



Bethnal Green Ventures

<http://bethnalgreenventures.com>

Social Innovation Camp, Ltd., is a launchpad and accelerator programme for internet-based social ventures in the UK and globally.

Bethnal Green Ventures is the London face of Social Innovation Camp's accelerator programme. It comprises a series of events held over ten weeks where ideas for internet-based social ventures at first, proof-of-concept level are taken through first user exploration, first revenue ideas and in some cases first investment.

The brief for Good for Nothing

Creating a fresh identity for the brand

The team are using this 'logo' and holding site for Bethnal Green Ventures:
<http://bethnalgreenventures.com/>

They are looking for a slicker, more professional look-and-feel for the logo and site as a whole.

They are happy with the name. They currently have 11 Social Innovation Camps in other parts of the world and their ultimate aim is to run the Venture accelerator programme in other parts of the world; Cape Town Ventures, Osaka Ventures.... Etc.

Keep in mind:

It would be good to create more of family link between the Ventures brand and the core Social Innovation Camp brand www.sicamp.org