

# More Than Advisors

Guidance

# A message from the CEO

This is the most significant document in our young charity's history. It needs to compel you to lend us your talent, relationships and passion to empower the next generation with the technical and life skills they need to thrive.

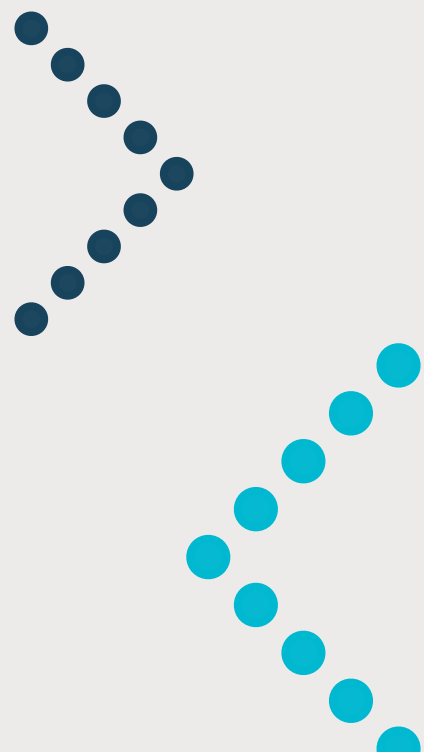
Today, in the UK on average, there are 10 unfilled STEM roles per business, only 24% of the STEM workforce are women, one in three young people are not confident with their next steps in education – an inclusion and skills gap which has only widened since COVID-19. Each year, we send more young people into the workforce who are ill-equipped and disenfranchised. At FIRST UK, we use robots, mentors from industry and competitions to build STEM capital, empower young people and break down barriers.

You'll be joining at an inflection point for the organisation – moving us from STEM enrichment for the masses, towards precision-targeted impact for the underrepresented. The charity was 18-months old when a global pandemic halted us in our tracks. Now in year two of a bounceback [strategy](#), this year we will serve around 2,000 underrepresented young people likely to benefit most from our core intervention [FIRST Tech Challenge UK](#). With you on-board we'd like to double our impact and be in the 10% of all UK secondary schools by 2025. We have a well defined, scalable operating model and a passionate team who make ideas happen.

We're backed by some of the world's leading technology businesses including Arm, XTX Markets, Raytheon Technologies, Bloomberg to name a few. We have built a sustainable pipeline which will see us diversify and grow our income to more than £1m by 2025 whilst leveraging the relationships to help us achieve more, better and sooner.

We're not afraid to challenge, disrupt, learn and pivot. We believe a charity should want to go out of business. We have a tractable problem to address and we need your help to attack it. Now, let's Build More Than Robots.

[Ed Cervantes-Watson](#), CEO





# What drives us

## Who we are

We're *FIRST* UK, a charity established in 2018, using robots, industry mentors, accredited content and epic competitions to make Science, Technology, Engineering and Maths (STEM) more diverse and inclusive.

## What we do in a sentence

We equip young people aged 12-18 with the technical knowledge and interpersonal skills to succeed by connecting them with industry mentors to work in business teams, designing and building robots to compete in tournaments.

## Our mission

To make STEM less intimidating, more diverse and inclusive, empowering young people to make informed choices about their future.

## Our vision

A world where young people are empowered to explore, challenge and grow into innovators, who will take on tomorrow's challenges.



# Scaling into unchartered territory

2023 represented the biggest annual growth since the charity's inception, with nearly 100 new organisations seeking to participate. We've expanded our regional hub network centred around Champion Organisations filled with folks eager to develop and deliver *FIRST* Tech Challenge in their communities.

Our industry partners and funders understand the problem we're attacking and want to invest in shifting the dial. We have a growing army of mentors and event volunteers who share the mantra 'I wish I had this when I was at school'.

We've honed our core programme and gateway products to provide a suite of delivery methods and progression pathways. We're revisiting our Theory of Change alongside implementing an evaluation strategy to follow young people over time, track destinations and better articulate our economic and social impact. We're mission-focused and data driven.

We've rebuilt our HQ team and are bringing fresh talent and diverse perspectives into the organisation – which is where you come in.

The interventions we offer, the operating model which delivers them, and the impact we can create are relatively assured. Scaling and targeting our provision sustainably is our most acute challenge and we need your help to overcome it.



Our growth this season 2023-24 compared to the year before:

**2x**

**growth in schools and youth groups participation**

**10**

**regional hubs established to deliver to local communities**

**1500+**

**industry volunteer hours invested**

**2x**

**HQ team headcount and further recruits planned**

# More than a strategy

As an Advisor, you'll help review, refine and enact our strategy. You will be the eyes and ears of the charity, helping us to level up our intelligence radar, mature and make sound decisions. Together, we will scale what works, ditch what doesn't and implement approaches that better target and maximise our impact.

## Our strategic goals

**Empower young people who are less engaged in STEM through accessible, quality provision.**



We're instilling confidence in facilitators and young people with accredited educational resources and CPD training that remains relevant to the evolving STEM industry.

**Implement best-practice delivery that is well-targeted and sustainable.**



We're embedding our provision within schools and youth organisations with flexible, progression programmes that sustains long-term engagement.

**Build a proactive and collaborative network to help achieve our mission.**



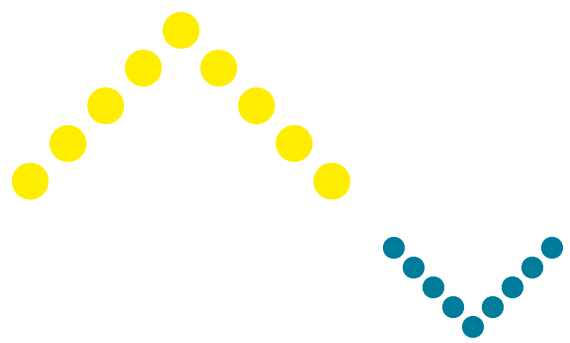
We're building a hub network of collaborators and delivery partners with specialist knowledge to expand our support and fuel sustainable growth.

**Establish a transparent evaluation strategy to target, learn from, report on and respond to outcomes.**



We're establishing a targeted approach to engage and support underserved young people, while learning using evidence-based insight to maximise our impact.

# Our values



Our team and trustees embody these values to drive our mission

## Learn, adapt, repeat

We continually learn from our experiences and others, to develop interventions which meet the needs of the young people we serve.

## Collaborate with pioneers

We work with innovative organisations in STEM who want to empower a generation to realise their potential.

## Drive change, don't wait for it

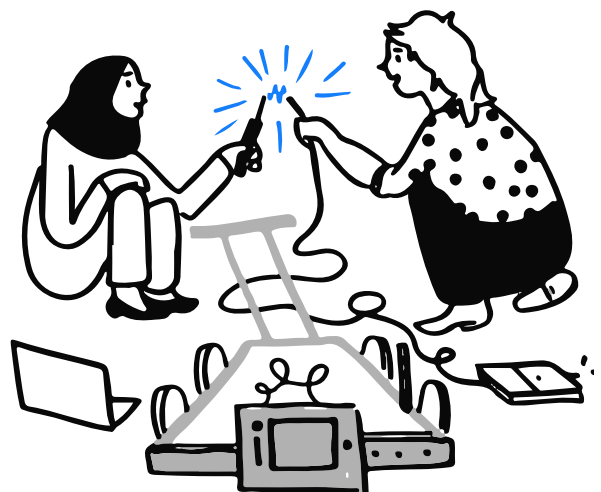
We step up and challenge what isn't working, using our knowledge and network to achieve success.

## Deliver efficiently

We operate in an agile and effective way, trusting in those we work with, to achieve impact at pace.

## Focus on outcomes

We follow an evidence-based pathway to impact, that demonstrates transformative outcomes.



# What makes you more than an advisor?

## You're a changemaker not a report reviewer.

You're a changemaker not an armchair enthusiast. You want to inject us with knowledge, challenge us to be better and drive real impact. You resonate with being:

- **Passionate** – about education, technology and the future of young people
- **Informed** – using knowledge to inform sound decisions which amplify impact
- **Constructive** – presenting solutions not problems
- **Networked** – always seeking to connect dots and make introductions
- **Aware** – understanding our audiences, beneficiaries and wider ecosystem
- **Visionary** – you drive change, you don't wait for it
- **Advocate** – you open doors, raise profiles and drive influence
- **Committed** – you genuinely want to help us realise our mission



# What will I actually do?

**You will attack tractable problems by informing how we devise practical and collaborative solutions.**

- **Provide strategic input** and challenge to trustees, the CEO and wider org
- **Increase our reach** especially into schools, youth groups and other settings
- **Help us influence** and pursue agenda change
- **Inform how we scale** while preserving the quality of our provision
- **Ensure we're evidencing** and continually maximising our impact
- **Make introductions** and foster connections which help us achieve more, better and sooner

Ultimately, you will help us build More Than Robots.





# Ok, I'm in! Now what?

## Time equals impact

Advisors will meet quarterly for 2-3 hours with sessions alternating between virtual and in-person focused on an event/impact experience. 2024 dates will be ratified with new advisors in January and are tentatively scheduled as:

- **Thu 25 Jan** – on-boarding at Arm, Cambridge
- **Tue 26 Mar** – virtual
- **Tue 25 Jun** – in person
- **Tue 24 Sep** – virtual
- **Tue 03 Dec** – in person

## Next steps

We're looking to appoint up to six Advisors to be on-boarded at our Game Changer volunteering conference held at Arm in Cambridge on Thursday 25 January.

The CEO is available as required for [get-to-know](#) conversations with interested advisors keen to learn more about the organisation and interview us. Following this conversation, where the feeling is mutual, candidates will be invited to the Game Changer conference in January – an opportunity to meet trustees, volunteers, alumni and young people impacted by our programme.

This advisory role is unremunerated – reasonable expenses will be paid for attendance at meetings.

Read our [Safeguarding Policy](#).

Helping us build  
More Than Robots

**arm**

 **Raytheon**  
Technologies

**[XTX]**  
MARKETS

**Bloomberg**

 **Collins Aerospace**

**Qualcomm**

**V E D D I S**

 **twilio**

 **GENE HAAS**  
FOUNDATION

**Thanks for considering becoming more than an advisor.**