated with food production and consumption while educating and empowering individuals to make sustainable choices. CarbonTrac has the potential to cut UK emissions by 6%, transforming the grocery shopping experience into a powerful tool for combating climate change.

Looking ahead, Yasmine envisions CarbonTrac becoming the global standard for carbon footprint tracking in retail. Her goal is to achieve integration with 50% of UK supermarkets within three years and expand into key European and North American markets. By 2030, CarbonTrac aspires to influence the reduction of 100 million tonnes of CO2 emissions annually through informed consumer choices.



CarbonTrac allows consumers to effortlessly track and reduce their carbon footprint while shopping.

OUR UNIVERSITY PARTNERS



Universities play a vital role in nurturing talent, fulfilling civic responsibilities, and addressing pressing social issues. At the Ford Family Foundation, we are fortunate to have partnered with exceptional institutions like Manchester, Wolverhampton, and Durham supporting new and existing impact initiatives. These partnerships have allowed us to connect with and support innovative social enterprises that are making a tangible difference across UK communities and beyond.

We have successfully connected over £1.1 million in funding with entrepreneurs through these relationships including Bounceback Food CIC through Manchester's Venture Further Awards, Real Direction through introductions at Wolverhampton University, Taka Taka Zero Durham's award winning Enactus Project through their Social Impact Fund and most recently George Obolo and Oyinda Adeniyi of the Black Excellence Network via the Manchester Masood Centre. These collaborations have resulted not only in successful funding to support social entrepreneurs but in transformative and ever growing social impact. As we continue to support entrepreneurial activity across the UK Higher Education Network, we are committed to both new and existing investments. Our gratitude goes out to our university partners, whose insights and connections have been instrumental in these achievements. Through our ongoing involvement in university programs, advisory boards, and civic initiatives, we remain dedicated to championing social entrepreneurship, enhancing the impact of social enterprises, and developing the next generation of talent.



FFF GRANT £285,000

Bounceback Food CIC

Founder – Duncan Swainsbury

UNIVERSITY – UNIVERSITY OF MANCHESTER



Bounceback Food CIC was founded by Duncan Swainsbury, who began his journey as a teacher volunteering at foodbanks. Duncan's observations revealed severe problems with inadequate food donations and the lack of essential kitchen appliances and proper home settings for families to prepare nutritious meals. Driven by these insights and a deep commitment to social change, Duncan established Bounceback Food CIC to address food insecurity and improve the quality of food provided to those in need. The Foundation had the pleasure of meeting Duncan during his pitch at Manchester University's Venture Further Awards, where his vision and dedication to tackling food poverty were clearly evident.



Prior to receiving Foundation support, Bounceback Food CIC focused on hot meal drives, community cookery lessons, and certified training programs to address food insecurity and educate communities. The Foundation's funding enabled Duncan Swainsbury to scale these services significantly and Bounceback opened their first hot food stall in Altrincham Market. The premises meant Bounceback could build a sustainable commercial arm funding hot meals through their 'buy on give one model' which provided over 52,000 hot meals to families in 2023.

Now a team of 16 full-time employees the organisation has become a prominent leader in the fight against food poverty, partnering with charities throughout the North West to support women's refuges, families in need and homeless shelters and operating services Community Cooking service in the Newcastle and Essex. Their recent collaboration with leading youth homelessness Centrepoin connects their vital support with societies most vulnerable young people and after great success, this partnership extended into Leeds and Bradford growing their impact across the UK.

Expanding their approach to addressing food poverty, they have introduced digital services that offer crucial education and support throughout the UK, maximising their impact and accessibility. This year, Bounceback Food CIC celebrate their 10th anniversary and hope to open a new restaurant in Central Manchester. This milestone is particularly significant as it marks a substantial evolution from its beginnings as a weekend market stall initiative funded by small grants to an integral impact brand in the North West.



FFF INVESTMENT

£250,000



Black Excellence Network

Founder – George Obolo and Dr Oyinda Adeniyi

UNIVERSITY – UNIVERSITY OF MANCHESTER

The Black Excellence Network was founded by George Obolo and Dr. Oyinda Adeniyi while they were studying medicine, inspired by their personal experiences and a strong desire to enhance educational and career opportunities for Black individuals. The Foundation was fortunate to see George pitch the Network at a social enterprise showcase hosted by the Masood Centre for Entrepreneurship in Manchester, where their shared commitment to addressing systemic challenges and providing meaningful support became apparent.



George Obolo



Oyinda Adeniyi

Since its establishment, the Black Excellence Network has successfully supported over 1,200 Black students and professionals through comprehensive mentorship, career development, and networking initiatives. The Network's impact extends to sixth form students, helping them secure placements at prestigious red brick universities with an impressive success rate of over 70%. In an environment where only 19% of Black undergraduates complete their degree within six years compared to 72% of White students, the Network's programs have achieved an 80% employment rate for graduates within six months and a 90% improvement in career outcomes, demonstrating the effectiveness of their support.

Following these successes, we are thrilled to announce the Foundation's £250,000 investment in the Black Excellence Network. This funding will significantly enhance their support for Black students and graduates, driving progress toward a more inclusive and equitable education and employment landscape. The investment will assist students throughout their educational and early career journeys and connect businesses with exceptional talent. We are excited to work with George and Oyinda to create a venture with truly transformative impact.



FORD FAMILY OFFICE



The Ford Family Office was set up in 2020 to make investments in businesses which make a huge Social Impact. These are in a variety of companies ranging from social housing, education, HR software and refurbished technology.



The business was founded in 2013 and at the time of the investment in 2020 consisted of two founders and one member of staff and was a lifestyle business placing between four and eight homeless families per month into permanent accommodation. We have introduced new management systems and processes and today the company has 20 staff and works with 40 Local Authorities ('LA's') and 30 Housing Associations ('HA's') to place 60 families per month in permanent housing. We have huge ambitions to help '000's less fortunate families find a permanent home every year and are in the process of developing new technology using AI to help LA's and HA's streamline their processes to help many more.

The Ford Family Office owns 54% of the equity and Jack Ford owns 6%.



Founded in 2013 by Jan Lever MBE, Jigsaw is the UK's market leading EdTech provider of PSHE and RE curriculum to primary and secondary schools in the UK and has over 8,000 schools using Jigsaw and over three million pupils benefitting from Jigsaw's approach to mindfulness. In addition Jigsaw is present in over 300 schools with an English based syllabus in 35 countries across the world and is currently being piloted by 15 schools across four States in USA.

The Ford Family Office owns 80% of the equity having acquired a 50% for £4.6m in 2021 and a further 45% in 2023.



In 2022 we backed a young dynamic female entrepreneur who is an HR specialist having worked as an HR lawyer for a magic circle firm. The idea was to set up an HR consultancy business for SME's and create the UK's first legal HR platform using AI and one with particular focus on employee wellbeing. This start-up is expected to require £1.2m of investment from the family office the majority of which has already been made. The consultancy business is now profitable from a standing start two years ago with customers paying a monthly fee on one or three year contracts. The HR software which is revolutionary has taken nearly two years to develop and is due to be launched in January 2025 on a SaaS model.

The Ford Family Office owns 60% of the equity.



This is our latest investment in 2023 and is in another start up where we have backed a fantastic young entrepreneur in his first business venture. We have provided £34million of funding to date for a business which sells refurbished mobile phones to UK SME's which saves 30% of the cost of the mobile and airtime. It has already won major contracts with Telefonica, O2 and Giacom. In addition it has a specialist division which collects redundant IT equipment, cleanses and refurbishes it and repurposes it for use in schools, SME's and third world countries.

The Ford Family Office owns 60% of the equity.

This business is making a huge social impact and help companies with their ESG and reduces their carbon footprint.

We are actively looking for additional investments in IMPACT businesses which are driven by dynamic entrepreneurs and ones which require investment, support and mentoring.

Thank you to our supporters

We are profoundly grateful to everyone who played a role in the success of the IGNITE Event.

A special thank you to our generous sponsors Mathys & Squire LLP for providing a stunning event space and their expert guidance to all applicants in support of the entrepreneurship.

Durham University Venture Lab's collaboration in co-designing the event and their ongoing partnership which has been truly instrumental.

Cambio Consultancy's essential support in pitching preparation and their contributions on the night.

Ground+Air's kind commitment of a professional coaching package, including the Emotional Intelligence Masterclass.

Our thanks go to our judging panel, Jack Ford, Sanjeev Baga, Alex Stephany, and Jim Brown, for their dedication and expertise in supporting impact entrepreneurship, to our

speakers, Luke Cato and Sanjay Lobo MBE, for sharing their remarkable journeys and our wonderful audience, whose presence and support were invaluable.

To our Trustees, Iain Aitken, Dave Gardner and Stuart Lees for their ongoing commitment, support, guidance and expertise in building a distinctly progressive and impactful Foundation.

We also like to extend a heartfelt thank you to all higher education institutions for their promotion of the event and for their important work in nurturing emerging talent.

Finally, to each and every IGNITE applicant whose dedication to making a difference has been inspiring, and of course to our incredible finalists for not only an inspiring night of pitching but for their phenomenal work in the impact space.

