



Effective Parent Support Amplified by Open London

www.nuknow.co.uk

About Nu Know

Founded in 2023, Nu Know is an Open London and Innovate UK-supported company committed to helping young people, parents, and caregivers of adolescents.

Nu Know delivers **one-to-one sessions for parents and carers** to speak directly with specialists and practitioners to learn and ask their questions about topics related to adolescent development, health, education, and social issues. Nu Know also delivers group workshops, training, and resources in schools, communities, and universities.

Nu Know's multi-disciplinary network of specialists across the fields of education, healthcare, wellbeing, research, community programmes, adolescent development, and more makes Nu Know a valuable go-to service for bespoke educational and support sessions on an enormous range of matters affecting young people today.

Parent Testimony “Thank you to the specialist for spending the time discussing my child's needs. She was friendly, chatty and made me feel at ease. She explained with great care, some very useful tools for my child and myself.... I'm very grateful for her time and kindness.”



Dr Natalie A. Russell
Founder

“It was brilliant to have the opportunity to explore partnerships in a new way. The Open London programme opened doors to exciting new collaborations!”



Youth Testimony “The team delivered a very insightful session which I found helpful and gaining clarity in areas I was not too confident in.”

Nu Know's Open London Journey

Natalie was introduced to the Open London Programme by Lucan Richards from Newable, who had already supported her through the Innovate UK Unlocking Potential Award. Lucan continued to support Natalie as her business advisor in the Open London Programme from June 2024 onward.

One of the key challenges Nu Know faced as a start-up was gaining opportunities to pitch its proven solution to larger organisations and corporate stakeholders who could help Nu Know reach more parents and carers across London and the UK. During the programme, Natalie dedicated time to discussing with her advisor the needs of target partners and how partnering with these organisations could help address many of the challenges facing young Londoners and local families today.

The Impact of Open London

In October 2024, Nu Know was awarded a £5,000 grant from Open London's panel of judges after delivering a successful business pitch.

The Open London Programme has created exciting new partnership opportunities and inspired even more diverse routes to market. Nu Know is keen to work with more local authorities, schools, and employers in 2025, so feel free to get in touch to learn more about partnering with Nu Know to support young people and families across the capital.

The Open London project brings together London residents, large organisations and innovative London SMEs to solve socio-economic, health and environmental challenges and increase living standards in London.

To find out how we can support your business with launching a new product or service, contact a member of the team at openlondon@newable.co.uk