



REIMAGINING RENT

what you need to
know before applying



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The Young Foundation

RE- IMAGINING RENT

Reimagining Rent offers 6 months of support to social entrepreneurs tackling challenges in the private rented sector.

Held in London, the programme provides a range of support to innovators support to strengthen their business model, demonstrate social impact and grow their potential by building capacity, capability and confidence.

On completion, participants will have a robust business plan, a compelling story of social impact and expanded networks to help them access further support and investment.

ABOUT US

The Young Foundation is a national charity whose mission is to develop better connected and more sustainable communities across the UK.

We are an accredited Independent Research Organisation, social investor and community development practitioner.

5 CORE COMPONENTS OF THE PROGRAMME

There are 5 core components to the Reimagining Rent programme:

1. A structured and intensive support programme where every aspect of the business model is refined systematically.

Participants will learn key content and be equipped with tools and resources with 10 one-day workshops in London and in one-to-one support time, between June 2019 to November 2019.

Our workshops include:

- Organisation model analysis
- Understanding users and meeting social need
- Demonstrating and articulating social value
- Financial analysis and management
- Market and competitor analysis
- Pitching to funders and investors

2. Sector expertise.

Our work in social innovation gives participants access to leading experts in fields ranging from design to social finance. Reimagining Rent draws on dedicated internal and external expertise to enable ventures to strengthen their networks and potential to scale.

3. Collaboration and networks.

Being part of a cohort enables entrepreneurs to build meaningful relationships, learn from and support one another, and create the conditions for future partnerships. We believe that the power of the programme to make change will be amplified by the creation of a mutually reinforcing network of participants who raise the profile of housing innovation. Another source of significant value to participants will be greater exposure and expanded networks outside the cohort, via The Young Foundation team, the programme advisory board, external experts, other Young Foundation ventures and policy makers and investors attending programme events. These connections will support participants' onward progression at the end of our formal support.

4. Pro bono support.

A key component of the programme is access to pro bono support from experienced professionals in areas that meet the participants' needs. These include support from pro bono financial coaches, legal experts and investors.

5. Social finance advisory.

Understanding social finance is built in to the programme, with content covering how it can help and how to access it. The programme will leverage the experience of our team in finance, investment and due diligence to help participants apply the concepts to their own initiatives. As a social investor ourselves, we will also draw on our extensive networks in the sector.

CRITERIA FOR APPLICANTS

Reimagining Rent applicants must demonstrate the following:

- They are tackling housing inequality from a systemic position.
- They are benefitting people who have been most acutely affected by housing inequality, those who are vulnerable and/or on low incomes.
- They have a vision to either scale up, replicate or collaborate to create the system wide change that is so badly needed.

Applicants must also have the time, resource and freedom to:

- Attend every workshop session.
- Apply, test and refine what they have learned between sessions
- Share best practice and collaborate with other members of the programme

APPLYING, BOOTCAMP AND KEY DATES

How to apply

If you would like to be a participant on the next cohort of Reimagining Rent, please complete an application form (downloadable from our website) and submit to us no later than the closing date of **28th May 2019 at 10.00.**

Bootcamp

We're hosting a bootcamp evening on **Wednesday 1st May**, giving you the opportunity to drop into our office to pick our brains, talk about your ideas and refine your application.

Please let us know if you'd like to come to bootcamp by emailing **hello@youngfoundation.org**

If you would like any further information or if you have any questions you would like to ask, please do not hesitate to contact John Piper, Programme Manager **john.piper@youngfoundation.org**



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