

Creator Fund encourages students to become founders

University-based startups and visionary students are being given a boost! Creator Fund is training the next generation of VCs, ensuring diversity in terms of gender, ethnicity, and thought, with the support of Founders Factory who will provide strategic support to Creator Fund portfolio companies.

Temps de lecture : minute

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Gen Z (known as *Zoomers*) mark a turn in our era overwhelmed by tech, climate change, big data and the risks they represent. Born in the '00s, they're the first digital native generation that can truly contribute to making a change to today's challenges.

And so it is logical that when they leave university, their knowledge, skills and rampant potential is highly desirable in the world of technology and innovation, and funds such as the Creator Fund are set to give them the support they need to become the entrepreneurs of tomorrow.

Starting in the UK, Creator Fund is a student venture capital fund which will finance European university-based startups. With solid financial and strategic support from Founders Factory, Creator Fund uses its network of student VCs in universities to invest in revolutionary ventures and give them the boost they need to become the founders of tomorrow.

How does it work? Creator Fund offers an alternative route to growth for university-based startups. The VC has already established a network of investors including PhDs, Masters and undergraduates from 13 British universities. These investors will identify and assess the hidden talent and

innovation on their campuses able to offer finance of up to £30,000 per startup. This will help exceptional students further their ideas and take the time and resources they need to conduct proper market research. Basically, the best person to find and support the most promising student founders could be one of their peers.

Currently, Creator Fund fund is building teams right across the UK, including areas that have often been missed or overlooked by investors. There are amazing universities across the country, and the fund will help to train and encourage young founders to build startups on their campuses.

The fund aims to make a series of seven investments over the next 12 months. The VC has already invested in Refund Giant, a service created at Imperial College London, that syncs with credit and debit cards to automatically issue fast VAT refunds for travellers.

“At Creator Fund, we are delivering a new VC model specifically focussed on training students at top universities and invest in deals with their peers to give them the early-stage support they need. And creating a community where they look around and see other people taking this entrepreneurial path” - Jamie Macfarlane, founder and CEO of Creator Fund



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"What Creator Fund is doing is very special. They are challenging the VC landscape and we are excited to be part of it. It is giving highly-educated students the skills to be the investors of the future and uncover the founders of tomorrow. At Founders Factory we want to power startup founders to go further, faster." - Henry Lane Fox, Co-founder and CEO of Founders Factory



On top of this unique initiative, the Creator Fund addresses the lack of diversity in the VC industry. The investment teams are made of a mix of students from a wide range of backgrounds and have been built to bring the greatest possible diversity of thought to the investment table.

"It is fantastic to see a new investment fund helping young people and students turn their ideas into reality and develop the next generation of investors from a wide variety of backgrounds. We are committed to making sure the UK is the best place in the world to start and grow a digital business and I encourage students with the drive and talent to apply and take the first step towards becoming a tech founder." - UK's Digital Secretary Oliver Dowden

This fund is a unique solution to shake mentalities and misjudgements around youth and a perceived lack of experience. It encourages young talents to fully release their creativity, find smart approaches thanks to their tech expertise and adapt with energy and agility. Similarly to reducing gender inequalities in VC funds to invest more in female entrepreneurs, the Creator Fund shows that banking on young talent is critically and strategically important when aiming to deliver a more sustainable future for the next generations.



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