

SOCIAL IMPACT HACKATHON

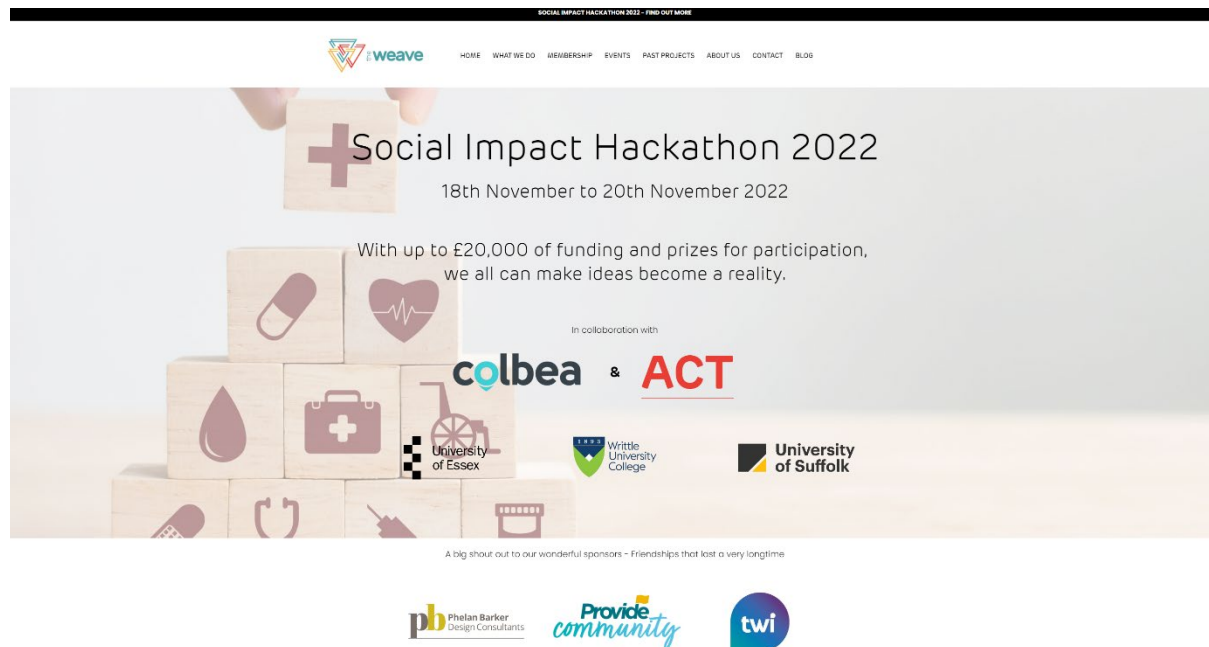
FEEDBACK REPORT

DEC 2022

Overview

Our social impact hackathon aimed to stimulate entrepreneurial activity through social innovation and, in doing so, shine a light on North Essex during the high-profile Global Entrepreneur Week. It was the means to elevate the work of The Weave, Colbea and re-introduce ACT to the region as a social impact investor.

The event was launched on the 19th of September 2022 with the release of a landing page (www.wearetheweave.co.uk/socialimpacthackathon) with extensive FAQs and visible 'calls-to-action'. A LinkedIn campaign supported this.



The express aim of all our social media activity was to drive traffic to the landing page and grow visibility for all the partners whilst educating the audience on the value of social impact as a means to develop their value proposition. It was agreed before the event that all participants would utilise their respective networks to grow the event's reach. The project was a partnership-driven event where The Weave, Colbea and ACT, with subsequent support from the major universities.

The event was designed to be fully online, hosted on the Airmeeet platform, and to run from the afternoon of the 18th of November to the 20th of November. To stimulate and incentivise interest and participation, ACT agreed to offer an investment/grant pot of £20,000. This was to promote interest, reward participation and find a mechanism to launch ACT and its mission.

The participating businesses would develop their ideas over the weekend and in conjunction with student/hobbyist innovators, therefore gaining an external perspective on their initial ideas. They would be asked to deliver a short pitch deck and video that demonstrated their solution and an idea that could be advanced.

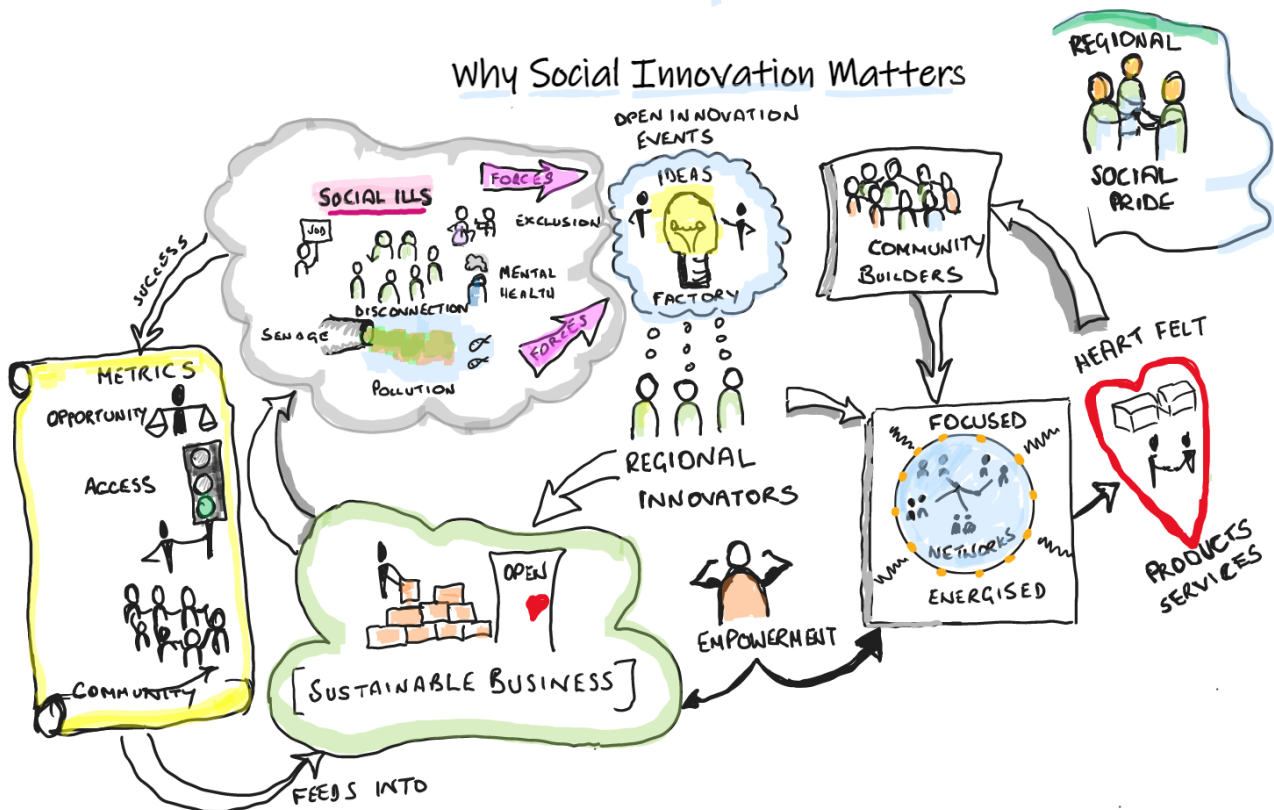
To access the funds, it would be necessary for the teams/businesses to participate in a social impact accelerator, a business model design sprint, that would help them shape the ideas, develop a pitch deck and establish a more robust business. This would offer increased value to ACT since they would invest in a socially impactful idea with an articulated strategy and a testable business model.

Social Innovation

The work that The Weave did ahead of the event was to educate the region on the value of social innovation as a catalyst for value creation and how any business can establish a clear difference between what it does and what the competition delivers.

How we use social ills to drive purposeful businesses is not a clearly articulated opportunity for many small and especially micro-businesses. However, without a purpose beyond economic returns, any business will lose momentum and direction.

The following diagram explores what social innovation is and the role it can play.



Micro-businesses, socially driven or otherwise, lack a playground to explore new opportunities and this event offered them the first taste of an alternative approach to business development.

Marketing

All the marketing collateral identified ALL partners and Sponsors, offering visibility to them as active members and supporters of the initiative. ACT went from ACTION back to ACT, and Anglia Ruskin, who initially approved their logo and participation, stepped back from the event. Meetings were also held with Essex County Council representatives, and a special mention needs to be made of Jess Flack, who pushed the event through all of her available networks, directly connecting us to various advocates for business support and change.

The social media strategy was about developing educational content that piqued interest and developed an understanding of what the event aimed to do. We had hoped other stakeholders would provide similar insights, but this was not forthcoming. Therefore the momentum was primarily from The Weave and its ability to activate its existing networks.

Colbea did introduce us to their contacts at Writtle and Ruskin whilst we tapped into the University of Essex (UoE) student networks and Suffolk Campus. However, only UoE students submitted a team and took part, supporting other businesses.

We reached out to the FSB's new regional representative, who was equally engaged with the idea and positioned the offer in their October newsletter with a circulation of 4,000.

Kate Everett, an advocate for the programme, offered her time to create a press release across the region. She also arranged for a Radio Chelmsford interview to raise the event's visibility.

Overall, the level of verbal support for the initiative was amazing; many called for this to be a regular, funded event. Yet, mobilising the words of support into meaningful participation and actions was much harder than we first envisioned. Our strategy regarding the messaging must be questioned as to why we failed to ignite activity beyond verbal support.

Success was noted in securing the buy-in of Provide Community CIC, and Kez Spelman and Michael Glassock have been interested in the event and how this might be of use to their internal innovation strategy.

The data extracted from Google Analytics relates only to the posts and activity conducted by The Weave, and does not include any analytics from Colbea or ACT.

The level of visibility that we delivered on a zero budget, tapping into our and our partners' networks, was a valuable lesson in raising a profile and launching an event.

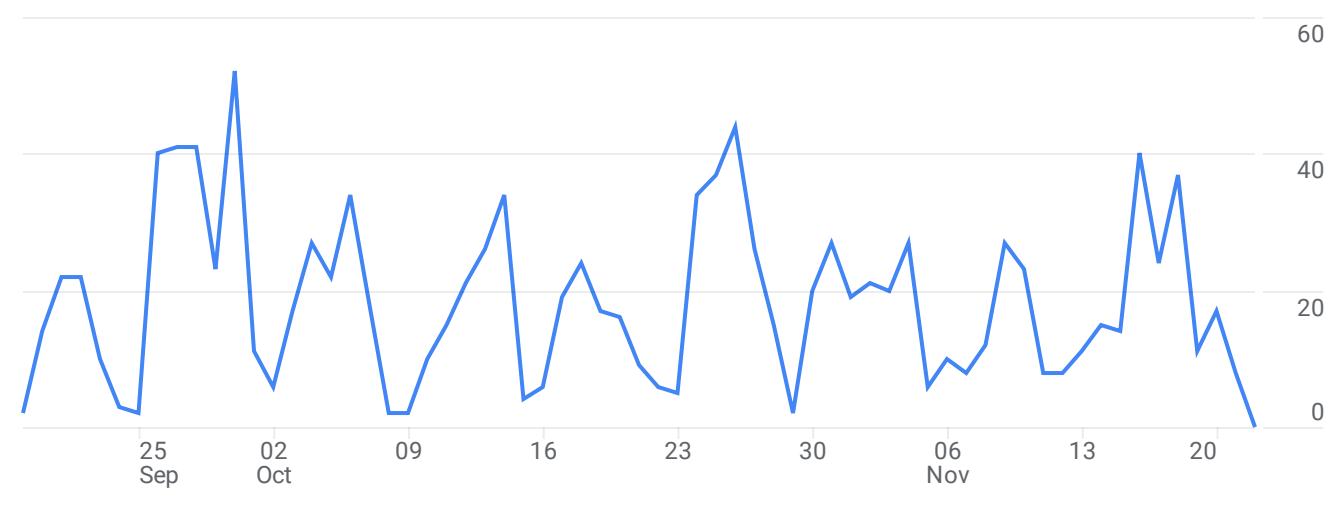
The following are the analytics relating to the website and the LinkedIn campaign 0 with specific posts and their relevant success or not.

All Users [Add comparison](#)

Custom Sep 19 - Nov 22, 2022

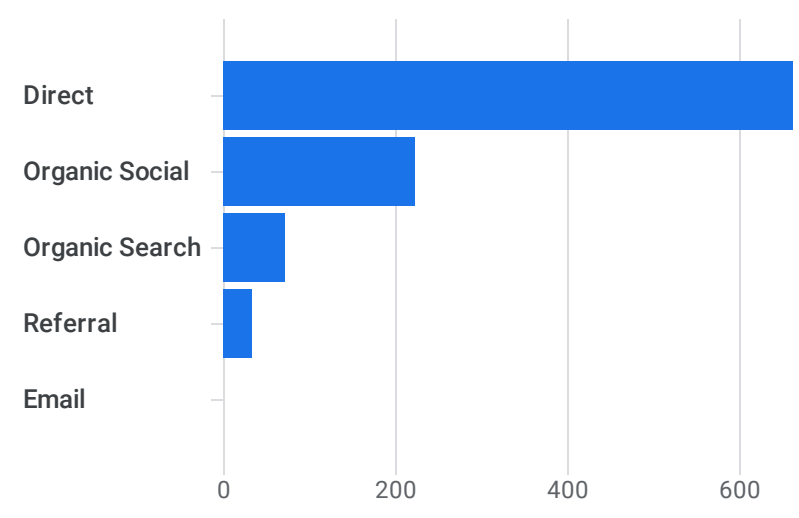
Reports snapshot

Users: 1K | New users: 990 | Average engagement time: 0m 56s | Total revenue: £0.00



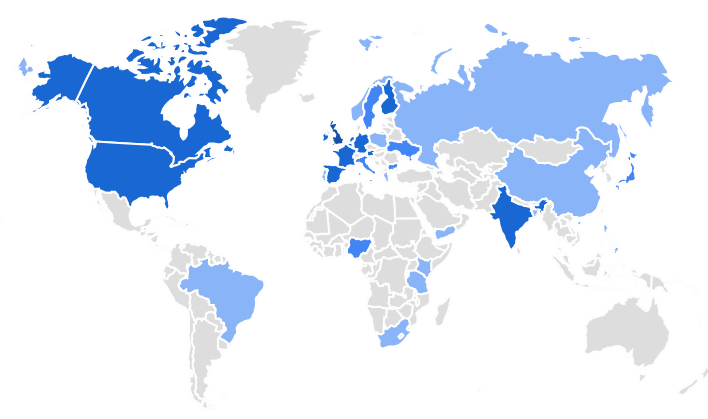
WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group



[View user acquisition](#)

Users by Country

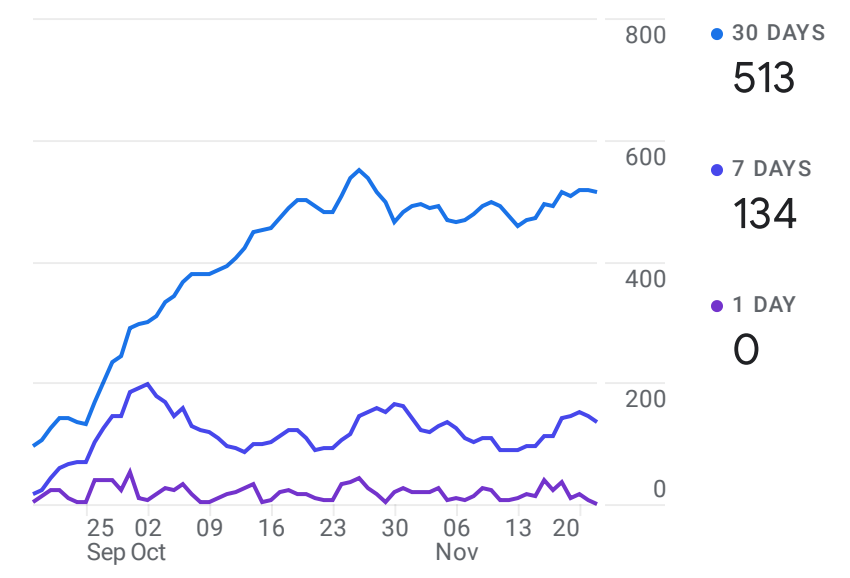


COUNTRY	USERS
United Kingdom	664
United States	118
Ireland	66
Netherlands	31
India	25
Finland	20
France	18

[View countries](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time

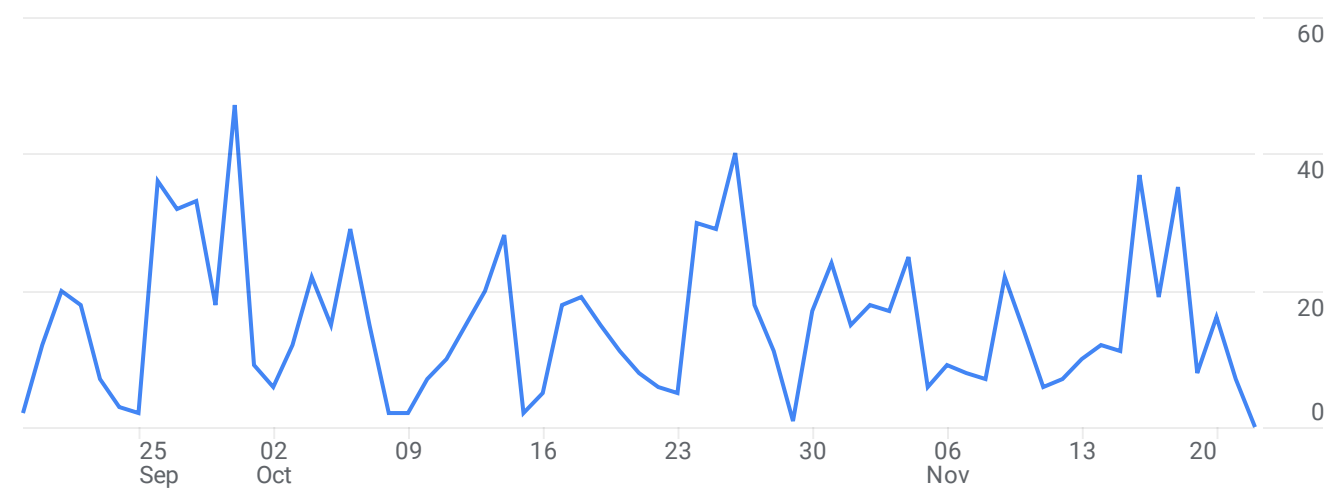


All Users [Add comparison +](#)

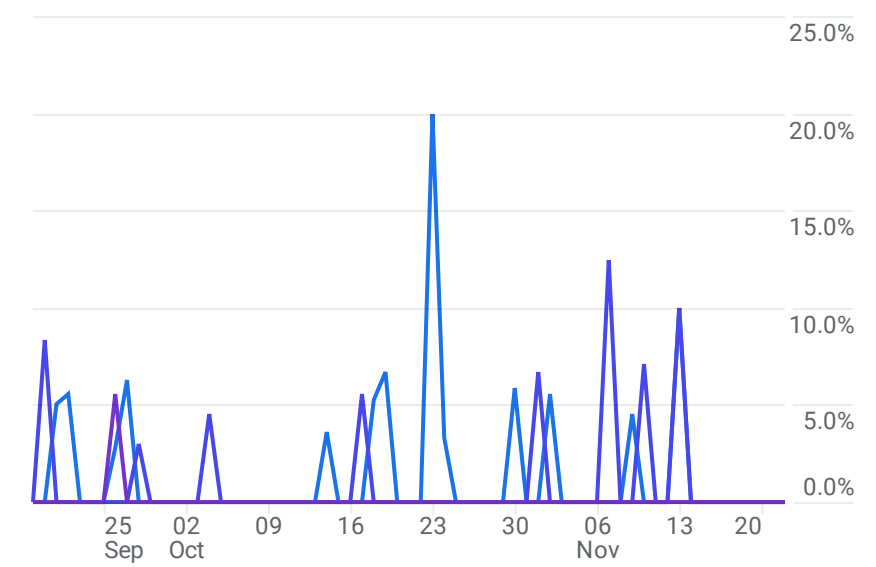
Custom Sep 19 - Nov 22, 2022 ▾

Retention overview [✔](#)

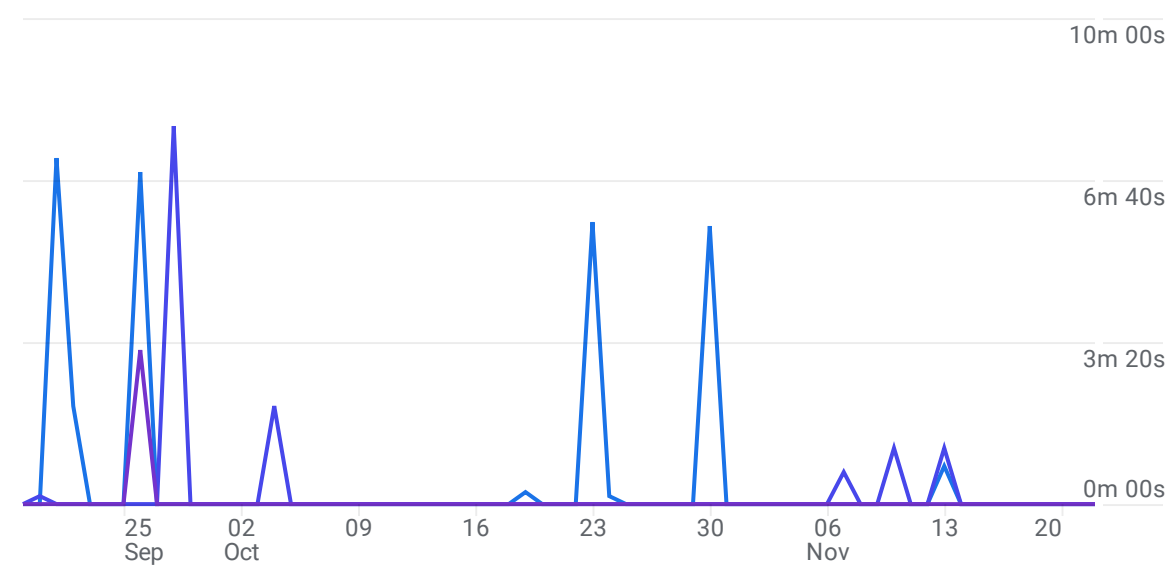
New users 990
Returning users 141



User retention by cohort



User engagement by cohort



User retention



Last 42 days ending Nov 21

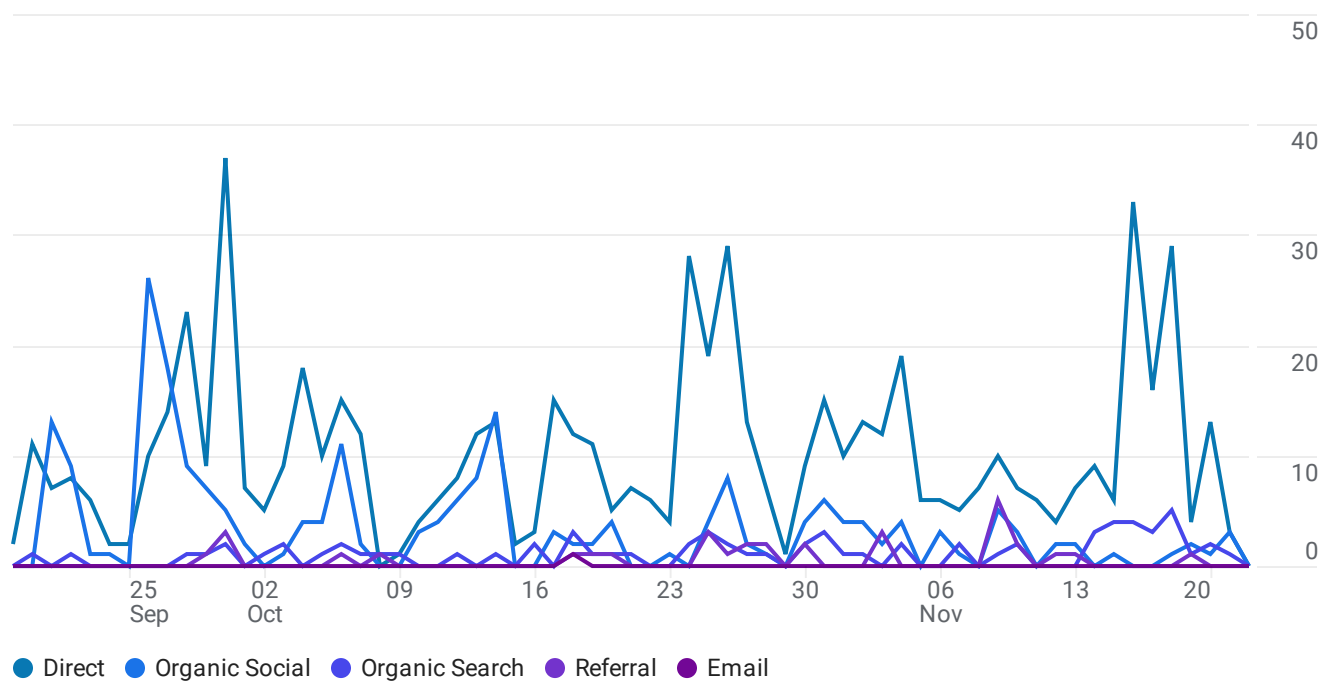
All Users [Add comparison](#) +

Custom Sep 19 - Nov 22, 2022 ▾

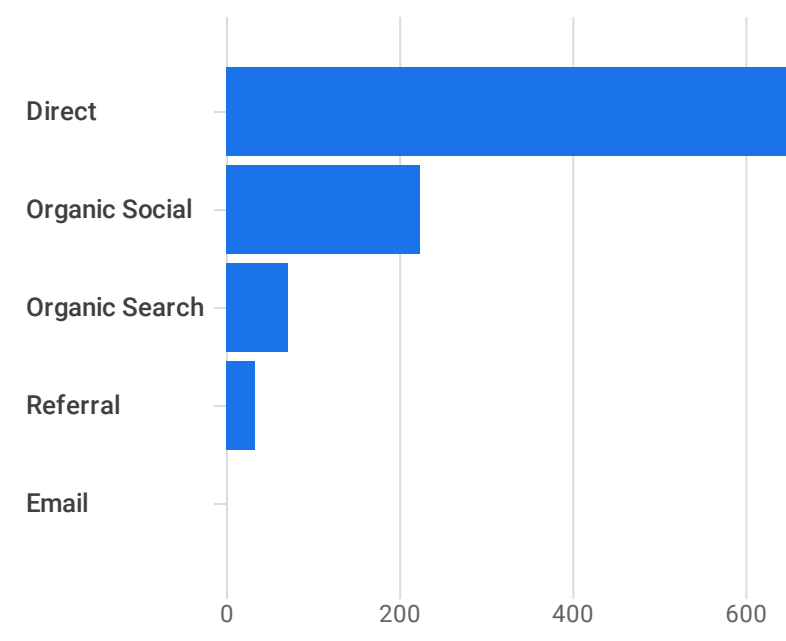
User acquisition: First user default channel group ✓ ▾

[Add filter](#) +

New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10 ▾ 1-5 of 5

First user default channel group ▾ +	↓ <u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>	<u>Event count</u> All events ▾
	990 100% of total	640 100% of total	39.9% Avg 0%	0.63 Avg 0%	0m 56s Avg 0%	7,685 100% of total
1 Direct	662	403	37.73%	0.58	0m 44s	5,089
2 Organic Social	223	145	38.56%	0.65	1m 34s	1,677
3 Organic Search	71	65	57.52%	0.87	1m 00s	644
4 Referral	33	27	52.94%	0.82	0m 46s	272
5 Email	1	0	0%	0.00	0m 00s	3

Aggregated engagement metrics for your organic and sponsored posts over time. Date indicates when your posts were viewed by LinkedIn members. Data is delayed by up to 2 days. All dates and times are in UTC.

Date	Impressions (organic)	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
09/19/2022	8	3	0	0	0	0	0%
09/20/2022	11	6	0	0	0	0	0%
09/21/2022	20	6	1	1	0	0	10%
09/22/2022	114	11	6	3	0	0	8%
09/23/2022	22	9	0	0	0	0	0%
09/24/2022	4	3	0	0	0	0	0%
09/25/2022	20	10	0	0	0	0	0%
09/26/2022	51	14	4	1	0	0	10%
09/27/2022	21	7	1	1	0	1	14%
09/28/2022	56	11	0	0	0	0	0%
09/29/2022	3	3	0	0	0	0	0%
09/30/2022	11	6	0	0	0	0	0%
10/01/2022	5	4	0	0	0	0	0%
10/02/2022	4	2	0	0	0	0	0%
10/03/2022	41	25	1	1	0	0	5%
10/04/2022	25	13	0	0	0	0	0%
10/05/2022	23	9	0	0	0	0	0%
10/06/2022	33	8	0	0	0	0	0%
10/07/2022	7	5	0	0	0	0	0%
10/08/2022	26	5	1	1	0	0	8%
10/09/2022	2	1	0	0	0	0	0%
10/10/2022	9	4	0	0	0	0	0%
10/11/2022	9	7	0	0	0	0	0%
10/12/2022	21	9	0	0	0	0	0%
10/13/2022	22	8	0	0	0	0	0%
10/14/2022	19	9	0	2	0	0	11%
10/15/2022	38	16	1	2	0	0	8%
10/16/2022	41	18	0	0	0	0	0%

Date	Impressions (organic)	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
10/17/2022	16	14	0	1	0	0	6%
10/18/2022	57	20	1	1	0	0	4%
10/19/2022	21	10	0	0	0	0	0%
10/20/2022	95	30	4	7	3	2	17%
10/21/2022	11	9	0	0	0	0	0%
10/22/2022	6	5	0	0	0	0	0%
10/23/2022	6	5	0	0	0	0	0%
10/24/2022	6	6	0	1	0	0	17%
10/25/2022	33	14	0	0	0	0	0%
10/26/2022	22	7	0	1	0	0	5%
10/27/2022	53	20	1	3	1	3	15%
10/28/2022	61	15	1	0	0	0	2%
10/29/2022	68	23	17	1	0	0	26%
10/30/2022	171	82	6	6	0	0	7%
10/31/2022	36	26	0	0	0	0	0%
11/01/2022	78	18	1	0	0	0	1%
11/02/2022	59	22	0	0	0	0	0%
11/03/2022	39	19	0	1	0	0	3%
11/04/2022	53	21	2	0	0	0	4%
11/05/2022	31	19	0	1	0	0	3%
11/06/2022	9	6	0	1	0	0	11%
11/07/2022	63	12	1	1	0	0	3%
11/08/2022	39	23	1	3	0	2	15%
11/09/2022	7	3	0	1	0	0	14%
11/10/2022	21	12	2	2	0	-1	14%
11/11/2022	13	11	0	0	0	0	0%
11/12/2022	16	7	0	0	0	0	0%
11/13/2022	14	4	0	0	0	0	0%

Date	Impressions (organic)	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
11/14/2022	7	7	0	0	0	0	0%
11/15/2022	8	6	0	0	0	0	0%
11/16/2022	49	28	0	0	0	0	0%
11/17/2022	36	21	5	0	0	0	14%
11/18/2022	41	22	1	1	0	1	7%
11/19/2022	34	15	1	0	0	0	3%
11/20/2022	126	49	4	3	0	2	7%
11/21/2022	55	45	0	1	0	0	2%
11/22/2022	56	28	0	1	0	0	2%
11/23/2022	47	22	1	1	0	0	4%
11/24/2022	19	15	0	0	0	0	0%
11/25/2022	52	17	2	2	0	0	8%
11/26/2022	33	20	0	2	0	0	6%
11/27/2022	16	10	1	0	0	0	6%
11/28/2022	9	7	0	0	0	0	0%
11/29/2022	13	8	0	0	0	0	0%
11/30/2022	12	6	0	0	0	0	0%
12/01/2022	30	19	0	2	0	0	7%
12/02/2022	33	22	0	0	0	0	0%
12/03/2022	18	13	1	0	0	0	6%
12/04/2022	64	25	3	1	1	0	8%
12/05/2022	27	17	0	0	0	0	0%
12/06/2022	39	11	2	0	0	0	5%
12/07/2022	39	13	1	0	0	0	3%

Engagement metrics for individual posts. Created date indicates when your post was created. All dates and times are in UTC.										
Post title	Post link	Created date	Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares	Engagement rate
<p>And this is why we , we did the social impact hackathon with a forward thinking local charity keen on developing opportunities to get closer to impactful business. #socialimpact #opportunities #charity</p> <p>Rodney Appleyard , Frank Sims , Michael Pollington , David Sollis</p>	https://www.linkedin.com/feed/update/urn:li:activity:7001256516095725568	11/23/2022	28		0	0%	2	0	0	4%
<p>The final push today - teams are dealing with some amazing topics and have worked so hard over the weekend. I'm excited to see the video pitches and pitch deck. Thanks to Colbea, Provide Community and Kez S. and Michael Glassock, Kate Everett and The Write Impression PR & Marketing (TWI), James Phelan, Essex Startups and Andy Mew and his team.</p> <p>It has been a blast - and our effort in delivering something of value for the #gew22 and our region. Thanks to Magdalena Mahdyand Adam Roxby from The Weave for their involvement in the #community and a big shout out to our mentors Mick Holloway, Mandeep Singh Gabhari, Pamela Hatswell The Shrink, Veronica Garbett MBA, PgCAP, SFHEA, Rodney Appleyard</p>	https://www.linkedin.com/feed/update/urn:li:activity:7000046634956906496	11/20/2022	189		5	3%	7	0	2	6%
<p>We are looking forward to the #NorthEssexSocialImpactHack2022 - which starts tomorrow evening. Stay tuned as we share the journey of the Weekend - interview participants, sponsors and partners.</p> <p>The Weave brings a flavour of the university experience to aspirational owner-managers. Get involved.</p>	https://www.linkedin.com/feed/update/urn:li:activity:6998957836072271872	11/17/2022	37	2	5	14%	0	0	0	14%

Post title	Post link	Created date	Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares	Engagement rate
<p>Want to light a different kind of spark this November?</p> <p>Join our #NorthEssexSocialImpactHack2022 and energise ideas that could change people's lives.</p> <p>Checkout https://lnkd.in/eYDZFE-t and sign up to fir the challenge.</p> <p>#socialimpact #welfare #kindness #Essex #innovation #community</p>	https://www.linkedin.com/feed/update/urn:li:activity:6994325395684614145	11/04/2022	48		3	6%	0	0	0	6%
<p>As if we didn't know but the evidence is mounting - those that care keep people. As we enter the dark days of winter be aware that peoples' moods can follow the seasons.</p> <p>The inextricable link between employee wellness and retention Fortune</p>	https://www.linkedin.com/feed/update/urn:li:activity:6992135961736290304	10/29/2022	39		0	0%	0	0	0	0%

<p>As we move closer to our #NorthEssexSocialImpactHack2022 - here are some great examples of entrepreneurs who are addressing a specific issue. Join us in November- sign up here bit.ly/3TVawbO and make a difference.</p> <p>Six ways social entrepreneurs can step up to help refugees The Social Enterprise Magazine - Pioneers Post</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:6992076065460396032</p>	<p>10/29/2022</p>	<p>60</p>		<p>17</p>	<p>28%</p>	<p>2</p>	<p>0</p>	<p>0</p>	<p>30%</p>
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Post title	Post link	Created date	Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares	Engagement rate
<p>Social Innovation is a challenge that we should all accept. No matter the business model, or the business - whether a #trade or #service - evaluate the social outcomes and make them important to you.</p> <ul style="list-style-type: none"> - Work with underserved communities. - Address inequality <p>- Provide access to services that are denied by others</p> <ul style="list-style-type: none"> - Change the outcomes for a few by delivering to the many <p>#socialinnovation changes the narrative of your business and opens up possibilities beyond the current.</p> <p>#business #innovation #work #change</p>	https://www.linkedin.com/feed/update/urn:li:activity:6991695138062245888	10/28/2022	26		0	0%	1	0	0	4%
<p>Love this story - climate tech funds have money to invest in our future. Let's welcome such positive impact and celebrate entrepreneurs and their innovations. Ocean-climate VC Propeller launches with \$100M to fund 'tomorrow's narwhals'</p>	https://www.linkedin.com/feed/update/urn:li:activity:6989176962778808320	10/21/2022	31		0	0%	1	0	0	3%
<p>Social innovation matters and that is why The Weave has created the Social Impact Hackathon. This is a chance for businesses and students to come together to explore opportunities that can benefit businesses and the communities they serve. Join Magda and James this Thursday morning as we share with you how the hackathon works, what you should expect and how you should get involved. It is Free to participate and could lead to up to £20k of funding for one or split amongst a few ideas.</p>	https://www.linkedin.com/feed/update/urn:li:activity:6988200931364380672	10/18/2022	109	82	4	4%	10	3	3	17%
<p>We want financial inclusivity in society yet, we fail to have a representative body of people teaching and researching it. Change this trend and we change gender bias in the investor community.</p> <p>The Poor State Of Gender Diversity In Financial Academia</p>	https://www.linkedin.com/feed/update/urn:li:activity:6987365024365215744	10/16/2022	31		0	0%	0	0	0	0%

Post title	Post link	Created date	Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares	Engagement rate
The race for long term electricity storage solutions - there is more than one answer but CO2 has many benefits. Solve this challenge and renewables can start to take a greater share of the supply. Meet the CO2 battery cozying up with a wind energy giant	https://www.linkedin.com/feed/update/urn:li:activity:6986640248013258752	10/14/2022	10		0	0%	1	0	0	0%
Interesting reimagining if the traditional understanding of a stock market. No longer would economic gain be measured in isolation- now biodiversity has a known value. Could A "Species Stock Market" Help With Protection?	https://www.linkedin.com/feed/update/urn:li:activity:6985612981673885696	10/11/2022	12		0	0%	0	0	0	0%
Where the money is going - more work to be done in this field as we look for sustainable business models to address all aspect of food waste. Startups Raise Record Sums To Cut Food Waste	https://www.linkedin.com/feed/update/urn:li:activity:6982623995447627776	10/03/2022	15		0	0%	0	0	0	0%
ESG goals have been associated with good practice but also greenwashing - the Federated Hermes Microsite - Best Practice Two defines what it sees as essential facets of good ESG practices	https://www.linkedin.com/feed/update/urn:li:activity:6980901936564727808	09/28/2022	12		0	0%	0	0	0	0%
It is an ever-present battle - the nagging doubter that sits on the shoulder. Recognise it - and beat it with a passion for learning. Imposter syndrome? Let's fight it together. — We Are The Weave	https://www.linkedin.com/feed/update/urn:li:activity:6980117268194045952	09/26/2022	115		1	1%	1	0	0	1%

Post title	Post link	Created date	Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares	Engagement rate
Change the dynamics of work place environments and accommodate peoples needs to connect. To Get People Back in the Office, Make It Social	https://www.linkedin.com/feed/update/urn:li:activity:6979754880244588544	09/25/2022	13		0	0%	0	0	0	0%
How technologies are being developed to address people's lives. What could you develop? Not sure, then join the North Essex Social Impact Hackathon. J Balvin enters the digital wellness space with the launch of a bilingual mental health app	https://www.linkedin.com/feed/update/urn:li:activity:6979030104693739520	09/23/2022	13		0	0%	0	0	0	0%

Marketing (cont.)

The data suggest that later-stage posts were garnering greater impact, with user activity on the website peaking 30 days after launch and holding steady after that.

Most successful posts around that period were organic pieces of content specifically talking about the social challenge, its value and a post that looked at Six Ways Social Innovation can support refugees.

Traffic to the website saw the number of unique visitors grow to nearly 1,000 visits, yet the capture level and conversion into action could have been higher.

If there was a difference between expectation and reality, we needed to understand where this incongruence existed as we moved forward. We could better hone the messaging.

Survey Evidence

A pre and post-survey was conducted with limited participation but, nevertheless, decent insights into the potential value of this style of event.

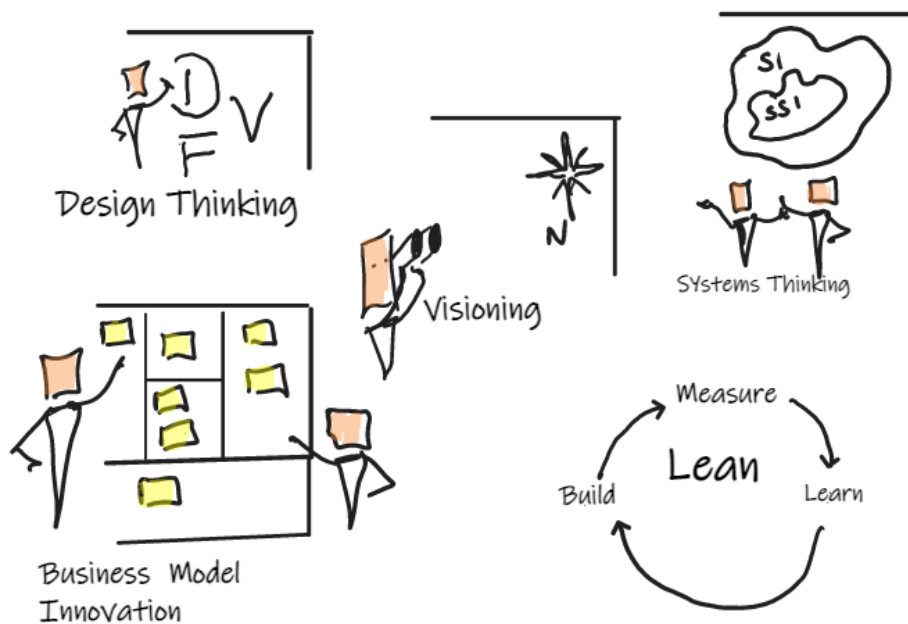
The summary from both surveys is included in this final report, but I wanted to pick up on a few key findings.

1. Convenience – the weekend event was seen as convenient, and all the team's hard work in going through the customer onboarding paid dividends, with 80% finding it very or extremely easy to book on.
2. All businesses were pre-start or starting out – which was a disappointment since we were targeting the value of social innovation within existing businesses. The education process has much to do with upgrading this level of thinking.
3. This education process was confirmed as 80% of attendees had never heard of a social impact hackathon – therefore encouraging they wanted to participate.
4. Very few people have ever experienced entrepreneurial education – which is a common insight and an inhibitor in attendance as many feel it is beneath them or they know it all.
5. The community aspect ranked highest in most people's needs – and not access to resources, which was an interesting observation
6. 75% of attendees found the event or extremely useful, and one person found it useless.
7. Comments indicated that coming together and working in teams, focusing on and exploring the social impact, are positives. The lack of diversity due to limited numbers, and no focus on team dynamics, were seen as negatives. In general, 80% found some value in attending, some more than others.
8. Testimonials included:
The one thing I have learned and can apply to my business is "Creative problem-solving and the importance of social entrepreneurship."
I especially liked "the time pressure and the new environment.. it makes you really think. Loved it"
"I did not learn anything new, but it was a great experience."

Outcomes

We had aspirations that attendees would develop their skills in the following areas. It needed to be clarified whether this was achieved overtly, but they were exposed to each element through the programme. Most attendees suggested that they did learn something since 70% reported a growth in their creativity and application through design.

SKILLS TO ENGAGE WITH AND DEVELOP



We had 29 people register on Airmeeet and around 22 who worked online throughout the weekend. This led to the submission of six ideas, ideally all of which would go through to the accelerator.

1. Blossoms CIC – alcohol and addiction support
2. Team HUE – elderly buddy programme
3. Chatter Platter – nutritional education and support
4. Roles4Goals – career shortages and opportunities for young people to boost skills
5. Underdog Crew – access and opportunity for underprivileged young people in the creative industry
6. Uniform7 – Sensory and adaptive school wear for neurodiverse students

Each business presented a pitch deck and a short video to allow them to explain the problem and the solution. This will be viewed by the ACT trustees and a date for the pitching event will be agreed.

Key Learnings

1. A greater level of partnership participation needs to be encouraged before the event
2. Practice in the technology aspect needs to be given ahead of the event so that teams would not miss deadlines
3. The hybrid model, where a physical coming together on Friday in a mix of social and teams formation activities, would enhance the energy and give immediate impact and impetus to the work on Saturday
4. Overcome inertia for participation through better communication – using testimonials and leaning into the advocacy of those who took part.
5. Working with students from other universities requires grass route advocacy, not top-down platitudes. Therefore look at some pre-event activities in different locations, such as pizza and pitch events for student entrepreneurs near their location.
6. If we are to run these regularly, we need the buy-in of EDOs across the region to further increase the footprint.

End of Hackathon Questionnaire

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, November 22, 2022 4:00:48 PM
Last Modified: Tuesday, November 22, 2022 4:12:44 PM
Time Spent: 00:11:56
IP Address: 62.232.94.202

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Extremely useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Great to focus on my business as a block of hours and to be a part of the weekend cohort.

Q6

What would you say was the least effective thing about the weekend?

Could do with a run through on how to do some of the technical requirements for submissions! Videos with presentation for example! Also, a reminder that I know my business, my mentor almost took me on a different path!)

End of Hackathon Questionnaire

Q7

How would you rate the design of the hackathon?

☆ **Excellent**

Q8

How would you rate the content of the workshops overall?

☆ **Good**

Q9

How would you rate the facilitation of the events

☆ **Excellent**

Q10

If you could offer one piece of advice to improve the facilitation what would it be?

Breaking down the workshops so they are shorter and allow us to practice the learning in between - perhaps even record the workshops first and then have drop ins for more info and questions.

Q11

Rate how confident you feel in each of these areas

Challenged	Public Speaking, Communication
Good - with help I can develop more	Problem Solving, Developing new ideas, Creativity and design
Very comfortable	Leadership in teams

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **10**

Q13

What one thing have you learned that you will apply to your business?

I love my video - the words are being typed up as I am impressed with the way I have explained the social impact!

End of Hackathon Questionnaire

Q14

Yes

Are you interested in hearing about future events run by
The Weave?

End of Hackathon Questionnaire

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, November 22, 2022 6:21:39 PM
Last Modified: Tuesday, November 22, 2022 6:26:22 PM
Time Spent: 00:04:42
IP Address: 49.36.144.215

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Very useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Very informative in such short span of time

Q6

What would you say was the least effective thing about the weekend?

Not as such

Q7

How would you rate the design of the hackathon?

☆ **Good**

End of Hackathon Questionnaire

Q8

How would you rate the content of the workshops overall?

☆ **Excellent**

Q9

How would you rate the facilitation of the events

☆ **Excellent**

Q10

If you could offer one piece of advice to improve the facilitation what would it be?

Time management

Q11

Rate how confident you feel in each of these areas

Completly in the dark	Communication
Challenged	Public Speaking, Leadership in teams
Good - with help I can develop more	Creativity and design
Very comfortable	Problem Solving, Developing new ideas

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **9**

Q13

What one thing have you learned that you will apply to your business?

How to pitch in a better way

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, November 22, 2022 9:57:32 PM
Last Modified: Tuesday, November 22, 2022 10:03:50 PM
Time Spent: 00:06:17
IP Address: 92.15.232.9

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Somewhat useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

The platform was very user-friendly.

Q6

What would you say was the least effective thing about the weekend?

Lack of team diversity or variety in skill set. I appreciate some students dropped out and the ladies I worked with were very knowledgeable. It would have been useful to create some roles and identify skill set and allocate the work accordingly so we are not doing the same thing twice. that's what caused a rush at the end for us because jobs I thought were done were not.

End of Hackathon Questionnaire

Q7

How would you rate the design of the hackathon?

☆

Good

Q8

How would you rate the content of the workshops overall?

☆

Good

Q9

How would you rate the facilitation of the events

☆

Excellent

Q10

If you could offer one piece of advice to improve the facilitation what would it be?

Break down in more manageable chunks, the sessions were very overwhelming but this could be a personal thing as I have trouble processing lots of information. maybe more quality time with the mentors. When Mandeep dropped in to use for 20 mins. that was really influential.

Q11

Rate how confident you feel in each of these areas

Completely in the dark

Public Speaking

Challenged

Leadership in teams, Creativity and design,
Communication

Good - with help I can develop more

Problem Solving, Developing new ideas

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆

9

Q13

What one thing have you learned that you will apply to your business?

Get out there, don't wait around. Do what I can with the resources I have now.

End of Hackathon Questionnaire

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, November 23, 2022 9:12:22 AM
Last Modified: Wednesday, November 23, 2022 9:17:23 AM
Time Spent: 00:05:00
IP Address: 86.30.96.44

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of the programme

Q3

How would you rate your overall experience?

☆ **Excellent**

Q4 **Extremely useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Working as a team, it can be very isolated when you are trying to create a business alone.

Q6

What would you say was the least effective thing about the weekend?

I did not have one.

Q7

How would you rate the design of the hackathon?

☆ **Good**

End of Hackathon Questionnaire

Q8

How would you rate the content of the workshops overall?

☆

Excellent

Q9

How would you rate the facilitation of the events

☆

Good

Q10

Respondent skipped this question

If you could offer one piece of advice to improve the facilitation what would it be?

Q11

Rate how confident you feel in each of these areas

Good - with help I can develop more

Problem Solving, Creativity and design

Very comfortable

Public Speaking, Developing new ideas, Leadership in teams, Communication

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆

10

Q13

What one thing have you learned that you will apply to your business?

To keep going.

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, November 23, 2022 7:46:46 PM
Last Modified: Wednesday, November 23, 2022 7:56:32 PM
Time Spent: 00:09:45
IP Address: 31.205.38.214

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **No**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Very useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Meeting new people and brainstorming on things with them.

Q6

What would you say was the least effective thing about the weekend?

That it was online.

Q7

How would you rate the design of the hackathon?

☆ **Excellent**

End of Hackathon Questionnaire

Q8

How would you rate the content of the workshops overall?

☆ **Excellent**

Q9

How would you rate the facilitation of the events

☆ **Excellent**

Q10

Respondent skipped this question

If you could offer one piece of advice to improve the facilitation what would it be?

Q11

Rate how confident you feel in each of these areas

Good - with help I can develop more

Public Speaking, Problem Solving, Developing new ideas, Leadership in teams, Creativity and design

Very comfortable

Communication

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **10**

Q13

What one thing have you learned that you will apply to your business?

That brainstorming on ideas with other people brings a better perspective into picture, and you get out of your head and understand views of others around too - which is very important as a marketing strategy, as well as understanding your consumer/customer.

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, November 23, 2022 9:11:46 PM
Last Modified: Wednesday, November 23, 2022 9:16:40 PM
Time Spent: 00:04:53
IP Address: 82.26.81.179

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Extremely useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Collaboration

Q6

What would you say was the least effective thing about the weekend?

Band width

Q7

How would you rate the design of the hackathon?

☆ **Good**

End of Hackathon Questionnaire

Q8

How would you rate the content of the workshops overall?

☆ **Good**

Q9

How would you rate the facilitation of the events

☆ **Good**

Q10

Respondent skipped this question

If you could offer one piece of advice to improve the facilitation what would it be?

Q11

Rate how confident you feel in each of these areas

Good - with help I can develop more

Public Speaking, Leadership in teams, Creativity and design

Very comfortable

Problem Solving, Developing new ideas, Communication

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **3**

Q13

What one thing have you learned that you will apply to your business?

Social focus

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, November 28, 2022 11:29:12 AM
Last Modified: Monday, November 28, 2022 11:32:38 AM
Time Spent: 00:03:26
IP Address: 155.245.155.209

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of the programme

Q3

How would you rate your overall experience?

☆ **Excellent**

Q4 **Extremely useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Networking opportunities

Q6

What would you say was the least effective thing about the weekend?

It was intensive, but that's a point of the Hackathon :)

Q7

How would you rate the design of the hackathon?

☆ **Excellent**

End of Hackathon Questionnaire

Q8

How would you rate the content of the workshops overall?

☆ **Excellent**

Q9

How would you rate the facilitation of the events

☆ **Excellent**

Q10

Respondent skipped this question

If you could offer one piece of advice to improve the facilitation what would it be?

Q11

Rate how confident you feel in each of these areas

Completely in the dark	Leadership in teams
Challenged	Problem Solving
Good - with help I can develop more	Communication
Very comfortable	Developing new ideas, Creativity and design

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **10**

Q13

What one thing have you learned that you will apply to your business?

Creative problem-solving and the importance of social entrepreneurship

Q14

Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, November 28, 2022 1:25:10 PM
Last Modified: Monday, November 28, 2022 1:34:39 PM
Time Spent: 00:09:29
IP Address: 149.22.66.189

Page 1: Social Impact Hackathon Nov 2022

Q1 **Yes**

Do we have your permission to use this information as part of our research?

Q2 **Yes**

Do we have your permission to use your comments and scores to provide testimonials as to the quality of of the programme

Q3

How would you rate your overall experience?

☆ **Good**

Q4 **Not at all useful**

How useful was the event in helping you gain new ideas?

Q5

If you could identify one thing about the event you liked - what would it be?

Time pressure and the new environment make you really think. Loved it.

Q6

What would you say was the least effective thing about the weekend?

Not enough people on the team

End of Hackathon Questionnaire

Q7

How would you rate the design of the hackathon?

☆ **Average**

Q8

How would you rate the content of the workshops overall?

☆ **Average**

Q9

How would you rate the facilitation of the events

☆ **Average**

Q10

If you could offer one piece of advice to improve the facilitation what would it be?

Not sure to be honest

Q11

Rate how confident you feel in each of these areas

Good - with help I can develop more

Very comfortable

Communication

Public Speaking, Problem Solving, Developing new ideas, Leadership in teams, Creativity and design

Q12

How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

☆ **8**

Q13

What one thing have you learned that you will apply to your business?

Did not learn anything new but it was a great experience

Q14

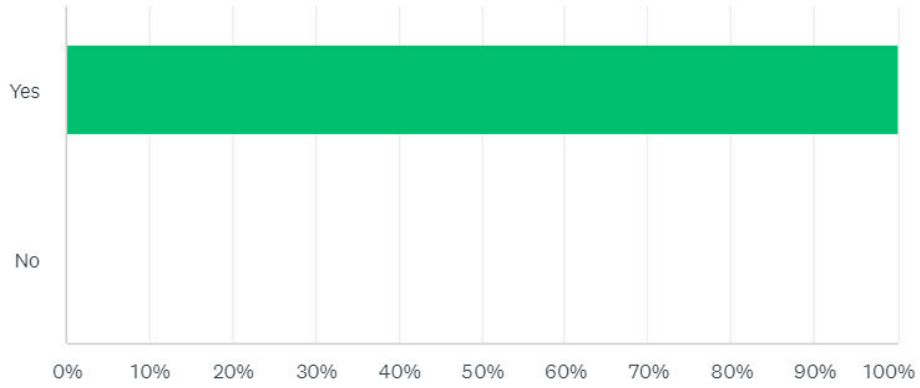
Yes

Are you interested in hearing about future events run by The Weave?

End of Hackathon Questionnaire

Q1 Do we have your permission to use this information as part of our research?

Answered: 8 Skipped: 0

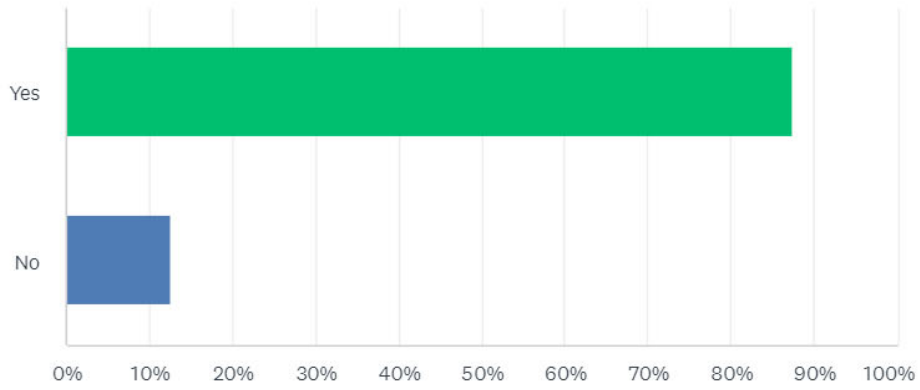


ANSWER CHOICES	RESPONSES	
Yes	100.00%	8
No	0.00%	0
TOTAL		8

End of Hackathon Questionnaire

Q2 Do we have your permission to use your comments and scores to provide testimonials as to the quality of of the programme

Answered: 8 Skipped: 0

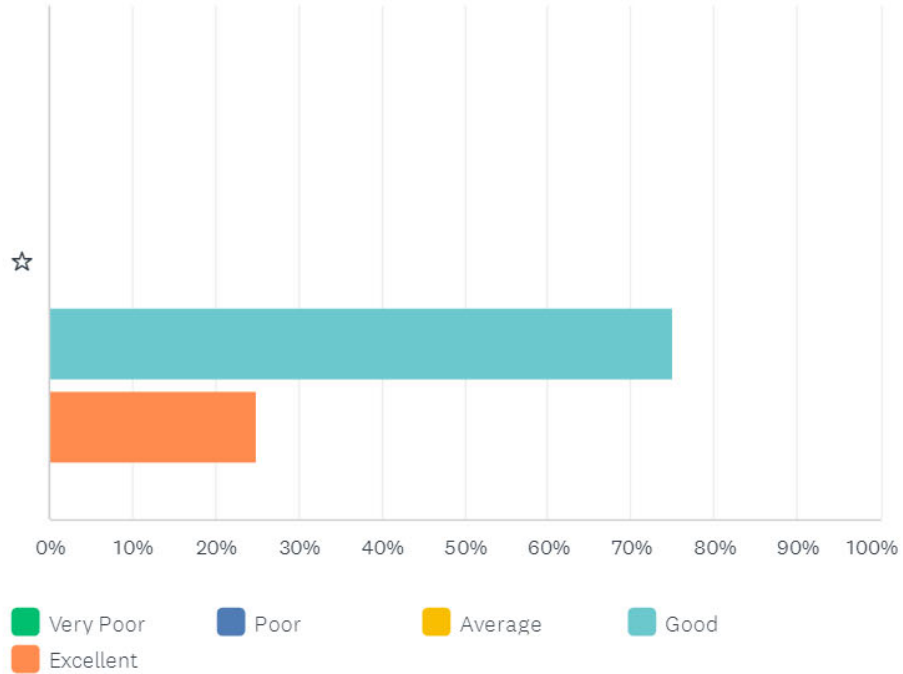


ANSWER CHOICES	RESPONSES
Yes	87.50% 7
No	12.50% 1
TOTAL	8

End of Hackathon Questionnaire

Q3 How would you rate your overall experience?

Answered: 8 Skipped: 0

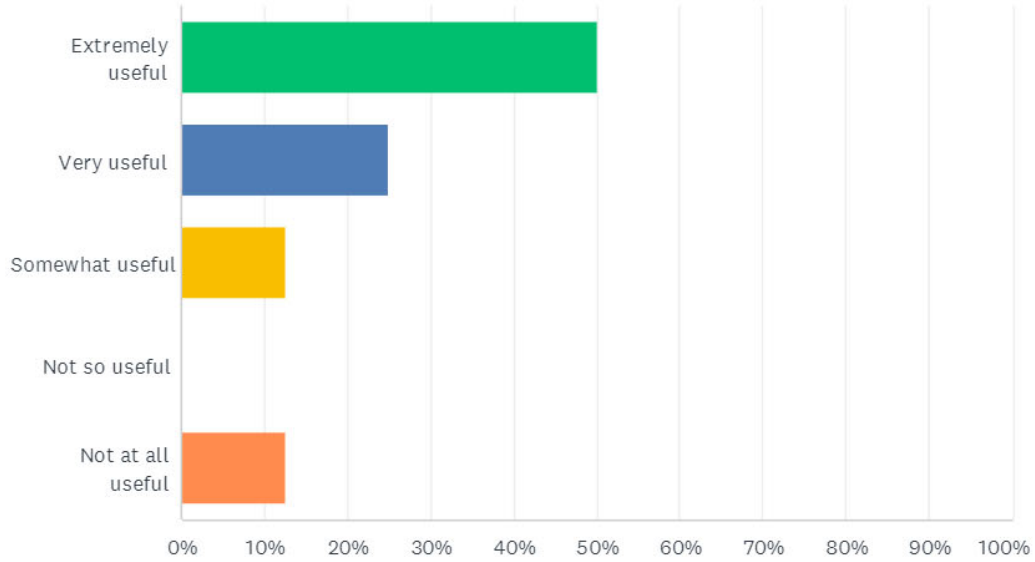


	VERY POOR	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	0.00% 0	75.00% 6	25.00% 2	8	4.25

End of Hackathon Questionnaire

Q4 How useful was the event in helping you gain new ideas?

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely useful	50.00% 4
Very useful	25.00% 2
Somewhat useful	12.50% 1
Not so useful	0.00% 0
Not at all useful	12.50% 1
TOTAL	8

End of Hackathon Questionnaire

Q5 If you could identify one thing about the event you liked - what would it be?

Answered: 8 Skipped: 0

End of Hackathon Questionnaire

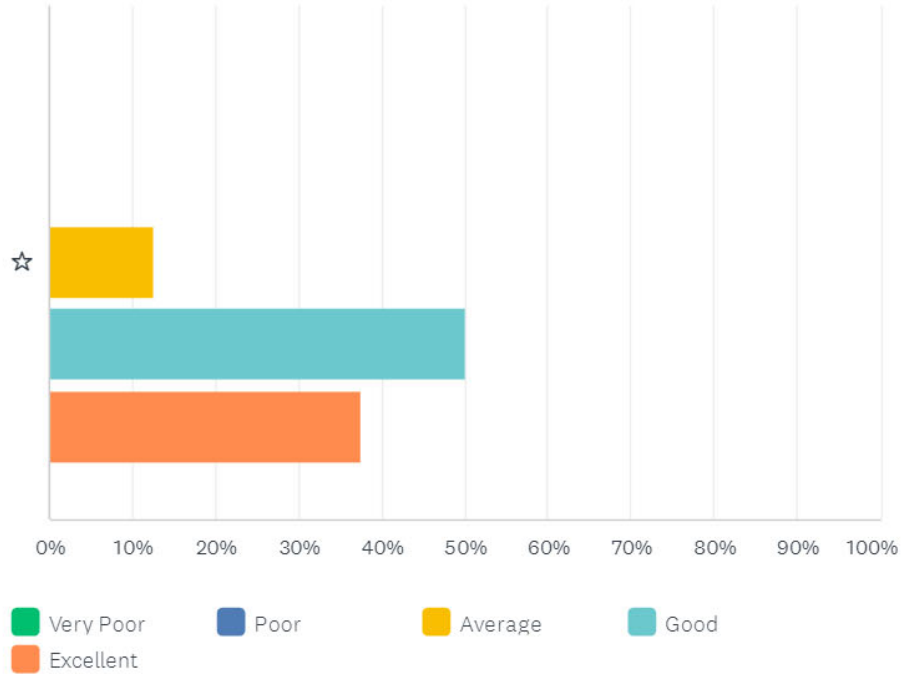
Q6 What would you say was the least effective thing about the weekend?

Answered: 8 Skipped: 0

End of Hackathon Questionnaire

Q7 How would you rate the design of the hackathon?

Answered: 8 Skipped: 0

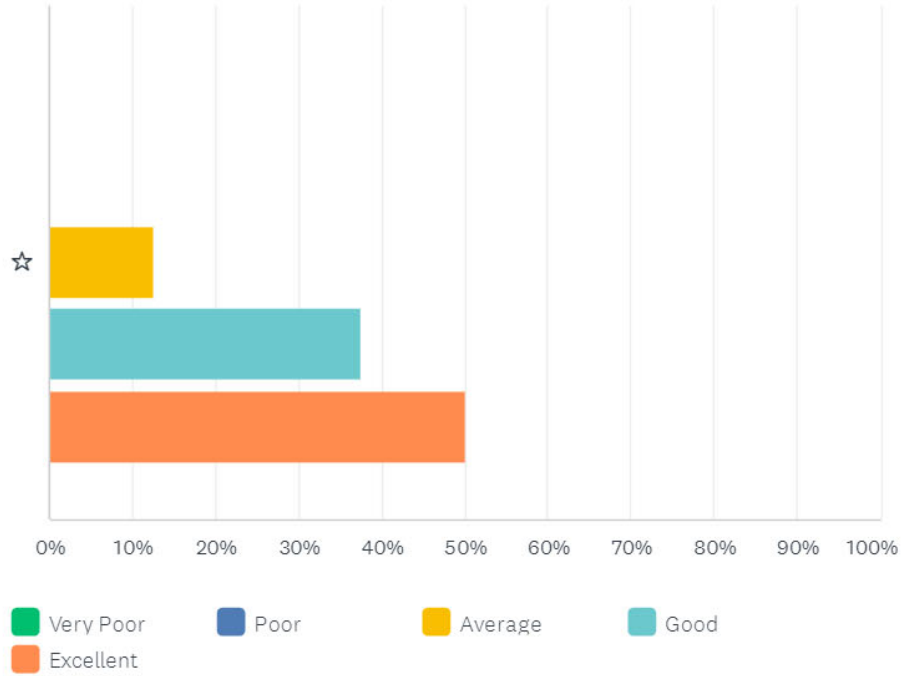


	VERY POOR	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	12.50% 1	50.00% 4	37.50% 3	8	4.25

End of Hackathon Questionnaire

Q8 How would you rate the content of the workshops overall?

Answered: 8 Skipped: 0

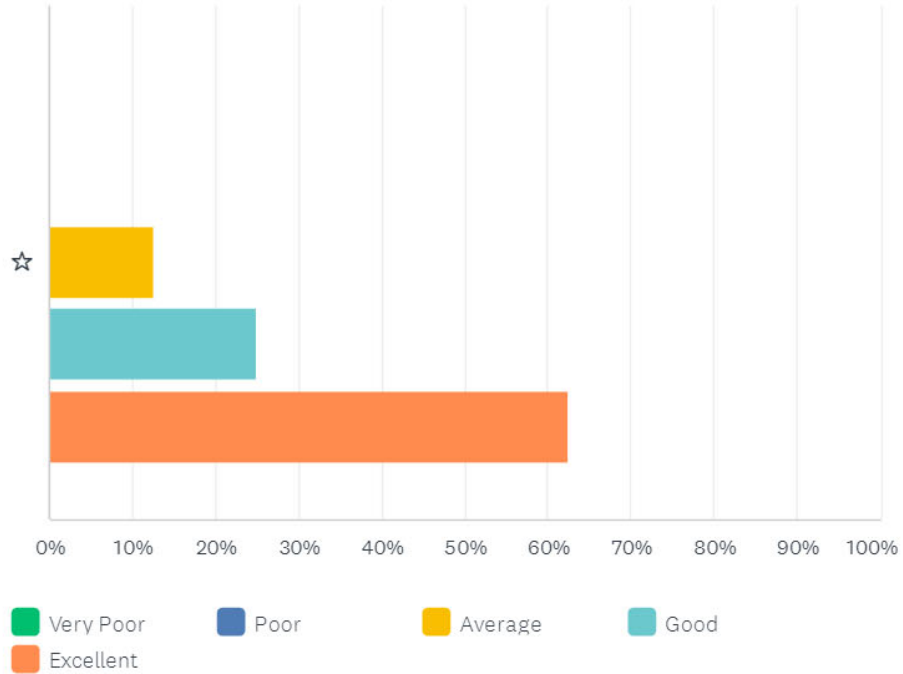


	VERY POOR	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	0.00%	0.00%	12.50%	37.50%	50.00%	8	4.38
	0	0	1	3	4		

End of Hackathon Questionnaire

Q9 How would you rate the facilitation of the events

Answered: 8 Skipped: 0



	VERY POOR	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	12.50% 1	25.00% 2	62.50% 5	8	4.50

End of Hackathon Questionnaire

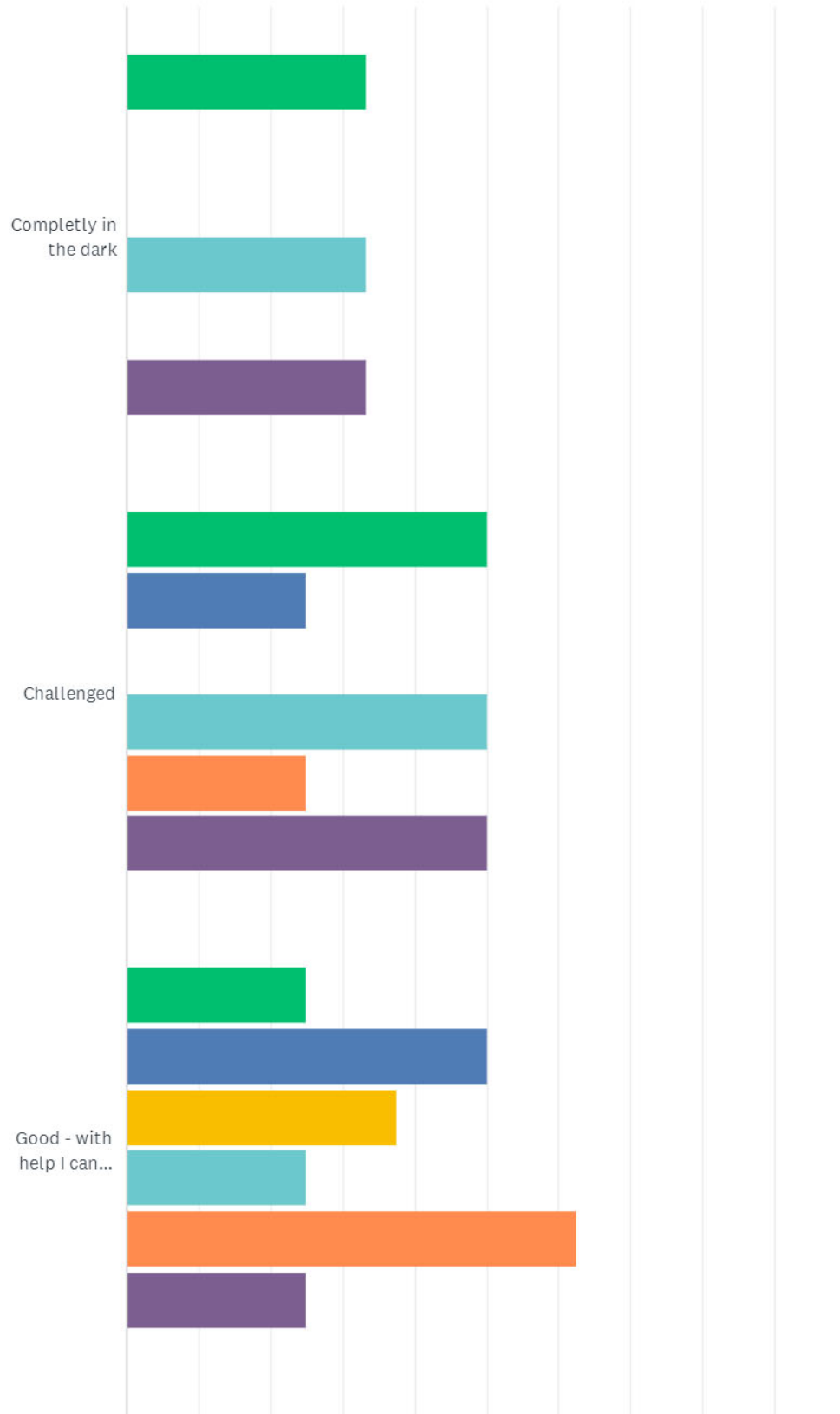
Q10 If you could offer one piece of advice to improve the facilitation what would it be?

Answered: 4 Skipped: 4

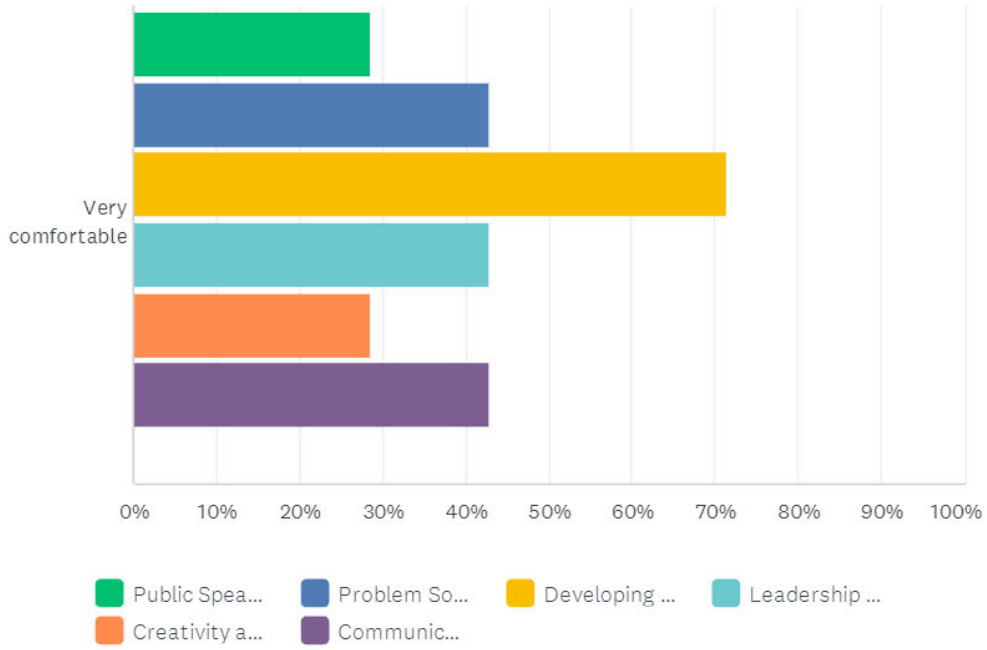
End of Hackathon Questionnaire

Q11 Rate how confident you feel in each of these areas

Answered: 8 Skipped: 0



End of Hackathon Questionnaire

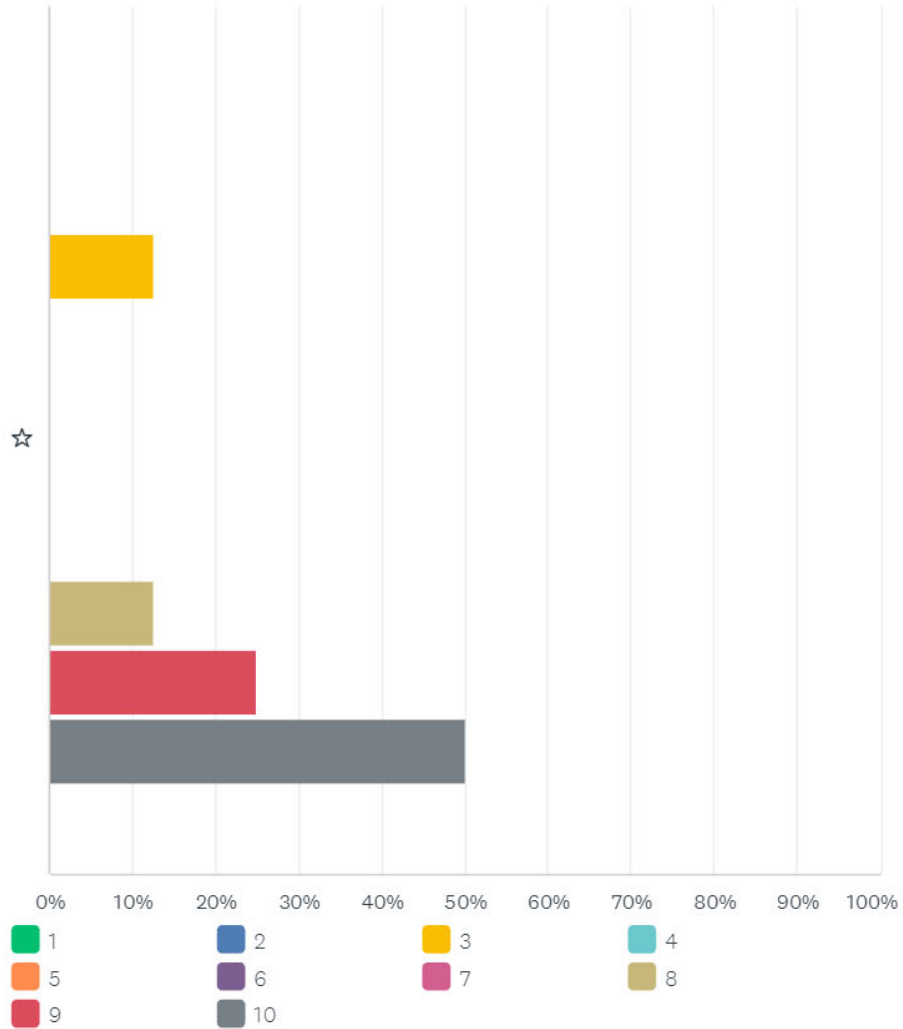


	PUBLIC SPEAKING	PROBLEM SOLVING	DEVELOPING NEW IDEAS	LEADERSHIP IN TEAMS	CREATIVITY AND DESIGN	COMMUNICATION	TOTAL RESPONDENTS
Completly in the dark	33.33% 1	0.00% 0	0.00% 0	33.33% 1	0.00% 0	33.33% 1	3
Challenged	50.00% 2	25.00% 1	0.00% 0	50.00% 2	25.00% 1	50.00% 2	4
Good - with help I can develop more	25.00% 2	50.00% 4	37.50% 3	25.00% 2	62.50% 5	25.00% 2	8
Very comfortable	28.57% 2	42.86% 3	71.43% 5	42.86% 3	28.57% 2	42.86% 3	7

End of Hackathon Questionnaire

Q12 How likely are you to recommend attending a Weave event to a friend where 1 is highly unlikely and 10 is definitely?

Answered: 8 Skipped: 0



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
☆	0.00%	0.00%	12.50%	0.00%	0.00%	0.00%	0.00%	12.50%	25.00%	50.00%	8	8.63
	0	0	1	0	0	0	0	1	2	4		

End of Hackathon Questionnaire

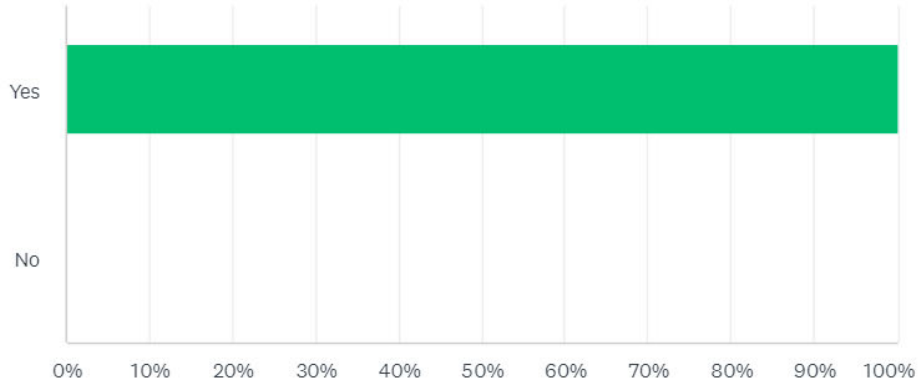
Q13 What one thing have you learned that you will apply to your business?

Answered: 8 Skipped: 0

End of Hackathon Questionnaire

Q14 Are you interested in hearing about future events run by The Weave?

Answered: 8 Skipped: 0

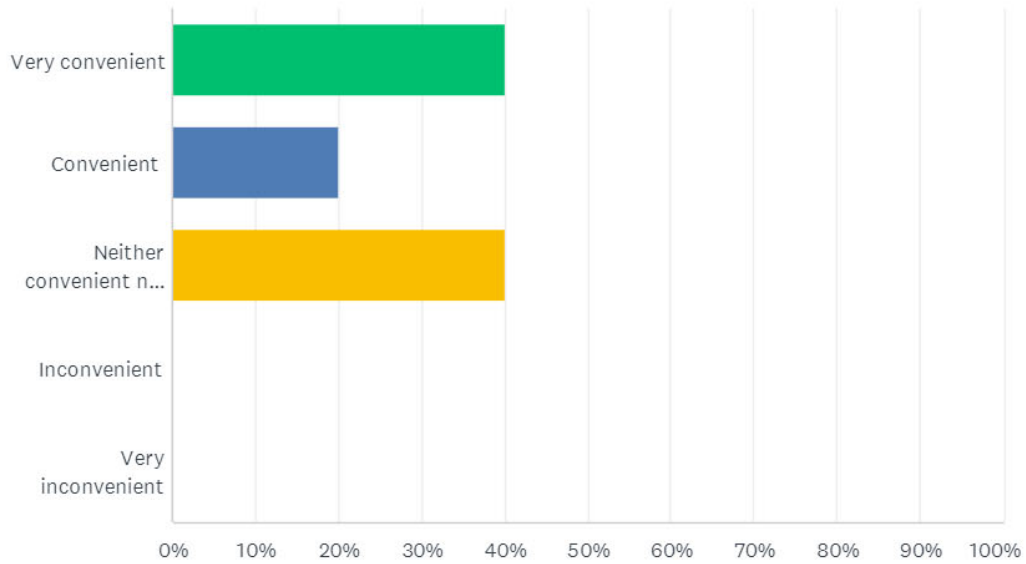


ANSWER CHOICES	RESPONSES
Yes	100.00% 8
No	0.00% 0
Total Respondents: 8	

Social Impact Hackathon Nov 2022 Pre-Event

Q1 How convenient or inconvenient are the dates and time of the event for you?

Answered: 5 Skipped: 0

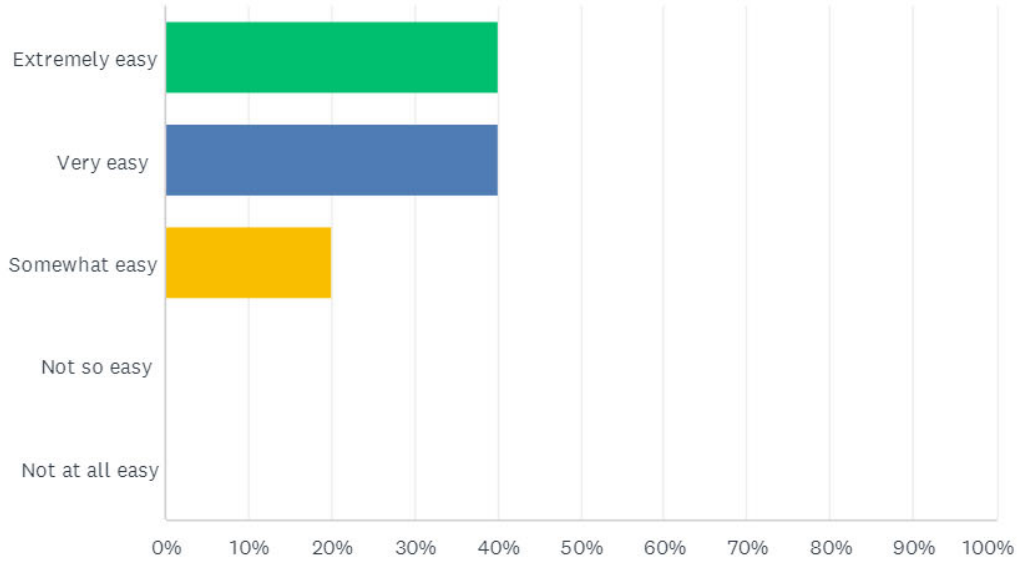


ANSWER CHOICES	RESPONSES	
Very convenient	40.00%	2
Convenient	20.00%	1
Neither convenient nor inconvenient	40.00%	2
Inconvenient	0.00%	0
Very inconvenient	0.00%	0
TOTAL		5

Social Impact Hackathon Nov 2022 Pre-Event

Q2 How easy was the booking process?

Answered: 5 Skipped: 0

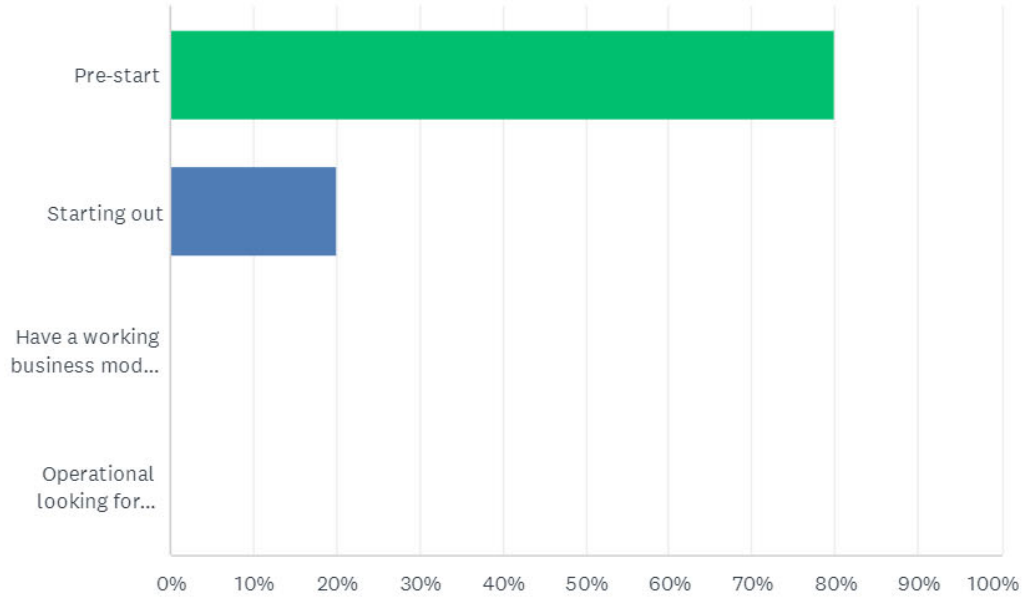


ANSWER CHOICES	RESPONSES
Extremely easy	40.00% 2
Very easy	40.00% 2
Somewhat easy	20.00% 1
Not so easy	0.00% 0
Not at all easy	0.00% 0
TOTAL	5

Social Impact Hackathon Nov 2022 Pre-Event

Q3 Select the stage you are at within the business?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Pre-start	80.00% 4
Starting out	20.00% 1
Have a working business model but need development	0.00% 0
Operational looking for growth	0.00% 0
TOTAL	5

Social Impact Hackathon Nov 2022 Pre-Event

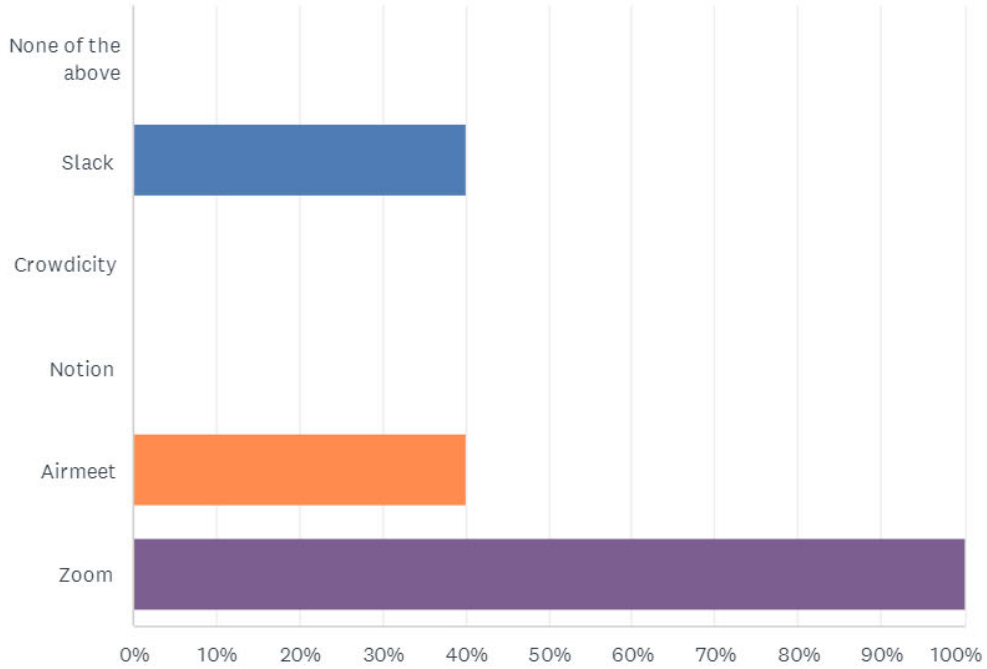
Q4 Give a brief (150 word) introduction to your business - include URL if you have a website

Answered: 2 Skipped: 3

Social Impact Hackathon Nov 2022 Pre-Event

Q5 Which of these applications have you used before?

Answered: 5 Skipped: 0

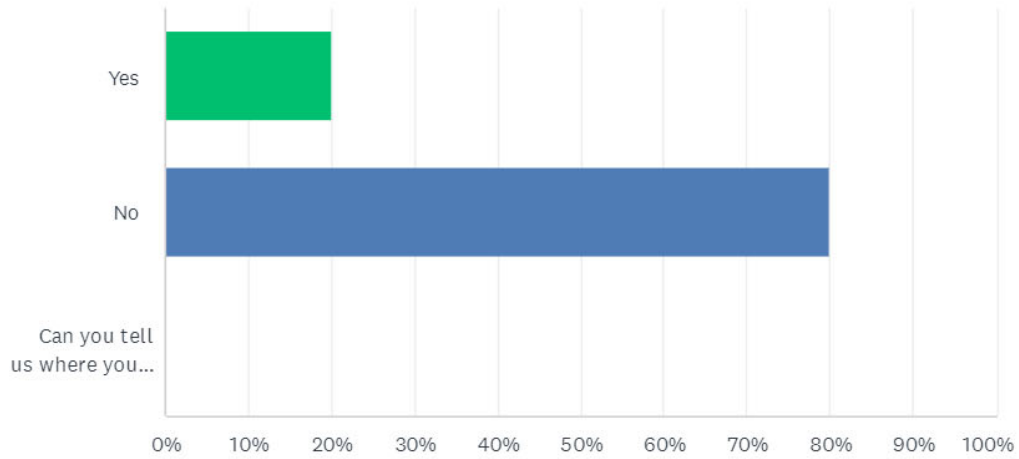


ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Slack	40.00%	2
Crowdicity	0.00%	0
Notion	0.00%	0
Airmeet	40.00%	2
Zoom	100.00%	5
Total Respondents: 5		

Social Impact Hackathon Nov 2022 Pre-Event

Q6 Had you heard of a Social Impact Hackathon before you signed up for this programme?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	20.00% 1
No	80.00% 4
Can you tell us where you first heard about iTeams?	0.00% 0
TOTAL	5

Social Impact Hackathon Nov 2022 Pre-Event

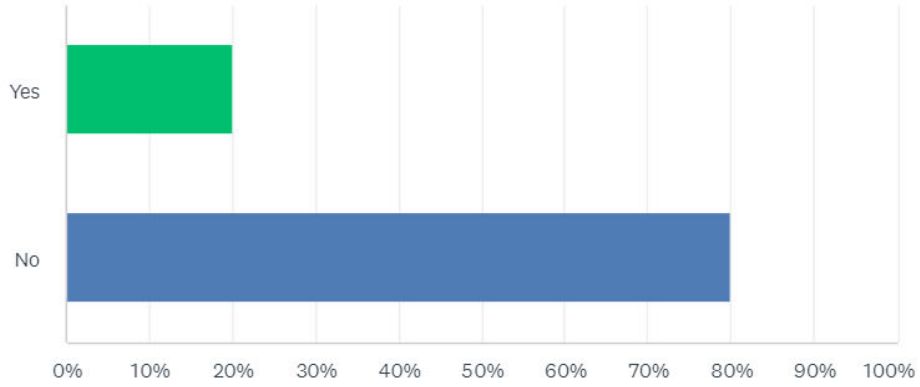
Q7 What social impact would you be proud to achieve by running your business?

Answered: 1 Skipped: 4

Social Impact Hackathon Nov 2022 Pre-Event

Q8 Have you ever taken a formal course in entrepreneurship?

Answered: 5 Skipped: 0

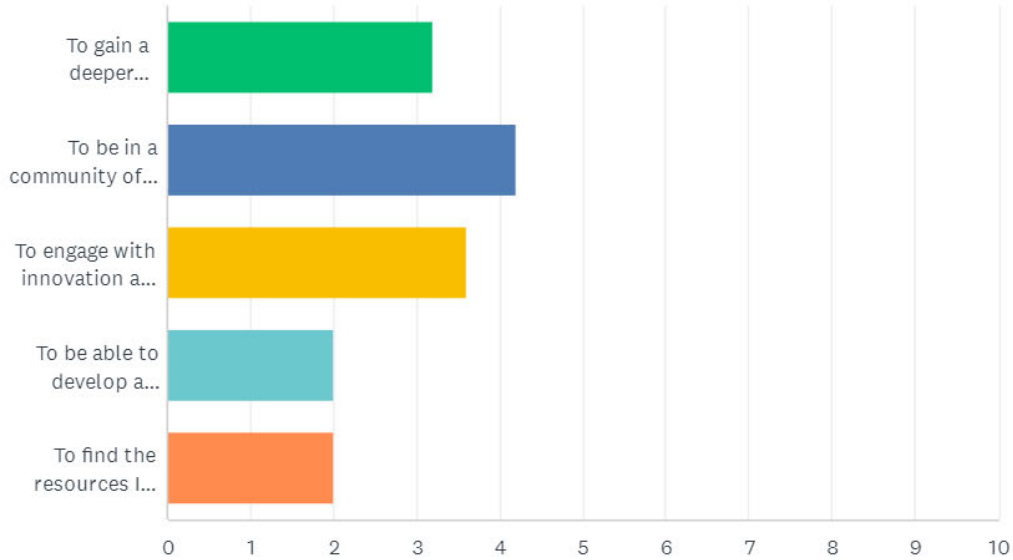


ANSWER CHOICES	RESPONSES	
Yes	20.00%	1
No	80.00%	4
TOTAL		5

Social Impact Hackathon Nov 2022 Pre-Event

Q9 Rank the following outcomes in terms of how important they are to you:

Answered: 5 Skipped: 0

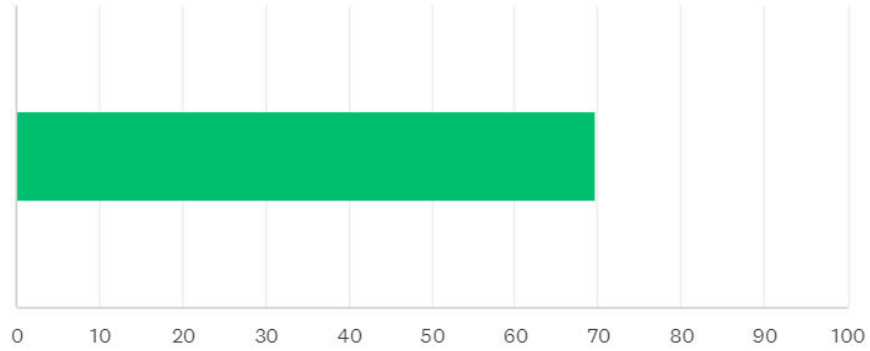


	1	2	3	4	5	TOTAL	SCORE
To gain a deeper understanding of business in general	20.00% 1	20.00% 1	20.00% 1	40.00% 2	0.00% 0	5	3.20
To be in a community of self-starters	40.00% 2	40.00% 2	20.00% 1	0.00% 0	0.00% 0	5	4.20
To engage with innovation and change	40.00% 2	20.00% 1	20.00% 1	0.00% 0	20.00% 1	5	3.60
To be able to develop a strong and passionate pitch	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5	2.00
To find the resources I need to develop my business	0.00% 0	20.00% 1	20.00% 1	0.00% 0	60.00% 3	5	2.00

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Q10 How confident are you in regard to speaking in public

Answered: 5 Skipped: 0

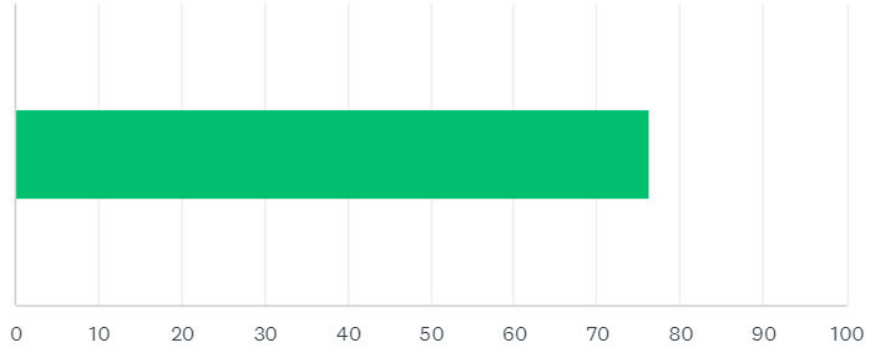


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	70	349	5
Total Respondents: 5			

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Q11 How confident are you in problem solving

Answered: 5 Skipped: 0

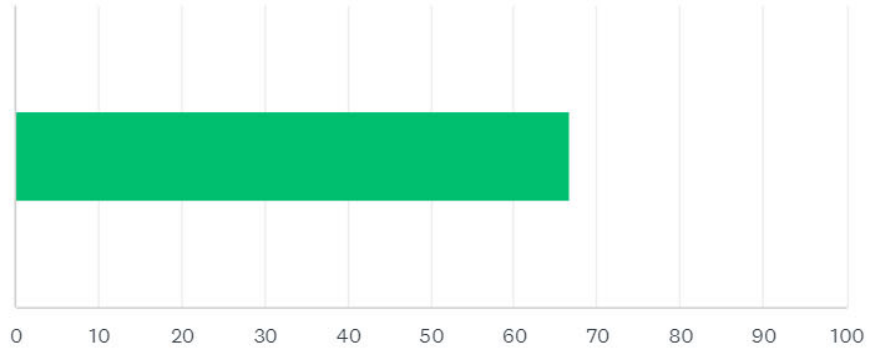


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	76	382	5
Total Respondents: 5			

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Q12 How confident are you in finding and developing new ideas

Answered: 5 Skipped: 0

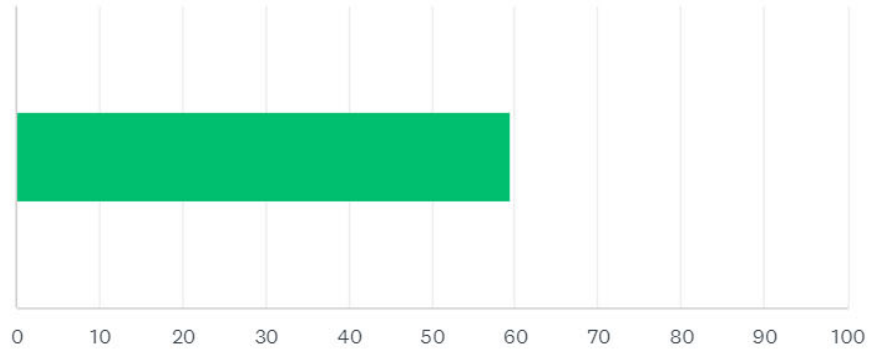


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	67	334	5
Total Respondents: 5			

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Q13 How confident are you in regard to leading people and leading your business

Answered: 5 Skipped: 0

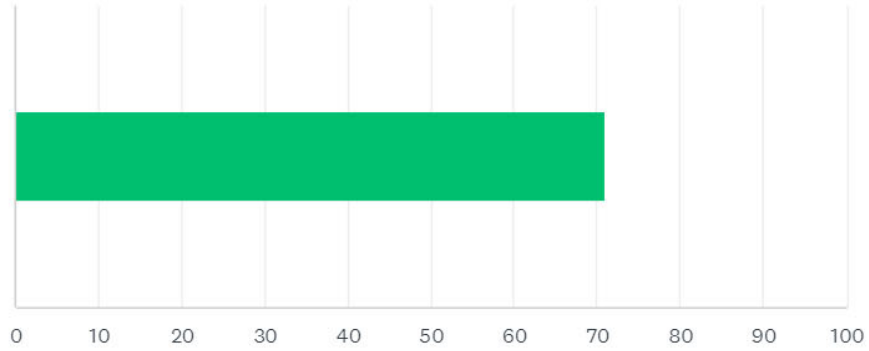


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	59	297	5
Total Respondents: 5			

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Q14 How confident are you about engaging with creativity

Answered: 5 Skipped: 0

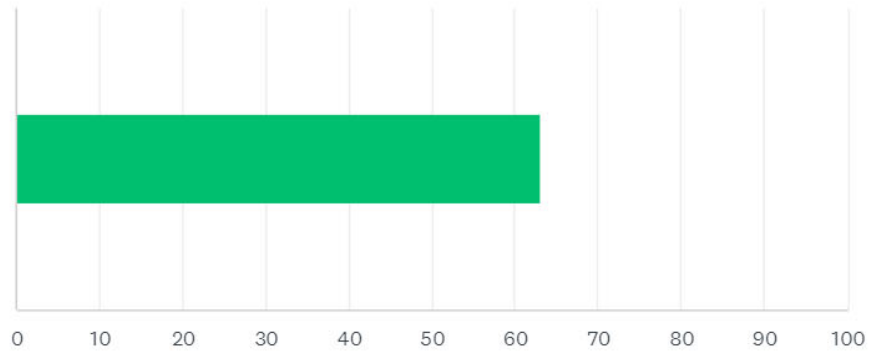


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	71	355	5
Total Respondents: 5			

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Q15 How confident are you that your business can be ecologically sustainable?

Answered: 5 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	63	316	5
Total Respondents: 5			

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Q16 Is there anything else you would like to know about the event?

Answered: 2 Skipped: 3

Email	Job Title	Organization	City	First Name	Last Name
tom@rentmy.com	CEO	RentMy	Manningtree	Tom	West
kim.moore@blossome.support	Founder	Blossome CIC	Colchester	KIM	MOORE
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£20,000 Social Impact Investment up for grabs in Essex Hackathon

The Weave, an Essex-based enterprise focused on supporting collaborations between entrepreneurs and students, will host the region's first Social Impact Hackathon next month.

The two-day immersive Hackathon event, in partnership with organisations including Essex County Council, the University of Essex, the University of Suffolk, Anglia Ruskin University and Writtle, along with the Colchester Business Enterprise Agency (Colbea), aims to bring together students and businesses to generate concepts to improve the social, mental, and physical health, welfare and wellbeing of North Essex Communities.

Concepts will be submitted ahead of a Social Impact Accelerator programme in January 2023, where teams will be invited to develop their ideas and pitch for a share of a £20,000 investment pot available, funded by ACT, formerly the charitable arm of ACE CIC.

James Cracknell, a Co-founder of The Weave, says this type of event is long overdue. "We have seen social impact climbing the business agenda for a while now, but it's now an essential element for every organisation," says James.

"Bringing the next generation of the workforce together with entrepreneurs and established businesses gives us a unique opportunity to deliver transformative thinking. We are not just looking at what we should be doing socially but how we measure that impact in a world where winning business may rely on those measurements.

"We're inviting more Essex businesses to join us as we bring together the creative minds of our regional students to collaborate with entrepreneurs and businesses in this exciting and challenging Hackathon.

The Social Impact Hackathon takes place in a series of online events from 4.30pm on Friday, 18 November 2022 to 4.30pm on Sunday, 20 November at 4.30PM.

Hashtag – NorthEssexSocialImpactHack2022

Website – <https://wearetheweave.co.uk/socialimpacthackathon>