

STARTUP BRIXTON

WORKSHOP TIMETABLE



TIME	START UP	GROW UP
09:00	WELCOME TO START UP BRIXTON	
10:00 - 11:00	<p>WHERE TO START:</p> <p>Clearing the way to the path of business venturing</p> <p>Plenty of us have the idea and the dream – be the one who stands up and makes it happen. This session will teach you how to focus and define your idea and craft the first goals and milestones on your path to starting a business.</p>	<p>LEADERSHIP FOR ENTREPRENEURS:</p> <p>To lead others, you must also learn to lead yourself</p> <p>Learn to take responsibility for your success, identify your strengths and weaknesses, open up to critical feedback and boost your interpersonal skills. This session will equip you with the abilities to convince others (be it customers, mentors or partners) that your ambition is worthy of support.</p>
11:30 - 12:30	<p>GETTING TO KNOW YOUR CUSTOMER:</p> <p>Those who market to everyone are heard by no one</p> <p>If you don't know who your customers are and could be, how can you reach them? Find out how to map, locate and connect to your ideal customer – and sell!</p>	<p>HOW TO PITCH FOR INVESTMENT:</p> <p>Strike the Pitch!</p> <p>Get the clarity and confidence (and templates) to build a successful pitch. Ability to raise investment and funding is crucial to business sustainability – you can put this to the test upstairs at StartUP Brixton!</p>
13:00 - 14:00	<p>BUSINESS MODELLING:</p> <p>Why planning matters and how to do it</p> <p>Starting a successful business is all about planning. Getting off to the right start is key. This is a practical session on (social) business modelling, helping you to identify key parts of your business and where to allocate time & resources.</p>	<p>MEASURING YOUR IMPACT:</p> <p>Don't let your success be a secret</p> <p>Especially tailored for social enterprises, learn how to measure the good your business is doing and how to show that off to investors, funders and supporters. Planning, measuring and reporting impact is what this session is about.</p>

DON'T MISS OUT ON THIS OPPORTUNITY



POWERED BY HATCH



STARTUP BRIXTON

WORKSHOP TIMETABLE



TIME	START UP	GROW UP
14:45 - 15:45	FINANCE I: Raising funding from 'Family, Friends & Fools' & Getting the price right If you need to raise initial seed money to start your (social) business, this session is for you. We will also dive in to understand pricing your product or service so it reflects the true value and enables you to charge the right price to customers.	FINANCE II: Who ever said making and spending money was painless? Growing a small business is about managing your money. This session focuses on money management (e.g. Budget, Cash Flow) and sheds light on accounting practices you need to get right to grow. Its going to be interactive and fun!
16:15 - 17:15	LEGAL STRUCTURES: What are the essentials that you need to know and do? Do the following terms confuse you: CIC, LTD, BenCom? If you're setting up a (social) business, getting your legal structure right is crucial. With the right company structure you can set yourself up to fail, or to grow, leverage support and find the right investment. There will be lots of take-away materials from this session	SCALING UP: Grow your brand, grow your sales, grow your business Sales are the most fundamental activity in your business. Without the right sales strategy and most importantly, the right activities underpinning it, your business will not grow. Learn from our expert how to grow your sales.

18:00 JOIN US FOR AN AFTERPARTY AT POP BOX



DON'T MISS OUT ON THIS OPPORTUNITY

SIGN UP NOW

POWERED BY HATCH

