

* PROBLEM

"Sometimes unhealthy systems develop within a body - it's a call for careful treatment and a return to ease and balance.

The symptoms are everywhere, for everyone to see - and the root cause is that we're not having these conversations.

We cannot hold the past accountable but we can organise a more viable future for our people.

This system has evolved, unchecked, for centuries, and we've finally reached the point where we can, and must begin consciously directing our future development.

We can't hold the past accountable - instead we can focus our passion toward being grateful for what's been built and left for us to fine-tune and polish.

It's time to update, upgrade, and optimise the ways that we work together - creatively, technologically, and culturally."

* SOLUTION / FUNCTION

This begins with conversations facilitated by online and real life forums and spaces used to catalogue and craft systems which meet the desires and needs of those involved.

with the aim of bridging the gap between forward-thinking individuals and start-ups, and their more experience contemporaries looking to diversify and give back, we hope to create an atmosphere that feels like a kindergarten classroom - a safe and open space to explore, as a beginner in this new field of social innovation - gearing self-interest and the pursuit of passion projects toward a common goal of betterment and mutual improvement.

I hope my business can act as an umbrella under which the seeds of vision and innovation can take root - optimising growth potential via connecting different parties and parts with each other.

* PERSONAL REASONING

I know that, I, personally, long to find spaces where my ideas can be heard and I feel I can speak intelligently and productively with other risk-takers. I'm someone who uses my freedom to pursue what I love, I am a truth and beauty addict who wants nothing more than to make the world a bit more hospitable to dreamers. This business idea was inspired by my little brothers; I want to be able to hold open the doors for them, leading to a future where hope is actively nurtured and creativity is applied consciously, with awareness and intelligence.

* FORMATS

I want this business to be driven by the needs and desires stated by its active members - and for its natural development to be guided by the problems that present themselves to be solved. I hope to build on a foundation of systems and best practices which aim to facilitate future expansion into a variety of other spaces, such as home stays, artist retreats, and larger properties suitable for organic agriculture, solar farming, and land restoration.

* MISSION

Think of these hubs as pollinators -

Providing a framework and a language through which to learn the new and extremely pertinent skills of working together more effectively.

Capturing some of the brilliance, spreading it between us, and sinking it into the world around us.

* FIRST STAGES

I anticipate slow to moderate growth at first, followed by quick but steady growth as expansion begins.

(Time is on our side; I'm counting on it to take a while in order to best develop the self-sustaining model through real market application...)

I anticipate modest revenue at first using the cafe and pop-up shop models to guarantee income, visibility, and accessibility, all while keeping overhead to a minimum.

I hope to achieve profit within the first 3-6 months, through a flexible approach to deciding the initial format my business will take.

With £150,000 I would reserve 80% (£120,000) of the seed money to collect interest and use the remaining 20% (£30,000) to fund a trial period on a small scale, reviewing periodically in order to efficiently meet financial targets. I hope that the mentorship made available through this competition might help me to

* WHY MY SOLUTION IS BEST

My solution is best because it plans in advance for growth as well as solves some of the key problems facing other social innovation and office sharing spaces; those problems being lack of shared goal and targets, lack of transparency, inaccessibility to newcomers, and a lack of organisation and future planning.

I hope that my business will benefit various levels of the market at once, appealing to both experts in their field, looking to give back, companies looking to connect with the developing market, and various levels of beginners who are looking to connect and start getting their thoughts out there.

* THE TAKEAWAY

The defining feature of my business is that its modelled after the human body, in that the systems I hope to develop are modelled after the self-sustaining, regenerative, and synergistic whole that we represent.

The size of this opportunity is unlimited; what we get out of it depends on what's put in.

I believe in this project's potential, as I believe in each individual's potential to harness their innate creativity for the improvement of self and their surroundings.