LBS × Agentics Foundation

Executive Brief

One-Page Summary for Decision Makers

The Opportunity

Transform LBS's world-class research into AI-powered tools and startups

London Business School is uniquely positioned to lead Europe's agentic AI revolution. With 30%+ of faculty researching AI-organization intersections, newly launched Data Science & AI Initiative, and #7 global MBA ranking, LBS can differentiate itself by making cutting-edge research accessible, actionable, and entrepreneurial.

What is Agentics?

Agentic AI = Autonomous AI systems that can plan, execute, and adapt to achieve goals

- Goes beyond chatbots to AI that can **DO things** (not just answer questions)

- Example: An AI agent that analyzes your competitors, researches market trends, drafts strategy documents, and presents recommendations—all autonomously

- The next frontier after generative AI (ChatGPT, etc.)

The Proposal

Host the London chapter of the Agentics Foundation at LBS

What We'll Build Together

✅ **20+ open-source AI tools** based on LBS research (platforms, strategy, marketing, finance, HR)
✅ **Student innovation lab** for hands-on agentic AI development
✅ **Startup accelerator** to commercialize best projects
✅ **Alumni upskilling program** in agentic AI
✅ **Corporate partnership ecosystem** for funding and collaboration

Resources Required

- **Space:** Existing lab/studio (repurpose current facilities)

- **Budget:** £25K/year (can be sponsored)

- **Staff:** 0.5 FTE coordinator + faculty advisors (existing)

- **Timeline:** Launch Jan 2026, first projects by March 2026

Why LBS Wins

1. World-Leading Research in Key Areas

Platforms & Ecosystems (Michael Jacobides, Thinkers50)

→ Build AI agents that help companies design platform strategies

Future of Work (Lynda Gratton, Thinkers50 Hall of Fame)

→ Build AI that optimizes hybrid work policies and career planning

Entrepreneurship & Private Capital (IEPC)

→ Build AI for venture due diligence and ESG analysis

Marketing & Consumer Psychology (Simona Botti, Rajesh Chandy)

→ Build AI that optimizes product assortments and customer journeys

Finance & Fintech

→ Build AI that detects behavioral biases in investing

2. Strategic Location: London

- Europe's top financial and innovation hub
- Access to Google DeepMind, Stability AI, thousands of startups
- Gateway to 150+ countries via LBS alumni network

3. Entrepreneurial Infrastructure

- IEPC venture creation ecosystem
- Accelerator for alumni entrepreneurs
- Corporate partners: Google, Accenture, BlackRock, Deloitte

4. Global, Diverse Community

- Students from 140+ nationalities
- Alumni in 150+ countries
- Research collaborations across continents

Sample Applications (From LBS Research)

Research Area	Agentic Application	Commercial Potential
Platform Ecosystems (Jacobides)	**Ecosystem Health Monitor** - AI that analyzes platform dynamics and recommends governance strategies	SaaS for platform companies, consultants
Hybrid Work (Gratton)	**Work Policy Designer** - AI that designs optimal remote/office mix based on team needs	HR tech, massive post-pandemic demand

Research Area	Agentic Application	Commercial Potential
Private Equity (IEPC)	**Deal Sourcing Agent** - AI that identifies promising startups before competitors	VC intelligence platform
Consumer Behavior (Botti)	**Choice Optimizer** - AI that recommends optimal product assortments to reduce decision fatigue	E-commerce CRO tool
Behavioral Finance	**Bias Detector** - Robo-advisor that helps investors recognize and counteract psychological biases	Next-gen wealth management

Each application = Open-source tool + Student learning + Potential startup

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Expected Outcomes (3 Years)

For Students

- 500+ trained in agentic AI

- Portfolio projects for job applications

- Startup opportunities

- Enhanced employability

For Faculty

- Research impact multiplied

- New publication opportunities

- Industry partnerships

- Student research collaborators

For Alumni

- Upskilling in cutting-edge AI

- Access to talent pipeline

- Investment deal flow

- Mentorship opportunities

For LBS

- **Differentiation** in crowded MBA market

- **Reputation** as AI innovation leader

- **Partnerships** with tech companies

- **Revenue** from startups and consulting

Competitive Positioning

What Sets LBS Apart

✅ **Business-first AI** (not just computer science)

✅ **Ecosystem research leadership** (Jacobides)

✅ **Cross-disciplinary integration** (strategy + marketing + finance + OB)

✅ **London location** (Europe's deepest AI talent pool)

✅ **Executive education bridge** (direct channel to corporations)

Peer Comparison

School	AI Initiative	Agentic Focus	London Location
LBS	✅ New Data Science & AI Initiative	⭐ With Agentics	✅
MIT Sloan	✅ Established	❌	❌
Stanford GSB	✅ Established	❌	❌
INSEAD	✅ Growing	❌	❌

LBS can be FIRST major business school with dedicated agentic AI program

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Risk Mitigation

Concern	Response
"No CS department"	**Strength, not weakness.** Partner with Imperial/UCL for tech, LBS provides business acumen
"Distraction from academics"	**Research acceleration.** Faculty gain real-world test beds for their theories
"Student time"	**Integrate into coursework.** Capstones, electives, independent studies
"Quality control"	**Open-source = community improvement.** Plus ethical review process

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Implementation Timeline

Q4 2025 → Secure approval, funding, faculty champion

Q1 2026 → Recruit student team, announce chapter

Q2 2026 → Launch first 5 projects

Q3 2026 → Inaugural hackathon and demo day

Q4 2026 → Assess results, plan expansion

Call to Action

Three Decisions for LBS Leadership

1. **Approve** the Agentics Foundation chapter concept

2. **Designate** faculty champion (likely from Data Science & AI Initiative or IEPC)

3. **Allocate** £25K seed funding (or identify corporate sponsor)

Next Meeting

Present detailed proposal to:

- Dean / Provost

- Data Science & AI Initiative Director

- IEPC Director

- Faculty Advisory Committee

Outcome: Go/No-Go decision by December 2025

Why Now?

The AI Landscape is Moving Fast

- **2023:** ChatGPT era (generative AI)

- **2024-2025:** Agentic AI emerges (autonomous systems)

- **2026+:** First-mover advantages solidify

LBS can lead or follow. First movers capture mindshare, talent, and funding.

Student & Corporate Demand is High

- 92% of UK students use AI, 88% want more training (2025 survey)

- Every major corporation seeking AI talent and transformation partners

- Venture capital flooding into AI startups (especially in London)

LBS Research is Ready

- 30%+ faculty already researching AI topics

- Data Science & AI Initiative provides institutional framework

- IEPC provides venture creation infrastructure

- "Forever Forward" campaign creates funding momentum

The Bottom Line

Investment: £25K/year + space + faculty time

Return: Differentiation, reputation, startups, partnerships, impact

Risk: Low (leverage existing assets)

Timeline: Launch in 3 months

Strategic Fit: Perfect alignment with LBS mission and "Forever Forward" goals

The Agentics Foundation chapter is not an add-on to LBS strategy—it's an accelerant.

It takes LBS's greatest asset (world-class research) and multiplies its impact through the most important technology of our generation (AI). The question is not whether to do this, but how quickly we can start.

Contact for Next Steps:

Agentics Foundation

Website: agentics.org

Email: contact@agentics.org

Ready to position LBS as Europe's agentic AI capital?