
Tech Londoners Outreach Kit

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Contact:

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Introduction

The Mayor of London is calling on Londoners to help solve some of the city’s most pressing issues by using digital technology. To do this he has set up Tech Londoners. The new programme will bring Londoners and innovators to co-create, test and develop digital fixes for some of London's greatest challenges. By joining the programme, you can help City Hall try out different ways of working with Londoners and entrepreneurs.

This kit will help you communicate the challenge among your networks. It contains a set of templates for websites, blogs, emails and social media which you are invited to edit and share.

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Information about the programme and the challenge

One paragraph

Tech Londoners is a new programme that brings Londoners and innovators to co-create, test and develop digital fixes for some of London's greatest challenges. The first challenge is to help people living with chronic disease. If you are a London-based tech entrepreneur with a new way to tackle chronic disease or a community group or charity wanting to test new products and services, we invite you to get involved. If selected, you will be joining a co-design programme to develop your ideas further. By joining the programme, you will help City Hall try out different ways of working with Londoners and entrepreneurs.

Submissions close 11:59pm, Thursday 17 March 2016. To find out more and get involved, please see <http://www.citymart.com/tech-londoners>

Two paragraphs

Tech Londoners is a new programme that brings Londoners and innovators to co-create, test and develop digital fixes for some of London's greatest challenges. The first challenge is to help people living with chronic disease. If you are a London-based tech entrepreneur with a new way to tackle chronic disease or a community group or charity wanting to test new products and services, we invite you to get involved. If selected, you will be joining a co-design programme to develop your ideas further.

After the co-design process has concluded and the proof of concept has been developed, entrepreneurs will receive the following support package:

- Business support, resources and discounts from MassChallenge UK.
- One-to-one mentoring and tailored support from the Digital Catapult.
- Three months free use of LeanMonitor. This is an online tool that helps turn ideas into businesses. It also helps new businesses raise capital.
- A Dot London domain name of choice (dependant on availability).

Submissions close 11:59pm, Thursday 17 March 2016. To find out more and get involved, please see <http://www.citymart.com/tech-londoners>. For more information, please get in contact with Claus Mullie at cm@citymart.com.

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[Blogpost/web page](#)

TECH LONDONERS: PEOPLE SOLVING CITY CHALLENGES

The Mayor of London is calling on Londoners to help solve some of the city's most pressing issues by using digital technology. To do this he has set up Tech Londoners. The new programme will bring Londoners and innovators to co-create, test and develop digital fixes for some of London's greatest challenges.

By joining the programme, you can help City Hall try out different ways of working with Londoners and entrepreneurs.

The Challenge

The first challenge for Tech Londoners is to help people living with chronic disease. We'll invite groups of Londoners along to test new products and services so people can better manage their care. We'll also help technology entrepreneurs to develop their ideas.

We've been told by health and social care providers that people who live with several chronic conditions need new approaches to their care. As London's population ages, more and more people face losing their independence due to multiple chronic diseases. By this we mean issues to do with nutrition, from diabetes and obesity to heart disease. We also mean mental health issues from depression and dementia to generalised anxiety disorder.

Digital tools can help. For example, they can make it easier for people to access information and support networks. However, if the tools developed don't meet the needs of real Londoners, people won't use them.

You can help us make something better. For one month, we're bringing local community and interest groups together with entrepreneurs to design the future of 'smart' care in London.

Who can apply?

Entrepreneurs

London-based technology entrepreneur with a new way to tackle chronic disease. You'll co-design with Londoners for a month and build your proof of concept. After, you'll get a wide range of support to take your innovation to market.

Community groups

If you're a London-based community group or charity and want to test new products and services to help solve London's care challenges, get in touch. Your group should have an interest/involvement with people that live with multiple chronic diseases. After the month is over, you can stay involved as your ideas are developed.

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TRANSFORMING
THE WAY CITIES
SOLVE PROBLEMS

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More about the Programme

Tech Londoners is designed to place Londoners' needs at the heart of future services in London. It brings together Londoners and tech innovators to co-create, test and develop innovative solutions to some of London's greatest challenges.

Your involvement will help City Hall test different ways of working with Londoners and entrepreneurs to ensure that through collaboration and co-design the solutions better meet the needs of Londoners.

The Programme Partners

The Mayor of London, working with Citymart, has launched Tech Londoners, a Programme bringing Londoners and innovators together to help solve some of the city's most pressing issues by using digital technology.

Citymart

Citymart transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. With Citymart, cities spend less public resources to greater societal effect achieving transformative results, creating more local jobs and building a sustainable innovation capacity. To date, more than 50 cities have worked with Citymart – such as London, Paris, Barcelona, San Francisco, Fukuoka and Mexico City.

After the co-design process has concluded and the proof of concept has been developed, entrepreneurs will receive the following support package from the programme partners:

- Hot desking space at MassChallenge UK for two months, as well as discounted applications to MassChallenge UK's Accelerator programme (Applications open 19 May).
- One-to-one mentoring and tailored support from the Digital Catapult.
- Three months free use of LeanMonitor. This is an online tool that helps turn ideas into businesses. It also helps new businesses raise capital.
- A Dot London domain name of choice (dependant on availability)

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Social Media

Twitter accounts and hashtags

The conversation about this challenge will be taking place around the following accounts and hashtags:

@CitymartTeam

#TechLondoners

Template tweets

Mayor of London calling on Londoners to help solve city's pressing issues by using digital #tech #TechLondoners <http://www.citymart.com/tech-londoners>

#TechLondoners bringing Londoners and innovators to co-create, test & develop digital fixes for London's challenges <http://www.citymart.com/tech-londoners>

#TechLondoners bringing local community with #entrepreneurs to design the future of smart care in London <http://www.citymart.com/tech-londoners>

Are you a London-based #tech entrepreneur with a new way to tackle chronic disease? take part in #TechLondoners <http://www.citymart.com/tech-londoners>

Calling on community groups in London to test new products and services to help solve London's #care challenges <http://www.citymart.com/tech-londoners>

#Entrepreneurs in London: have a solution to chronic disease? Take part in #TechLondoners by 17 March 2016 <http://www.citymart.com/tech-londoners>

London-based #Entrepreneurs: work with a community group & develop your solution to #care challenges #TechLondoners <http://www.citymart.com/tech-londoners>

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Email templates

We encourage you to share this valuable opportunity with your contacts who might be interested in participating or could help spread the word through their networks.

Citymart analyst Claus Mullie is leading the outreach campaign and would be more than happy to walk your contacts through the opportunity and/or provide application support. Please feel free to introduce or cc Claus (cm@citymart.com) in your conversation.

Email to help raise awareness through networks

Hi (first name),

Could this project be of interest to your network?

The Mayor of London, working with Citymart, has launched Tech Londoners, a Programme bringing Londoners and innovators together to help solve some of the city's most pressing issues by using digital technology.

The first challenge is to help people living with chronic disease. If you know a London-based tech entrepreneur with a new way to tackle chronic disease or a community group or charity wanting to test new products and services, please spread the word. Selected participants will join a co-design programme to develop their ideas further.

Interested people can get involved via <http://www.citymart.com/tech-londoners> before Thursday 17 March 2016.

Regards,

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Email to invite entrepreneur

Hi (first name),

This opportunity might be of interest to you.

The Mayor of London, working with Citymart, has launched Tech Londoners, a Programme bringing Londoners to co-create, test and develop digital fixes for some of London's greatest challenges.

As a tech entrepreneur working on solutions to tackle chronic disease, you can take part in the programme and help design the future of smart care in London. If selected, you will be joining a co-design programme to develop your ideas further and receive the following support package from program partners:

- Hot desking space at MassChallenge UK for two months, as well as discounted applications to MassChallenge UK's Accelerator programme (Applications open 19 May).
- One-to-one mentoring and tailored support from the Digital Catapult.
- Three months free use of LeanMonitor. This is an online tool that helps turn ideas into businesses. It also helps new businesses raise capital.
- A Dot London domain name of choice (dependant on availability)

You can get involved via <http://www.citymart.com/tech-londoners> before Thursday 17 March 2016.

Regards,

Email to invite community groups

Hi (first name),

This opportunity might be of interest to you.

The Mayor of London, working with Citymart, has launched Tech Londoners, a Programme bringing Londoners to co-create, test and develop digital fixes for some of London's greatest challenges. The first challenge is to help people living with chronic disease.

If your group is interested in testing new products and services to help solve London's care challenges, we invite you to get involved via <http://www.citymart.com/tech-londoners> before Thursday 17 March 2016.

If selected you will be part of a co-design programme throughout April. After that, you can stay involved as your ideas are developed.

Regards,

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