



ZERO GRAVITY

The Network Advantage
Is access to university inherited?

ZERO
GRAVITY | HELLOA
Official Social Mobility Partner

Institute of
Student
Employers **ise.**



What we're going to cover

- What is the Network Advantage?
- Gap Zero Report '22
- Membership over interventions
- Leveraging technology for 'Whole Provider Approaches'

Socially mobile talent loses out in the journey to their dream university and graduate career



Audience Engagement – visualising the Network Advantage

Setup:

- Actively to visually show the school > uni > career funnel and the symptoms of the network advantage.
- 90% of the room have state educated cards. 10% have privately educated.
- Everyone starts stood up (if able), and we slowly start reading out scenarios, with delegates staying standing if the statement applies to them.
 - The privately educated will (for the most part) not sit down, whereas the majority of the state educated will sit down throughout the activity.
- The aims are:
 - To get the audience to think about the more nuanced socioeconomic reasons for students from low opportunity backgrounds being knocked out of the running.
 - To visually show how the recruitment funnel flips on its head

What is the network advantage?

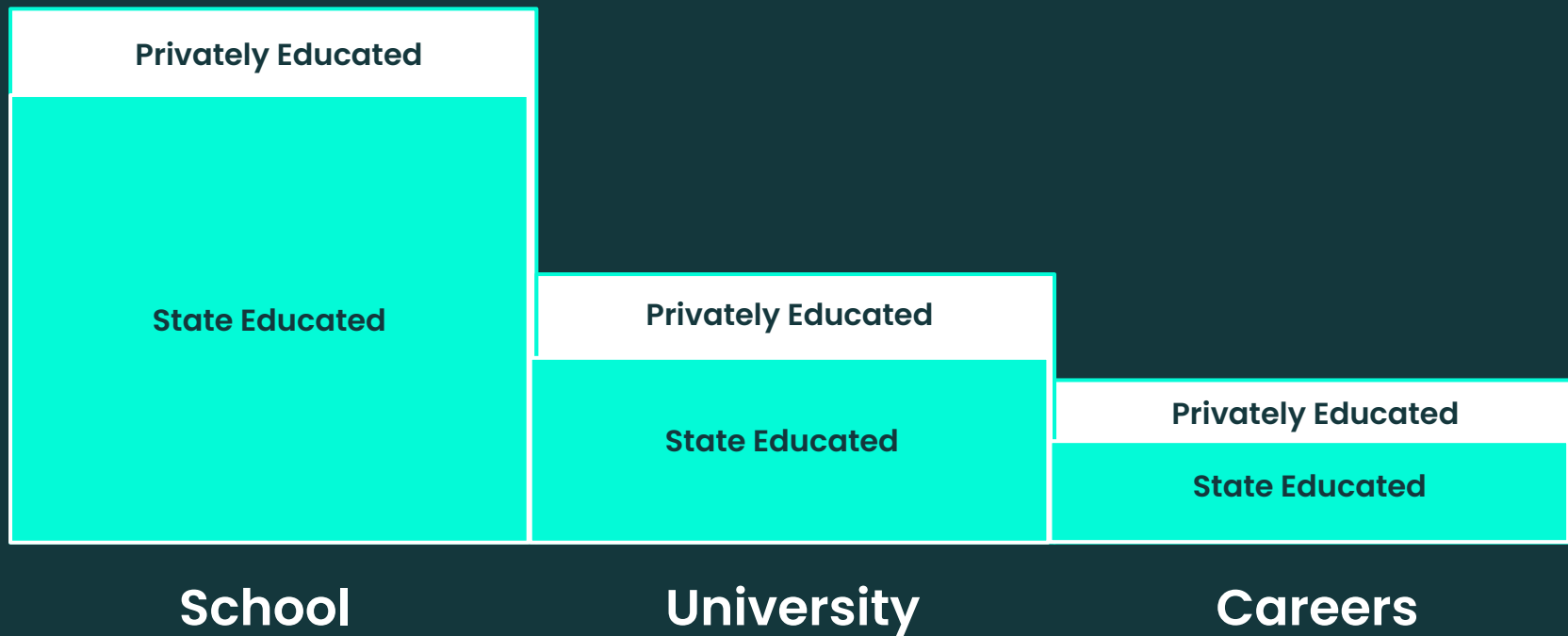


The '**Network Advantage**' is the intangible advantage obtained through access to a broad professional network.

What is the network advantage?



What is The Network Advantage?





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Gap Zero Report '22

Please mind the 'Education Gap'



Talent is spread evenly, but opportunity is not. This fact of life is so embarrassingly obvious that it often goes unsaid. However, things don't have to be this way. Western societies have evolved dramatically over the past two centuries to spread opportunities more widely and open access to elite institutions.



Gap Zero
Report '22
The Network Advantage



The Network Advantage
Report '22
Gap Zero



The **'Network Advantage'** is the intangible advantage obtained through access to a broad professional network, making people more likely to be aware of, apply to, and win a place at their desired university or employer.



Education & Wealth

£180k

The top 1% of private school students earn an average of £180k/year*

£63k

The top 1% of Free school meals students earn an average of £63k/year*

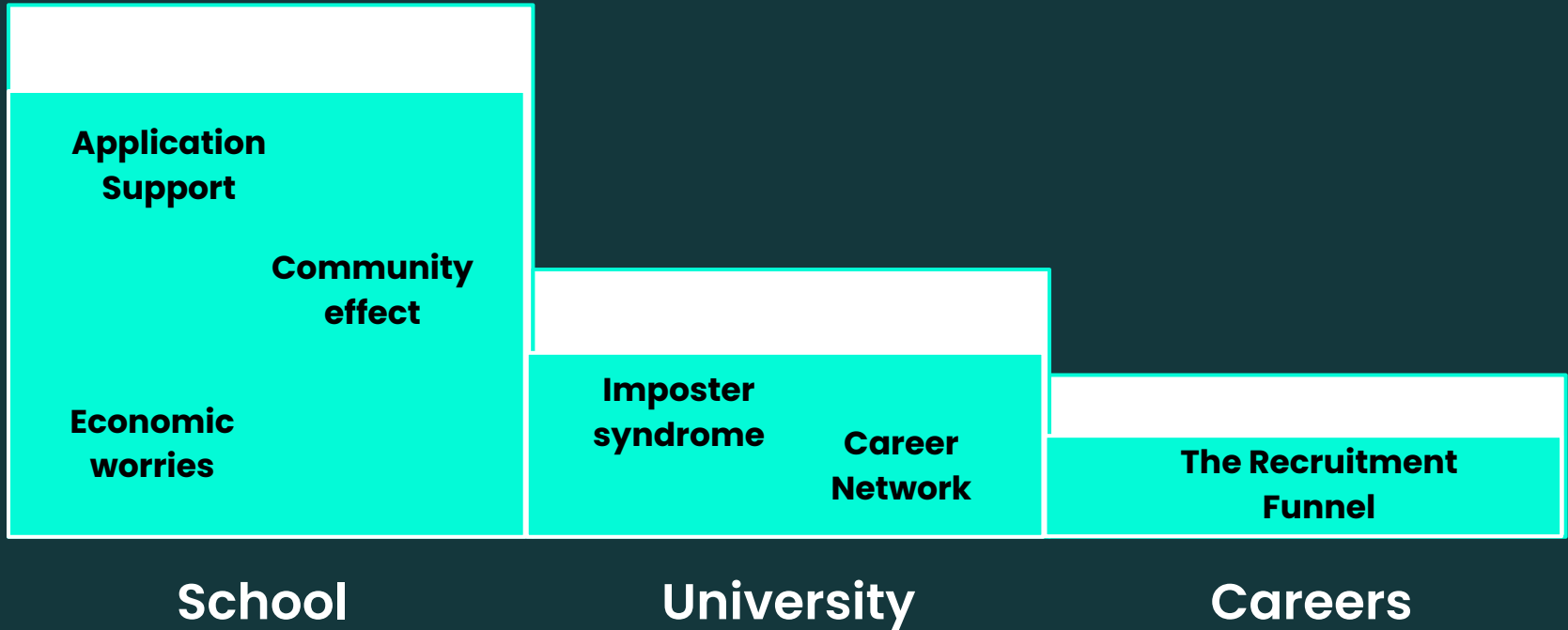
185%

185% difference in earnings by the age of 30.

What is the network advantage?



How the Network Advantage Compounds



What is the network advantage?



How the Network Advantage Compounds

24%

Students often feel like they don't belong due to imposter syndrome. 24% of socially mobile students won't apply to uni because they don't think they'll get an offer. This proportion of private school students is 0%.

58%

58% of working-class students don't know a single person who has studied at Oxbridge compared to 11% of private school students.

3x

Private school students are three times as likely to report receiving more than 15 hours of individual support with their university application compared to state school students.



School

What is the network advantage?



How the Network Advantage Compounds

7x

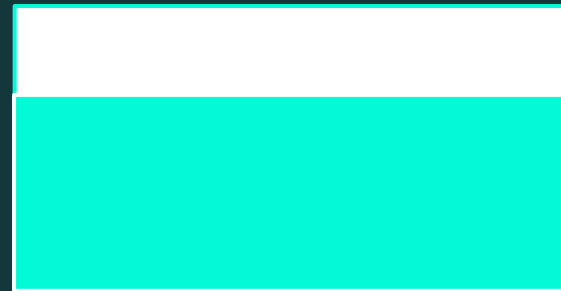
Compared to private school students, **state school students are 7x less likely to know a banker or politician** (Zero Gravity, Gap Zero report 2022).

4x

Higher rates of attrition. Socially mobile students are **4x more likely to give up a place at uni** because of cost of living.

31%

Students from state schools are **31% more likely to have a part-time job at university**, reducing their engagement with extracurricular activities.



University

What is the network advantage?



How the Network Advantage Compounds

81%

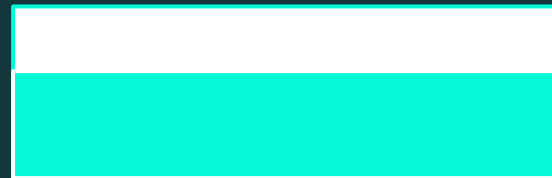
Despite efforts by many employers to reform recruitment practices, elite graduate careers are dominated by RG grads, with 81% of legal trainees coming from Russell Group institutions.

61.3%

University of Durham currently recruits 61.3% of their students from state schools, compare to 93.1% at Manchester Metropolitan University (HESA, 2022)

£200k

Students who attend Russell Group Universities earn an average of £200k more over their lifetime (Sutton Trust, 2015)



Careers

Network Advantage Equity



A greater proportion of state educated students reaching providers that best suit their ambition



Collaborating with employers to diversify their recruitment pipelines and remove traditional barriers



Have you ever benefited from
mentorship from someone in your
broader **network**?

Membership over intervention



“Told me about an **opportunity**”

“Boosted my **confidence**”

“Gave me **knowledge**”

Benefits of having a **mentor**

“Having someone
that **believed in me**”

At school

At uni

In your career



Zero Gravity is building the UK's largest peer network of socially mobile talent, breaking down access to university and careers through technology.

8,000+

8,000+ students from low-opportunity backgrounds into highly selective universities, including 800+ into Oxbridge.

39%

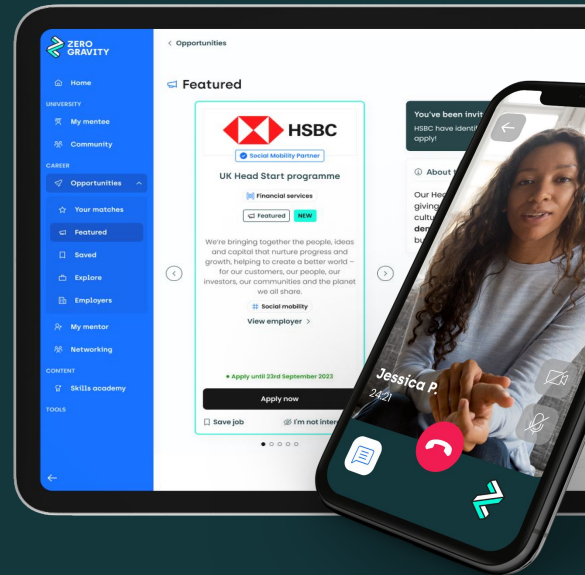
Zero Gravity members are 39% more likely to get a place at a top university versus comparable applicants (UCAS, 2022).

20,000+

We're on our way to supporting 20,000+ students into universities and careers each year by 2025.

£1,5 Mil

£1.5 million of scholarships deployed to 421 scholars - micro financing their potential whilst at University.



One platform, One Journey.



Schools

Universities

Employers

Into uni

Into work

Year 12
Year 13

Scholarships

1st Year
2nd Year
3rd Year

Apprenticeships
Internships
Graduate schemes

1

Identify socially mobile talent early

Plugging into 30% of UK state schools – our tech identifies students from the bottom 40% of disadvantage but the top 15% of performance whilst they're still at school – contextualising student performance.

2

Power top talent into top unis

The Zero Gravity platform propels our low-opportunity members into leading universities via 1:2:1 **mentoring**, **masterclasses**, **scholarships** and membership community.

3

Obtain the best careers

The Zero Gravity platform connects our members with top employers for **1:2:1 mentoring** and **masterclasses** to propel them into top apprenticeship, internships, and graduate schemes.

Why opportunity doesn't reach talent?



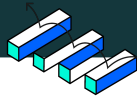
The funnel

The 'talent pipeline' that whittles down the many to the few - but what about those who never got into the funnel?



Geography

Engagement with socially mobile students is often restricted to densely populated urban hubs.



Limited outreach

'The milkround' often focuses on a handful of prestigious institutions, institutions who themselves can struggle to recruit socially mobile students.



Lack of identity

Students do not perceive themselves as low-opportunity, and therefore do not pursue the interventions available to them.



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Membership over intervention

'Low SES'

'Disadvantaged'

'low-income'

'Widening Participation'

Would you identify as
'low opportunity'?

'Underprivileged'

At school

At uni

In your career?





Membership over interventions

Ambition before Disadvantage Membership before Intervention

At Zero Gravity, our brand is built around the ambition of our 15,000 members, not the background that they've grown up in or the challenges they have faced. We do not create the Network Advantage for our members. Rather, we empower them to create it themselves.



Why is membership so important to creating a **Network Advantage?**

School students



Our members discover their potential through our community, masterclasses and mentoring.

Uni students



Pass on the success, whilst understanding the value of a Network Advantage for the next stage of their progression.

Working world

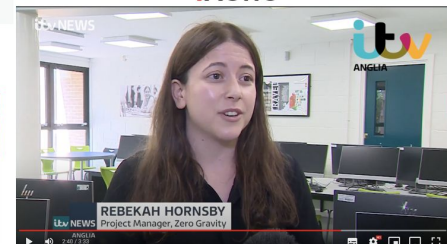
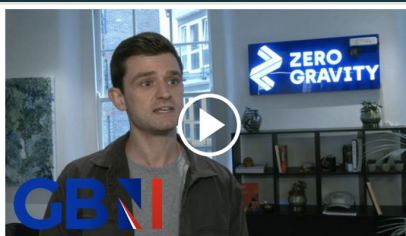


Own your experience - celebrate barriers that have been overcome rather than hiding them, empowering new members to achieve the same.

What is the network advantage?

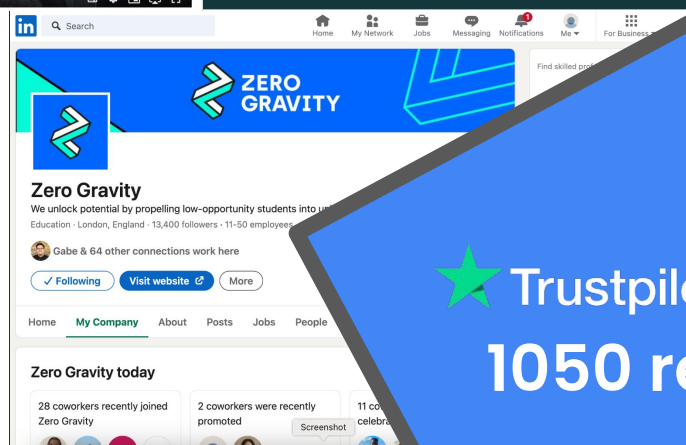
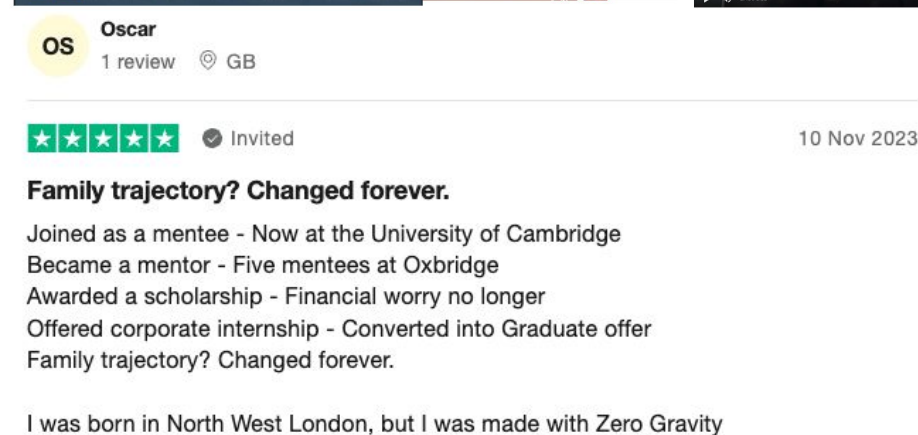


How do we advocate for **ambition**
and membership in our members?



We shout.
And.
They shout.

@zerogravity



★ Trustpilot 4.9
1050 reviews.



How can we as **HELOA members** unlock students ambition?

School students

Uni students

Working world



**Become school alumni
and show students what's
possible**

**Be the network that
socially mobile students
often lack**

**Own your experience - celebrate
barriers that have been overcome
rather than hiding them**



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Leveraging Technology for OfS APP 'Whole Provider Approaches'

A plan is expected to set out how a provider is taking a 'whole provider approach' to address the risks to equality of opportunity. A whole provider approach is one in which there is alignment and consistency across the organisation to create an approach from which all students benefit, irrespective of where they are located within the provider.



Zero Gravity powers socially mobile talent into opportunity

Access



Year 12
Year 13

Into uni

Scholarships

Success



1st Year
2nd Year
3rd Year

Into work

Progress



Apprenticeships
Internships
Graduate schemes

1 Identify socially mobile talent early

Plugging into 20% of UK state schools - our tech identifies students from the bottom 40% of disadvantage but the top 15% of performance whilst they're still at school - contextualising student attainment against the school's.

2 Power top talent into universities

The Zero Gravity platform propels low-opportunity students into universities through 1:2:1 mentoring, masterclasses, membership community and scholarships - with UCAS showing that this doubles their chances of achieving a place.

3 Connect employers with top talent

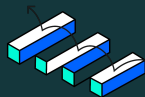
We connect our members with leading employers to propel them into top apprenticeships, internships, and graduate schemes. All with tech-powered opportunity matching, mentoring and online community.

Sign up today for our Gap Zero '22 & EORR Pack

Sign up for our University Partner Portal to learn more about the intersectionality of Zero Gravity's mission with your university's Access and Participation strategy.



Learn about how Zero Gravity memberships supports each area of the OfS Equality of Opportunity Risk Register.



Create your own network advantage by discussing our platform within your university and school network.



Get in touch with the Undergraduate Talent Team to discuss how we can scale our collective impact on social mobility.



[Or click here to sign up](#)