

# SVC2UK 2021 SUMMIT

## SUMMARY NOTES

### 16 November: Good Growth Summit

#### Welcome from Sir Paul Nurse

Sir Paul Nurse, CEO, Francis Crick Institute

- The Crick identifies excellent people and releases their creative energies into taking on big problems. We give our researchers the freedom to do what they are interested in, capturing discoveries that can be translated into useful applications.
- They are a discovery institute that embraces translation. They are set up as an academic institution to capture discoveries that are interesting commercially or in terms of health - not to make money for themselves but for other people.

#### Attracting the Next Generation of Talent

Lauren Quigley, Head of Innovation Programmes, London & Partners

Karen Licurse, Managing Director, Digital Boost

Emma Sinclair, Co-founder, EnterpriseAlumni

Shantha Shanmugalingam, CEO, Workfinder

- Emma: it is now frowned upon if diversity is not considered in any way in the recruitment process. That is the lowest common denominator. Diversity has hit the HR agenda.



- Shantha: remote work is transformative for young people around the world. We see about 4 times the number of applicants for remote roles.
- Shantha: in the UK, for first permanent roles there is 70% churn within first year. The biggest challenge is to help early applicants to understand roles better and match them to the right opportunities.
- Karen: it's important to keep pace with what is changing and what you are actually hiring for now.

**“Check in with your team. It makes it a better experience for a young person and so much more productive for your company.”**

Shantha Shanmugalingam

CEO, Workfinder

## **Diversity is Good for Business, not an Act of Kindness**

Priya Guha MBE, Venture Partner, Merian Ventures

Flavilla Fongang, Founder, 3 Colours Rule

Tammy Sandhu MBE, British Deputy Consul-General, San Francisco

- Tammy: at the Foreign Office, people are our equity. That is what made me want to work in the diversity and inclusion space.
- Flavilla: creating diversity within your brand identity is crucially important.
- Tammy: if you've got diversity of thought at the table it leads to a better, more sustainable outcome.
- Favilla: when thinking about diversity in your company, think about a framework. The right framework shifts how you recruit, and how you hire for a job.

**“We set our own expectations based on what we see. Coming to London and seeing people like me in the media, my expectations raised.”**

Flavilla Fongang

CEO, 3 Colours Rule

## Driving Inclusive Digital Economies & Empowering Communities

Dama Sathianathan, Partner, Bethnal Green Ventures

Amali de Alwis MBE, CEO, Subak

Katherine Crisp, Senior Innovation Specialist, Unicef

Sue Kelsey, EVP Global Product, Mastercard

Felicity Burch, Executive Director, Centre for Ethics & Innovation

- Felicity: more people should consider ethical internet earlier on in their company journey. The important thing about data is having good governance: people need to know that the proper structures are there. Ultimately, if customers don't trust you with their data then they won't engage with you.
- Sue: Partnerships are so important for inclusivity, from fintech partners to telecom providers. Inclusion doesn't mean people using a bank account, it's about them feeling safe to use it. For example, Mastercard partnered with Levi Strauss to digitise factory worker payments – the majority of whom are women. This raised the worker's feeling of accountability and ownership of their paycheck from 50% to 80%.

- Amali: re-evaluate the future we want to have, and where you can add value.

**“Think about if this pandemic had happened 15 years ago, and how different it would have been [without tech].”**

Amali de Alwis

CEO, Subak

## Leveraging Partnerships to Achieve Net Zero

Vaughan Tyrell, Director of Sustainable Finance, HSBC UK

Katie Whipp, Head of UK, Deepki

Professor Richard Templer, Director of Innovation, Grantham Institute

Ian Campbell, CEO, Breathe Battery Technologies

- Katie: the cleantech sector is noisy so you need to be very clear on your goals and what tech you’re looking to integrate. Think about the outcomes a partnership could achieve by adopting your technology.
- Ian: to remove the barrier for accelerating cleantech, we need more access to non-dilutive funding such as grant funding.
- Richard: We don’t have much time when it comes to the environment – this is not a standard market with standard market forces. This is a public good market.

**“I define innovation as ideas usefully applied.”**

Professor Richard Templer

Director of Innovation, Grantham Institute

## Sustainable Mobility: Electrifying the Way we Move in Style

Dr Geeta Gupta-Fisker, Co-founder & COO/CFO, Fisker

Mark Stringer, Co-founder & CMO, SKOOT

- Fisker expanded to the UK because it is the 2<sup>nd</sup> largest market in Europe, the customer base appreciates superior design and electrification, and it allowed the business to tap into the wide talent pool.
- Dr Geeta attributes her success on her perseverance, not giving up and working smart, not long.
- If you disrupt, go where the volume is. Electrification relies on infrastructure, such as charging. That will need to be solved on governmental and private level.

**“A fast-growing company means that everyone has to make fast decisions.”**

Dr Geeta Gupta-Fisker

Co-founder & CFO/COO, Fisker

## Developing Resilience & Mental Health – Key Ingredients for Success

Alex Stephany, CEO & Founder, Beam

Jolawn Victor, Chief International Officer, Headspace

- Jolawn: ask yourself, what are the needs of your employees? Do they feel looked after? How do you ask questions and enquire about that? How prevalent are the issues?

- Use structure, routine and discipline to approach your mental health, and think about having “your own personal board of directors” to talk to about your feelings and concerns.

**“Sometimes being a leader is very isolating and you might feel that there isn’t anyone you can confide in. If you’re comfortable, it can be very powerful to express your vulnerability .”**

Jolawn Victor

Chief International Officer, Headspace

## **Harnessing Technology to Democratise Access to Healthcare**

Tamara Rajah MBE, Chief Business & Science Officer, Holland & Barrett

Hilary Coles, Co-founder & SVP Brand & Innovation, Hims & Hers

Pavlo Maherovsky, Co-founder, Honest Health

- Pavlo: there’s a cultural shift, we’re redefining what it means to be a man in this modern world. Brands are working to destigmatise male conditions, putting a human face onto healthcare.
- Hilary: create a brand an experience that people want to engage with, and tailor it to each individual customer: this will help to make them feel empowered.

## **Keynote: Good is the New Cool**

Afhdel Aziz, Founder, Chief Purpose Officer & Founder, Goodcon



**“Purpose is the next digital. Either be prepared for it, or watch your competition embrace it and fly past you.”**

Afhdel Aziz

Chief Purpose Officer & Founder, Goodcon

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