

London Business School & Agentics Foundation

Leveraging World-Class Research to Drive the AI-Powered Startup Revolution

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Executive Summary

London Business School stands at the nexus of business excellence and technological innovation, with over 30% of its faculty conducting cutting-edge research at the intersection of AI and organizations. The newly launched **Data Science & AI Initiative** positions LBS as a European leader in understanding how AI transforms business, strategy, and society.

This proposal outlines a strategic partnership between London Business School and the Agentics Foundation to:

- 1. Transform research into accessible AI applications** that students, alumni, and the global community can learn from, use, and build upon
- 2. Establish LBS as the premier hub** for agentic AI innovation in Europe
- 3. Create a startup accelerator ecosystem** that turns academic insights into venture-backed companies
- 4. Differentiate LBS** in an increasingly competitive landscape for top talent and corporate partnerships

London Business School's Unique Research Strengths

1. Data Science & AI Initiative

Launched in 2025, this interdisciplinary initiative brings together faculty from all core business disciplines to study AI's impact. With 30%+ faculty already researching AI-organization intersections, LBS possesses a "substantial knowledge base" to move rapidly from analysis to actionable intelligence.

2. Institute of Entrepreneurship & Private Capital (IEPC)

Merged from the Institute of Innovation and Entrepreneurship and Centre for Private Equity, the IEPC aims to become an "unparalleled centre" for venture creation, financing, and private markets investing.

3. Platforms and Ecosystems Research

Led by **Professor Michael Jacobides** (Thinkers50 Top 50, Sir Donald Gordon Chair), LBS is the global leader in understanding digital ecosystems, platform strategy, and industry transformation. His article "Towards a Theory of Ecosystems" is the most-read in Strategic Management Journal history.

4. Future of Work Research

Professor Lynda Gratton (Thinkers50 Hall of Fame, WEF Council co-chair) has pioneered research on organizational behavior, hybrid work, and the 100-year life, advising governments and Fortune 500 companies worldwide.

5. Wheeler Institute for Business and Development

Focused on solving global challenges through business innovation, the Wheeler Institute creates impact through academic networks and communities of practice.

6. Marketing and Consumer Behavior

Faculty like **Professor Simona Botti** explore consumer psychology, choice paradoxes, and digital marketing in the AI era.

7. Finance and Fintech

Home to the AQR Asset Management Institute and leading fintech research, LBS faculty study behavioral finance, robo-advisors, and the future of financial services.

8. Operations and Management Science

Advanced quantitative research on digital platforms, supply chains, healthcare systems, and decision-making under uncertainty.

The Opportunity: 20 Agentic AI Applications from LBS Research

Each research area below represents a potential **open-source agentic AI tool, student project, or startup opportunity** that could emerge from an Agentics Foundation chapter at LBS:

PLATFORMS & ECOSYSTEMS (Jacobides Research)

1. Ecosystem Orchestration Agent

Research Base: Michael Jacobides' frameworks on platform governance, complementor management, and ecosystem power
Agentic Application: An AI agent that helps platform companies analyze their ecosystem health, identify gaps in complementor offerings, predict competitive threats, and recommend governance strategies
Startup Potential: Platform-as-a-Service for ecosystem management consulting
Student Value: Real-world experience building multi-agent systems that simulate ecosystem dynamics

2. Industry Boundary Analyzer

Research Base: Jacobides' work on sector convergence, digital collisions, and "how industries digitize and collide"
Agentic Application: AI tool that monitors industry convergence patterns, identifies opportunities for cross-sector innovation, and alerts companies to competitive threats from adjacent industries
Startup Potential: Strategic intelligence platform for corporate development teams
Impact: Makes LBS's leading ecosystem research accessible to startups and SMEs

3. Business Model Architecture Agent

Research Base: Research on value chain restructuring and modular production
Agentic Application: Conversational AI that helps entrepreneurs design business models, determine what to vertically integrate vs. outsource, and identify platform opportunities
Student Value: Live testing ground for strategy concepts in entrepreneurship courses

AI & DIGITAL TRANSFORMATION

4. AI Readiness Assessment Bot

Research Base: LBS Data Science & AI Initiative research on organizational AI adoption
Agentic Application: Multi-agent system that audits a company's data infrastructure, talent, culture, and processes to provide a comprehensive AI readiness score with actionable recommendations
Startup Potential: SaaS platform for digital transformation consulting
Alumni Value: Tool for upskilling and consulting opportunities

5. Digital Strategy Co-Pilot

Research Base: Next Generation Digital Strategy program insights and faculty research
Agentic Application: AI assistant that guides executives through digital strategy development using LBS frameworks, case studies, and best practices
Differentiation: Embeds LBS intellectual property in a scalable format

6. Innovation Lab Simulator

Research Base: Research on corporate innovation, intrapreneurship, and "AI factories"
Agentic Application: Virtual environment where teams can simulate launching new digital initiatives, test hypotheses, and learn from failures safely
Student Value: Experiential learning for MBA students

ENTREPRENEURSHIP & PRIVATE CAPITAL

7. Venture Due Diligence Agent

Research Base: IEPC research on private equity, ESG disclosures, and investment decision-making
Agentic Application: AI system that automates preliminary due diligence on startups—analyzing financials, market size, competitive landscape, team backgrounds, and ESG factors
Startup Potential: Venture capital intelligence platform
Alumni Impact: Democratizes access to professional-grade investment analysis

8. Startup Ecosystem Mapper

Research Base: Entrepreneurship research and Wheeler Institute's emerging markets work
Agentic Application: Agent that identifies startup opportunities by analyzing ecosystem gaps, funding availability, regulatory changes, and market demand signals
Impact: Helps students identify "white space" opportunities globally

9. Fundraising Strategy Assistant

Research Base: IEPC research on private capital markets and founder-investor dynamics
Agentic Application: Conversational AI that helps founders craft pitch decks, identify target investors, prepare for due diligence, and negotiate term sheets using best practices
Student Value: Every student with a venture idea gets AI-powered mentorship

10. Portfolio Company Performance Monitor

Research Base: Research on operational improvements and value creation in PE-backed companies
Agentic Application: Dashboard agent that tracks KPIs across portfolio companies, flags underperformance, and recommends interventions
Target Users: Alumni working in private equity, venture capital, and corporate development

MARKETING & CONSUMER BEHAVIOR

11. Choice Architecture Optimizer

Research Base: Simona Botti's research on consumer choice, decision-making, and the paradox of choice
Agentic Application: AI that analyzes e-commerce sites, apps, or physical retail layouts and recommends how to structure choices to maximize customer satisfaction without overwhelming them
Startup Potential: CRO (Conversion Rate Optimization) consulting augmented by AI
Research Translation: Makes complex behavioral economics accessible to practitioners

12. Digital Marketing Campaign Agent

Research Base: LBS digital marketing research on social media, influencer effectiveness, and omnichannel strategy
Agentic Application: Multi-agent system that plans, executes, and optimizes digital marketing campaigns across channels, learning from performance data in real-time
Student Value: Hands-on experience with marketing automation and AI-driven analytics

13. Consumer Insight Generator

Research Base: LBS Behavioural Lab research on consumer psychology
Agentic Application: AI that analyzes qualitative data (interviews, focus groups, social media) to extract insights about unmet needs, pain points, and emerging trends
Differentiation: Combines LBS research methods with modern NLP

FINANCE & FINTECH

14. Behavioral Finance Advisor

Research Base: Research on cognitive biases, loss aversion, overconfidence, and heuristics in investment decisions
Agentic Application: Robo-advisor that not only recommends portfolios but also helps users recognize and counteract their own behavioral biases
Startup Potential: Next-generation wealth management platform
Impact: Democratizes sophisticated financial advisory services

15. Fintech Regulatory Navigator

Research Base: LBS fintech research and work with UK parliament on financial services
Agentic Application: AI assistant that helps fintech startups understand regulatory requirements across jurisdictions, flag compliance risks, and stay updated on policy changes
Student Value: Removes barriers to fintech entrepreneurship

16. ESG Investment Screener

Research Base: IEPC research on ESG disclosures and sustainable investing
Agentic Application: Agent that evaluates companies' ESG performance using alternative data sources, satellite imagery, and NLP on corporate communications
Alumni Appeal: Addresses the booming interest in sustainable finance

ORGANIZATIONAL BEHAVIOR & FUTURE OF WORK

17. Hybrid Work Optimizer

Research Base: Lynda Gratton's research on redesigning work, remote collaboration, and the future of work
Agentic Application: AI system that helps organizations design optimal hybrid work policies based on team composition, task types, and employee preferences
Startup Potential: HR tech platform for the post-pandemic workplace
Relevance: Addresses one of the most pressing management challenges today

18. Team Dynamics Analyzer

Research Base: Research on "hot spots," collaborative teams, and organizational innovation
Agentic Application: Agent that analyzes team communications (Slack, email) to identify collaboration patterns, predict conflicts, and recommend interventions to improve performance
Student Value: Teaches data-driven approaches to team management

19. Career Longevity Planner

Research Base: Gratton & Scott's "100-Year Life" research on extended working lives
Agentic Application: Personalized AI coach that helps individuals plan multi-stage careers, identify reskilling opportunities, and navigate transitions over 50+ year working lives
Alumni Impact: Supports lifelong learning and career pivots

GLOBAL DEVELOPMENT & SOCIAL IMPACT

20. Social Impact Investment Scout

Research Base: Wheeler Institute research on business solutions to global challenges
Agentic Application: AI that identifies high-impact investment opportunities in emerging markets by analyzing SDG alignment, scalability, and financial sustainability
Startup Potential: Impact investing intelligence platform
Differentiation: Positions LBS as leader in AI for social good

Why London Business School is the Ideal Host

1. London's Strategic Position

- Europe's leading financial and innovation hub
- Access to 150+ countries through LBS alumni network
- Gateway to both European and emerging market ecosystems

2. Academic Excellence Meets Practical Application

- 100+ papers published annually in top journals
- Faculty ranked among Thinkers50 (Jacobides, Gratton)
- #7 MBA globally (Financial Times)
- Research Excellence Framework: 3rd in UK for business and management

3. Entrepreneurial Infrastructure

- IEPC venture creation and financing ecosystem
- Accelerator programs for alumni entrepreneurs
- Corporate partnerships with Google, Deloitte, Accenture, BlackRock

4. Diversity and Global Reach

- Students from 140+ nationalities
- Alumni in 150+ countries
- Research collaborations across Europe, Americas, Africa, and Asia

5. Commitment to Open Innovation

- Open access publishing through LBS Research Online
 - Behavioral Lab available for collaborative research
 - Innovation centers and makerspaces
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Implementation Roadmap

Phase 1: Foundation (Months 1-3)

- Establish Agentic chapter office within IEPC or Data Science & AI Initiative

- Recruit student leadership team and faculty advisors
- Launch weekly workshops on agentic AI development
- Identify 3-5 "quick win" research translation projects

Phase 2: Community Building (Months 4-6)

- Host inaugural LBS Agentic Hackathon (48-hour sprint)
- Launch open-source projects based on LBS research
- Invite alumni to mentor student teams
- Develop partnerships with London tech companies

Phase 3: Acceleration (Months 7-12)

- Launch startup incubator track for most promising projects
- Integrate Agentic projects into MBA/MiM coursework
- Host "Research to Reality" demo day for investors
- Publish case studies on successful research translations

Phase 4: Scale (Year 2+)

- Expand to executive education offerings
- Create LBS Agentic Fellows program for PhD students
- Develop corporate partnership program
- Position LBS as Europe's leading university for agentic AI

Resource Requirements (Minimal)

Space

- Dedicated lab/studio space (repurpose existing facilities)
- Access to computer labs during off-peak hours
- Meeting rooms for workshops and events

Technology

- Cloud computing credits (AWS, Azure, or GCP)
- API access to LLMs and agentic frameworks
- GitHub organization for open-source projects

Staffing

- 0.5 FTE coordinator (could be PhD student or postdoc)
- Faculty advisors (existing faculty, no new hires)
- Student volunteers (leadership development opportunity)

Budget (Annual)

- Event costs (hackathons, demo days): £10,000
 - Software and cloud services: £5,000
 - Prizes and incentives: £5,000
 - Marketing and outreach: £3,000
 - **Total: £23,000** (could be covered by corporate sponsorships)
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Expected Outcomes & Impact

For Students

- Hands-on experience building production-grade AI systems
- Portfolio projects for job applications
- Exposure to cutting-edge research
- Entrepreneurial skills and startup opportunities
- Enhanced employability in AI-driven economy

For Faculty

- Research impact multiplied through practical applications
- New publication opportunities (research on agentic AI development)
- Student collaborators for research projects
- Industry partnerships and consulting opportunities

For Alumni

- Upskilling opportunities in agentic AI
- Access to talent pipeline for hiring
- Investment deal flow (startups emerging from chapter)
- Mentorship opportunities with current students

For LBS

- Differentiation in crowded MBA/Master's market
- Enhanced reputation as AI innovation leader
- Increased corporate partnerships and sponsorships
- Attraction of top faculty and students
- Demonstration of research impact beyond publications

Quantifiable Metrics (3-Year Targets)

- **20+ open-source tools** published based on LBS research
- **500+ students** trained in agentic AI development
- **50+ alumni** engaged as mentors or investors
- **10+ startups** launched from Agentics projects
- **5+ corporate partnerships** formed around AI initiatives
- **£500K+ in venture funding** raised by chapter alumni

Competitive Advantage & Differentiation

What Sets LBS Apart

1. Business-First AI Approach

Unlike computer science-focused programs, LBS brings business acumen to AI development. Agentics tools emerging from LBS will solve real commercial problems, not just technical challenges.

2. Global Ecosystem Research Leadership

Michael Jacobides' world-leading work on platforms and ecosystems provides a unique lens for understanding agentic AI systems, which are themselves ecosystems of specialized agents.

3. Cross-Disciplinary Integration

The Data Science & AI Initiative spans all business disciplines—strategy, marketing, finance, operations, OB. This

enables holistic AI solutions that few universities can match.

4. London Location

Access to Europe's deepest pool of AI talent, venture capital, and corporate innovation labs. Proximity to Google DeepMind, Stability AI, and thousands of startups.

5. Executive Education Bridge

LBS's executive education programs provide a channel to bring agentic AI tools directly to corporate decision-makers, creating feedback loops between research, education, and practice.

Case Studies: Potential Early Wins

Case Study 1: Ecosystem Health Monitor

Timeline: 6 months

Team: 2 MBA students, 1 PhD candidate, Michael Jacobides (advisor)

Outcome: Open-source tool that analyzes platform ecosystems, used by 50+ startups

Impact: Demonstrates value of LBS ecosystem research, attracts corporate sponsorship

Case Study 2: Hybrid Work Policy Generator

Timeline: 4 months

Team: 3 MiM students, Lynda Gratton (advisor)

Outcome: AI tool integrated into HR consulting firm's offerings

Impact: Generates consulting revenue, enhances LBS brand in Future of Work domain

Case Study 3: VC Due Diligence Copilot

Timeline: 9 months

Team: 4 MiF students + 2 alumni angel investors

Outcome: Startup launched, £250K seed round raised

Impact: Proves Agentics chapter can generate venture-backed companies

Alignment with LBS Mission & Strategy

Strategic Fit

"Forever Forward" Campaign:

The Agentics chapter directly supports LBS's £125M+ fundraising campaign to amplify global impact through research, innovation, and scholarships.

IEPC Mission:

"Create and finance the companies of the future and shape the people who will lead them." Agentics is the ultimate expression of this mission—students literally building the AI companies of tomorrow.

Data Science & AI Initiative Goals:

"Provide evidence-based insights that help businesses, workers and policymakers translate AI's promise into tangible benefits." Agentics translates research into working prototypes that deliver those benefits.

Entrepreneurial Ecosystem:

LBS aims to be recognized as a "venture creation and financing hub." An Agentics chapter creates a visible, scalable model for turning ideas into ventures.

Values Alignment

Open Knowledge:

All Agentics projects are open-source, embodying academic principles of knowledge sharing.

Global Impact:

Tools developed at LBS will be used by entrepreneurs and students worldwide, not locked behind paywalls.

Interdisciplinary Collaboration:

Agentics naturally brings together computer science, business strategy, ethics, and domain expertise.

Innovation & Experimentation:

"Rapid prototyping and entrepreneurship" culture aligns perfectly with agentics development methodology.

Risk Mitigation

Potential Concerns & Responses

Concern: "We don't have a computer science department."

Response: That's precisely the opportunity. LBS brings business and strategy expertise that CS departments lack. We'll partner with Imperial College, UCL, and King's for technical depth while LBS provides commercial acumen.

Concern: "Will this distract from core academic mission?"

Response: Agentics enhances research impact and creates new publication opportunities. Faculty studying AI adoption can now conduct experiments with real users of real tools. It's research acceleration, not distraction.

Concern: "Students might prioritize startups over coursework."

Response: Agentics projects can be integrated into capstone courses, independent studies, and electives. We'll ensure academic credit for participation, not competition with it.

Concern: "What if projects fail or produce low-quality tools?"

Response: Failure is part of innovation. Open-source philosophy means the community can improve any tool. We'll focus on learning, not just successful launches.

Concern: "Regulatory or ethical risks from AI applications."

Response: LBS's ethics faculty and Wheeler Institute will be embedded in project governance. Every tool will undergo ethical review before public release.

Call to Action

Next Steps for LBS Leadership

1. Designate a Faculty Champion

Appoint a senior faculty member (ideally from Data Science & AI Initiative or IEPC) to lead the chapter launch.

2. Allocate Space

Identify lab/studio space for Agentics activities, leveraging existing innovation facilities.

3. Seed Funding

Commit £25K for first-year operations (or identify corporate sponsor).

4. Student Recruitment

Issue call for applications for founding student leadership team (launch during 2025-26 academic year).

5. Corporate Partnerships

Engage 2-3 companies (e.g., Google, Accenture, Goldman Sachs) as founding sponsors and collaborators.

6. Faculty Engagement

Host introductory faculty seminar on agentics and identify research translation opportunities.

Timeline to Launch

- **November 2025:** Present proposal to Dean and relevant institute directors
 - **December 2025:** Secure approval, funding, and faculty champion
 - **January 2026:** Recruit student leadership team and announce chapter formation
 - **February 2026:** Host inaugural workshop and begin project scoping
 - **March 2026:** Launch first 3-5 research translation projects
 - **April-May 2026:** Build toward first hackathon
 - **June 2026:** Host inaugural LBS Agentics Hackathon and demo day
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Conclusion: LBS as Europe's Agentics Capital

London Business School has a once-in-a-generation opportunity to lead the agentic AI revolution in Europe. With world-class research, an entrepreneurial culture, strategic location, and diverse global community, LBS possesses all the ingredients for success.

The Agentics Foundation chapter will:

- ✓ **Amplify research impact** by turning insights into accessible tools
- ✓ **Differentiate LBS** in a competitive education market
- ✓ **Create new revenue streams** through startups and consulting
- ✓ **Attract top talent** seeking hands-on AI experience
- ✓ **Generate thought leadership** at the intersection of AI, strategy, and entrepreneurship
- ✓ **Fulfill LBS's mission** to shape business leaders who drive positive change

The question is not whether AI agents will transform business—it's whether LBS will lead that transformation or follow it.

By hosting the London chapter of the Agentics Foundation, LBS can ensure it's at the forefront, turning its world-renowned research into the AI-powered companies, tools, and solutions that will define the next decade of innovation.

Contact:

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This proposal was developed based on extensive research of LBS's published research, faculty profiles, strategic initiatives, and competitive positioning as of October 2025.