

For those who dare to innovate and  
care enough to make it happen.

Are you  
**inc?**

ASTER  
FOUNDATION

# inc.ubator

*noun:*

an organisation that helps people to start new companies



# inc?

ASTER  
FOUNDATION

## Be inc.

*define*

A social incubator for emerging entrepreneurs who want to transform the world we live in.

**inc.** is for entrepreneurs who want to tackle some of the most prevalent social challenges experienced by our communities through innovation. Our free ten-month programme will support your business development and success.

Our unique programme draws on the benefits, resources and expertise of a highly successful and established social organisation and its people:

- 1 **A strong core syllabus** covering all areas of business, development, growth and ethics
- 2 **Personal and team development** through psychometric profiling and DISC, to help you improve productivity, teamwork and communication
- 3 **Mentoring and coaching** to support personal growth from successful social entrepreneurs who know your journey
- 4 **Offices/ digital spaces** offering shared workspaces for you to work with others
- 5 Access to **funding and investment**
- 6 **Opportunities to gain insight** to shape your business through pilot projects within Aster communities
- 7 Access to our diverse **93,000 customers** to help develop your ideas
- 8 **Expert advice and support** from the **inc.** team
- 9 **An entrepreneurial community** of peers to collaborate with and provide support
- 10 **Alignment** to the Aster Group brand
- 11 Access to **Aster partners and networks**
- 12 **Promotion of your social business** through communication channels
- 13 **Mental wellness support** keeping you happy, healthy and resilient.



**"inc.** has provided us with actionable insights into the development of Padlock through expert-led workshops, market-leading mentoring and a vast community of bespoke support that has accelerated our progress as a social business."

**Eoin Heffernan,**  
**founder of Padlock**

We are opening the programme to social enterprises which focus on addressing and supporting one or more of the following areas across our communities:



## **Homelessness:**

We believe everybody should have a home

Through the Aster Foundation we work with those who are homeless to support them to have and keep a home. We aim to have housed 100 long term homeless people by 2030 and are keen to work with those who have ideas around eradicating homelessness and supporting those facing this challenge.

## **Employment:**

Removing barriers to work - creating careers and growth

For many, finding work can be hard, especially after long periods away or through a lack of formal qualifications. We work with our communities to remove the barriers many face so that they find secure and meaningful work. We're looking for social enterprises who will work with us to find sustainable solutions.

## **Ageing well (55+):**

Enabling independence and reducing social exclusion

By 2040 nearly a quarter of the UK's population will be aged 65+ and over. Roughly 30% currently fall within this age group, with many having some level of disability or health condition. With loneliness and isolation increasing in this age group it's never been more important to tackle these issues through innovation and diversity of thought.

## **Mental wellness and resilience:**

Improving the mental health of communities

Every week, one in six adults experience a common mental health problem, such as anxiety or depression. Our Mental Wellness and Resilience programme trains and educates around 2,000 people and businesses per year to help them understand how to improve their own wellbeing and mental health, as well as how to support those around them. Every person we train goes on to support and positively impact another three people in our communities. We are keen to work with social entrepreneurs who have innovative ideas to address mental health in this space.

## **Financial inclusion:**

Financial wellbeing and independence for all

Those at highest risk of financial exclusion are on low incomes; claiming means-tested benefits; in rented accommodation; or leave school before the age of sixteen. Nearly 50% of Aster communities experience some form of financial exclusion, which is why finding innovative solutions to inclusion is a priority for us. We want to work with innovators committed to removing the barriers faced by many.

## **Sustainability:**

Driving environmental change for a sustainable and renewable future

We are committed to the green agenda and are excited to work with social entrepreneurs making waves in this area! It could be helping people to change their practices, developing a new innovative green technology or a way to reduce CO2 emissions – whatever it is, we want to work with you. We are part of the social housing sector and are committed to making change for our communities now and in the future.





# Why inc?

**100% of our entrepreneurs graduated in 2021/22 with all gaining offers of further support including financial support.**

**Because** there are people across our communities who want to see change and **you** could be the person that makes the difference.

**We** can provide **you** with the knowledge, skills and confidence to take your ideas to the next level.

**Don't just take our word for it**



**Together**, we can transform your vision into a social enterprise that can have a real impact on the things that really matter.

**We** want to amplify the impact of at least 100 social entrepreneurs by **2030**.



## Investing in the future through reducing construction emissions

Gilbert Lennox-King and Tom Scott formed their social enterprise, Construction Carbon during lockdown in 2020.

Their idea, to make the assessment of carbon emissions for construction projects accessible to everyone, was borne out of a frustration that the issue had been largely ignored.

Construction Carbon ensures that carbon emissions associated with the entire lifecycle of a building are assessed and reduced at the design stage and residual upfront carbon emissions from construction are offset providing a net-zero enabled building. Net-zero buildings reduce harmful emissions, energy usage, and unnecessary waste, easing our carbon footprint and impact on climate change.

To find out more about all of our entrepreneurs  
**visit [www.aster.co.uk/foundation/inc](http://www.aster.co.uk/foundation/inc)**



**Tom Scott**  
Co-founder of  
Construction Carbon

Being part of the **inc.** programme is hugely exciting for us. It means working with an organisation with similar values and looking at how our work can make a difference to future developments, social housing and local communities.



**Gilbert Lennox-King**  
Co-founder of  
Construction Carbon



I would strongly recommend any social enterprise to consider this programme to accelerate their growth.

**Dan Willis,**  
Founder of Well Good



Being part of the **inc.** programme will help amplify our impact and reach more people.

**Veronica Gordon,**  
Founder of Our Version Media

# The inc. commitment

As an **inc.** entrepreneur, how much time do you need to invest?



Although your commitment to **inc.** is a minimum of 10 hours per month, you may wish to **invest more to accelerate your business impact.**

This could be through:

- Accessing the suite of support on offer through **inc. extra** (insight and customer feedback / impact support). These will be organised by your business coach and agreed by you.
- Getting involved in the 7pm **inc.spiration** sessions. These will be sociable and exciting opportunities to enable you to ask questions and build your network.

Your business coach will support you in planning and getting the most from your **inc.** experience, ensuring you are supported throughout your journey.



# The need to knows

The application process has been designed to enable our team to gain an understanding of your social enterprise and values, how they align to Aster's mission, and your aspirations for being part of the cohort.

## How to apply

- Applications open in **May**
- Closing date for applications is in **July**
- Applications will be shortlisted and due diligence will be completed
- If successful you will be contacted in **August**
- You will then be asked to create a one minute video about their business and what support you are seeking from Aster and its communities in **August / September**
- You will also be asked to produce a five minute virtual presentation for our "This is **inc.** Day" **August / September**
- Our welcome session will be in **September**
- This is **inc.** showcase will be in **September**
- Our **inc.** syllabus starts and the full **inc.** journey begins in **October**.

The **inc.** team are here to help you confidently share your vision and make the most of this incredible opportunity.

We are on hand to support you at each stage and will also support those who don't make it onto the first cohort through giving advice and feedback on the next steps of your journey.


## Just starting out?

Our pre-incubator might be more suitable for you. Register your interest in **inc.acdemy** by emailing **inc@aster.co.uk**

# Let's talk

 [www.aster.co.uk/foundation](http://www.aster.co.uk/foundation)

 07525 133 270  [inc@aster.co.uk](mailto:inc@aster.co.uk)



We exist to enable the  
better lives of the people who  
live in and around our communities.

Our approach is to offer impact programmes which not only work for people when things go wrong, but also try to tackle the root cause of social challenges through innovation.

We're working to enable the better lives of 40'000 people by 2030.

**Visit our website to find out more.**



[www.aster.co.uk/foundation](http://www.aster.co.uk/foundation)



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