

twinklhive





# About TwinklHive Scholarship

The TwinklHive Scholarship fund is promoting entrepreneurship as a career path, giving a handful of aspiring young entrepreneurs an opportunity to launch their own business venture.

The total grant on offer is £250,000, giving each successful applicant an opportunity to receive up to £40,000 alongside 6 months of support.

The scholarship is a first step for young people wanting to grow a successful and sustainable missional digital business. We are here to support that journey, releasing the grant in stages based on clearly defined milestones being achieved along the way. Up to half of the grant can be spent on salaries, giving founders financial stability while they commit full time to growing their start-up.

For the duration of the 6 months, successful applicants will receive:

- Access to coworking space at the Twinkl offices in Sheffield (COVID permitting). If applicants are based outside Sheffield we will help them to find working space in their local area
- Mentorship from experienced start-up founders and Jon Seaton, Twinkl's CEO and Co-founder
- Guidance and 1:1 support from the TwinklHive team
- Access to a range of training sessions and workshops led by Twinkl Management and TwinklHive connections
- Networking opportunities and introductions to TwinklHive's expansive network
- An opportunity to apply for follow-on investment from the TwinklHive accelerator



## Who can apply?

The scholarship is available if you are aged between 18 and 24, have completed compulsory education and are based in the UK. We are looking for applicants that have a viable business plan or validated idea for a missional digital business that solves a pressing problem. We are particularly interested in hearing from start-ups focused on community good.

The scholarship is a full time commitment and if successful, you must be prepared for a September start date.

We also welcome applications from individuals or from teams, as long as you meet the requirements we've mentioned above. We celebrate diversity within all of our teams and are committed to continuing to build an inclusive workplace for all, therefore we are encouraging that individuals with diverse characteristics consider applying.



# How to apply

Applications will open in April 2021. Email [hive@twinkl.co.uk](mailto:hive@twinkl.co.uk), referencing 'Hive Scholarship' in the subject line. Alternatively, follow the link and complete the application form.

[Application form can be found here](#)

Once you have completed the application form, we will be in touch within two weeks. If successful, we will invite you to pitch your business or validated idea to the Hive Team. If you have a business plan, you will be asked to send it across but if not, you will have the opportunity to write one later in the process.

If your pitch is successful, you will be invited to an interview with members of the Twinkl Management team, the final stage in the application process.



# FAQs

- Hexagon icon** **I already have a business that is thriving, can I still apply?**  
Yes, get in touch via email and the Hive team will review your application. If we think your start-up is particularly advanced, you may be eligible to apply for the TwinklHive accelerator.
- Hexagon icon** **I don't have a business plan, can I still apply?**  
Yes, if you have validated your idea and have a clear vision, you can create a business plan later in the process.
- Hexagon icon** **I am not ready to apply, will there be another opportunity?**  
Yes, we are hoping to offer the same grant next year. If you want to register your interest for the future, email [hive@twinkl.co.uk](mailto:hive@twinkl.co.uk) and we will keep you informed. If you need support to prepare, we have a free business programme we'd encourage you to enrol on, as it is designed to help aspiring entrepreneurs turn a business idea into a validated concept. For more information, email [hive@twinkl.co.uk](mailto:hive@twinkl.co.uk).
- Hexagon icon** **Can I continue with my education or full/part time employment while I complete the 6 month scholarship?**  
Unfortunately not, you need to be able to commit full time.

- Hexagon icon** **What type of milestones will I need to achieve to release the grant?**  
The milestones will be set based on your current position and the progress you want to achieve. For example, the build of a minimum viable product, entering your target market or hitting sales forecasts.
- Hexagon icon** **Are there entry requirements, such as qualifications or relevant experience?**  
As long as you have completed compulsory education, there are no particular qualifications, grades or experience needed to apply.



# Introduction to Twinkl and TwinklHive

Twinkl was founded in 2010, with a mission to help those who teach. Twinkl offers over 730,000 high quality learning materials, with new content added daily. The company works closely with teaching communities to continuously find new ways to support educators and enhance learning experiences. As a digital business, Twinkl resources are available anywhere and the company now has over 10.4 million members in over 200 countries and regions around the world.

Established as a way to extend Twinkl's mission beyond its current reach, TwinklHive is a business accelerator which launched in 2019 to help EdTech and digital companies break into and succeed within their chosen sectors. TwinklHive provides start-ups with a customisable investment opportunity, blending cash with access to Twinkl services in exchange for equity. Alongside seed funding, founders receive CEO-level mentorship from Jon Seaton, Twinkl's CEO and Co-founder, residency in the Twinkl offices in Sheffield UK, access to services delivered by Twinkl experts, and membership to the TwinklHive Community.



## Are you eligible to apply to the TwinklHive Accelerator?

If your business is too advanced for the scholarship, the TwinklHive accelerator could be an option.

- ⬡ Does your start-up meet these criteria?
  - Validated concept
  - Credible route to market
  - Clear targets that our investment will help you reach
  - Strongly differentiated from competitors.
  
- ⬡ We are looking for ...
  - Missional founders who want to make a difference
  - Start-ups focused on solving a real problem for their customer
  - Innovative, disruptive products adopting new business models and shaking up the sector
  - Start-ups which can scale quickly

Applications are accepted all year round. To apply or to find out more information, please email [hive@twinkl.co.uk](mailto:hive@twinkl.co.uk)

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