The evolution of mobile has been one of the most important technological developments of the 21st century. For anyone getting to grips with it, its breadth, rate of growth and pace of change can seem daunting. The Mobile Academy, an exciting new collaboration between UCL and Mobile Monday London, is here to help people get – and stay – up to speed with the mobile world. A new style of programme that combines rigorous expert teaching with high levels of community participation, The Mobile Academy addresses the ever-changing subject of what it means to be ‘mobile’.

**A cutting-edge collaboration**

A catalyst for mobile business and innovation since 2005, Mobile Monday London is a community for people involved in building and deploying mobile products and services, with over 14,000 members. Its partner is UCL Advances, UCL’s centre for entrepreneurship and business interaction. UCL Advances strives to lead the UK’s universities in the support it gives to students, graduates, entrepreneurs and those developing new products in existing businesses, by equipping them with the skills they need to start their own businesses, bring new products to market and grow a professional understanding of complex business ecosystems.

“The Mobile Academy/UCL collaboration enables the university to work with external bodies to provide dynamic content in a fast-changing industry and to act as a facilitator for the learning and development that comes within the mobile ecosystem,” says co-founder Alistair Moore of UCL Advances.

**Staying ahead of the mobile curve**

A ten-week evening programme, The Mobile Academy is aimed at people who are developing products and services for mobile. It provides a grounding in the basics of mobile business, design and technology, based on the principles of ‘craftsmanship’, ‘diversity’, ‘co-curation’ and being ‘user-centred’. Participants work with experts and other attendees from all different disciplines and backgrounds, which also encourages extensive peer-to-peer learning.

Combining a traditional approach with self-defined learning pathways, it hits the spot for participants from a wide range of backgrounds, from corporates to start-ups to those who are just getting started in mobile.

**An in-depth overview that gets results**

So far, 180 participants have been through The Mobile Academy’s doors. Feedback has been overwhelmingly positive. “I was fortunate to meet many tutors, technical experts and highly engaged course mates who helped me become immersed in the world of mobile development,” says James Metcalfe of BBC Weather. Jo Rabin, founder of Mobile Monday London, adds: “Our cohorts from The Mobile Academy have gone onto their own success stories and become experts in their own right.”

The Mobile Academy has also catalysed ongoing collaborative projects with companies such as Atos and the BBC. A wellspring of new products, funding, new founding teams and exciting employment opportunities. The partnership between UCL and Mobile Monday London is already proving to be a huge success.
About UCL
UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. It’s primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

About Business Support
UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem solving through student consultancy, student internships, training, mentoring and others.

• We help London-based businesses grow and develop by analysing business needs and connecting them to relevant interventions such as industry mentors;
• Through pairing teams of students with businesses we deliver short-term consultancy projects addressing specific organisation needs;
• We broker relationships and fund exchanges between new and aspiring entrepreneurs with experienced entrepreneurs in another member state of the European Union;
• Individual angel investors connected to UCL provide seed investment to SMEs engaged with UCL Advances programmes;
• We offer fully funded SME Internships where UCL students spend eight to twelve weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organisation whilst learning about enterprise; and
• We offer a variety of training courses and workshops to help you learn about, start or grow your business – Boost your business learning with challenging courses at UCL!

www.ucl.ac.uk/advances/business/support