

# IDEATORR

by fiverr.

At Fiverr, we're committed to creating opportunities for all business owners and entrepreneurs, with a special focus on those facing cultural barriers, resource limitations or life circumstances working against them.

Ideatorr, our UK-based incubator program, is a direct response to the challenges, needs, and aspirations identified in Tomorrow's Entrepreneurs, a report by Youth Business International. This report researched the unique landscape and evolving motivations of Britain's young entrepreneurs. Ideatorr's aim is to pave a path to success for these young entrepreneurs.



## 1. About the program

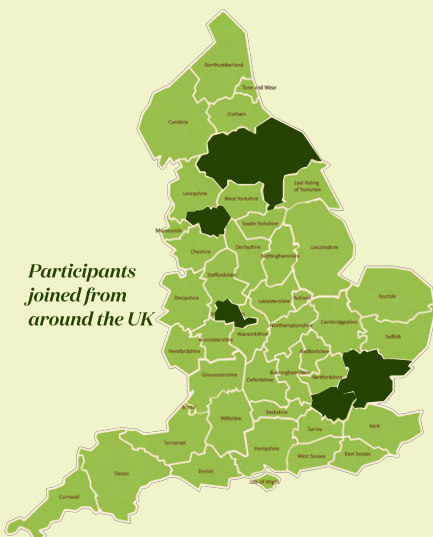
### Mission:

Equip young and motivated UK-based entrepreneurs with the necessary skills, resources, and guidance to develop their socially responsible, community-based business initiatives.

### Components:

- £1,500 in Fiverr credits provided to each entrepreneur
- 8 weeks of live, interactive workshops
- 1:1 mentorship
- £12,000 in pitch prizes
- Subscriptions to CreativeLive, an online education platform

## 2. Meet the first cohort



405 applications

12 entrepreneurs

5:7 gender ratio (M/W)

22 average age

75% first entrepreneurship program

"The program provided unbelievable structural planning for my business. It also allowed me to overcome certain social barriers related to my disability, unlock new ways to think about business and social impact, and become part of a wonderful and inspiring group of young entrepreneurs."

Luke Cryan,  
Majoris Music



**Una Moyo, BookBear:** A hybrid platform for smart parcel lockers, making online library and book delivery services easily accessible.



**Fikayo Falade, The Florence Project:** An education opportunity finder, empowering young students to pursue higher education.



**Shelby Bootle, Hey, Sis:** A celebration of sisterhood, providing safe spaces and opportunities for women and girls.



**Kwame Nyantakyi, ONDG:** A purpose-driven food delivery app, empowering ethnic food businesses to go digital and reach more customers.



**Lochlain Lacy, UniHub:** A student discount platform connecting big brands, small businesses, and local events.



**Luke Cryan, Majoris Music:** A passionate platform supporting unsigned talent through music marketing and journalism.



**Ceana Agbro, Unify:** A media platform fostering genuine and lasting friendships based on shared skills and hobbies.



**Melvin Riley, Atis•Blk:** A social media app helping black heritage students build connections at university.



**Abdirahman Ahmed, Urban Rise:** Financial literacy workshops helping guide young adults towards a secure financial future.



**Alina Akbar, Team Lean:** Rediscovering board games through modern and creative designs, and building a community around the product.



**Natalee Barnett, The Girls Spot:** A women only gym tackling harassment and intimidation, creating a safe and an empowering environment.



**Sisay & Selay Shah, Upprentice:** A mentoring platform providing underrepresented students access to apprenticeships in a range of industries.

### 3. Program impact

Ideatorr has demonstrated its impact, with entrepreneurs evolving from ideas to tangible milestones.

This section summarizes key outcomes, from business development and industry relationships to overcoming obstacles, highlighting the enduring success of the program.



"I actually created a plan for an idea I have had in my head for 5 years. Ideatorr absolutely accelerated my growth."

Fikayo Falade,  
The Florence Project

*The financial support from **Ideatorr by Fiverr** has enabled over half of the cohort to achieve milestones that were previously out of reach:*

**Build an MVP from scratch**



**Create fully-functioning websites**



**Access talent vital to growth**



### Success in numbers:

**100%**

of the cohort said that Ideatorr provided them with access to **resources, networks, or opportunities that they wouldn't have had otherwise.**

**37%**

increase in Ideatorr entrepreneurs who are **confident in setting up and running their business ideas.**

**85%**

of the cohort **used Fiverr services as a meaningful part of their business development** (as of the program pitch event in December).

**60%**

of the cohort said **Fiverr credits were the most valuable resource for evolving their business idea** throughout the program.

**66%**

of Ideatorr entrepreneurs say they have **made more than 3 new and relevant industry relationships** as a result of the program.

**92%**

of the cohort said that Ideatorr has been effective in **helping them overcome major obstacles in growing their business.**

**2 entrepreneurs** received external investment for their business as a direct result of Ideatorr.

"I am thrilled to have witnessed the impact that Ideatorr has had on empowering young, purpose-driven entrepreneurs in the UK. The program's success, reflected in tangible outcomes and the creation of a supportive entrepreneurial community, underscores Fiverr's commitment to enabling a more equitable playing field for entrepreneurs." - **Michelle Baltrusitis, Social Impact Manager**