PARENT CUBATOR

SPRING 2019

READY TO GROW A BUSINESS OR ENTERPRISE THAT MAKES A DIFFERENCE ?

JOIN OUR PROGRAMME FOR PARENTS WITH AN ENTERPRISE IDEA

An early stage incubator where you can work alongside other parent entrepreneurs to find a business model that will work for you, your family and the the community you want to serve

WHO IS IT FOR ?

Parents with good ideas who want advice, accountability and support from business and social enterprise start up experts and a perfect place to collaborate with others on a similar journey.

By the end of the course you'll have a business plan, a great network and a product or service your customers and funders will love.

The course fee, including a complementary lunch is £250 (creche available at extra charge).

WHAT DO YOU GET?

Two 1:1 'how to' introductory training sessions to get ready for the course (no creche)
Six face to face workshops to develop and test your business model (maximum group size of 12) at the Calthorpe Community Garden, including lunch.
On-line Q&As with our legal and finance experts
Catch up 1:1s if you can't make a session or would like some extra support
Access to experts, advisers and collaborators from the Bloomsbury Beginnings' network
A peer group of entrepreneurs and professionals to support, motivate and keep you accountable. They're often your future customers, champions, collaborators and partners too
Your professional and parenting experience valued we recognise your expertise, and create a forum to help you share that with confidence
On-site creche for your little ones to enjoy (additional charge applies)
A beautiful garden and co-working cafe to relax and network before and after the session
Private Whatsapp and Facebook groups
Time for you to step back and focus on your business

Calthorpe Project
258-274 Grays Inn Rd, London WC1X 8LH

WHAT OUR ALUMNI SAY

"It has helped me greatly to get some clarity and confidence about the business priorities of my small company. I have been much more focused since participating and things have started rolling"
Silvia, Founder, Baby Brains

"Your feedback was short and powerful. You knew exactly how to help, and your positivity was so encouraging"
Nathalie, Founder, Rejaillir Le Feu

"Can't recommend it more - we are live because of it! practical advice, great people, amazing creche - go for it!"
Lynn, Founder, Otti & Liv

"An amazing creche team who made my child feel at home and excited to go back every week"
Jade, Founder, Argan Reserve

YOUR COURSE DIRECTOR

Ann Nkune is founder & director of Bloomsbury Beginnings CIC. She facilitates powerful collaborations between entrepreneurs who want to make a significant impact, and uses her experience as a manager and consultant in the social enterprise sector to help grow sustainable ventures. She has supported and advised 120 parents through the Parent-Cubator, more than 30 of whom have launched new businesses as a result. Many others have successfully re-launched or changed their careers. She also works with leadership teams in the community and social enterprise sector to help them become more sustainable. She has a daughter age 9.

OUR EXPERT ADVISORS

Claudia is a growth strategist for technology companies and successful internet entrepreneur who offers invaluable advice and inspiration to our Parent-Cubator participants. She's also a Harvard Business School graduate and McKinsey alumna. She has two sons age 7 and 5

Servane Mouazan is the founder of Ogunte CIC. She developed the first incubator and investment readiness programme for women in social enterprises in the UK and has supported over 7000 change makers working across South Aerica, Europe and Mena. She has 1 son age 8.

OUR EXPERT ADVISORS

Catherine Flannery is a chartered accountant and experienced trainer specialising in technical accountancy training people management, and pitching for individuals and companies. She attended the Parent- Cubator in 2017 and has 2 children age 1 and 3

Alia Ali is a company and commercial solicitor offering advice to startups at all stages, including early stage advice, attracting investment, contractual agreements and launch. She has specialist experience within the technology sector. She has two sons, age 6 and 3

COURSE OUTLINE

Course location : Calthorpe Project, 258-274 Grays Inn Road, WC1X 8LH
Time: 10.30 am - 12.30 pm

'how to'
1:1
sessions

Your Passion, Your Customers & Your Pitch

These two introductory sessions with the course facilitator will help you prepare for the group sessions, giving you the opportunity to talk through your business idea and learn about the tools you use to help you clarify what really matters to you and which problems you want to solve.

You will learn about the Hedgehog Concept, The Lean Canvas one page business model and the 60 second elevator pitch

There is no creche for these sessions, but talk to us if you need to bring your little one along. Call 07968 912298 or email ann@bloomsburybeginnings.org to book your slot

COURSE OUTLINE

Course location : Calthorpe Project, 258-274 Grays Inn Road, WC1X 8LH
Time: 10.30 am - 1 pm

WEEK 1
Tuesday
22 January

Your Blueprint

Plan how you will work together as a group, take care of yourself and balance your priorities as a parent and founder over the 6 week course

Using your lean canvas business model introduce your early adopter customers / funders and the problems you are helping them to solve. Use co-coaching to receive relevant feedback, clarification and focus from other members of the group

Lunch and networking catered by Calthorpe Garden Cafe

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WEEK 2
Tuesday 29 January

Finding Your Customers and Funders

Conduct customer discovery interviews to understand how your customers are currently solving the problems and learn more about their ideal solutions. Create empathy maps and personas of your ideal customers.

Begin to plan your social media strategy by understanding and listening in to the channels your customers use

Think about the resources you will draw on to build your proposition

Lunch and networking catered by Calthorpe Garden Cafe

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WEEK 3
Tuesday 5 February

Creating and Testing Your Proposition

Using feedback from interviews and discussion with the group, create a value proposition that you think will resonate with your customers, be true to your mission and make best use of your personal and professional resources

Design online or offline tactics to test out your proposition and gauge customer interest. Begin to work on your pitch.

Build on your social media strategy by engaging with your early adopters and establishing yourself as a thought leader

Lunch and networking catered by Calthorpe Garden Cafe

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Time: 10.30 am - 1 pm

WEEK 4
Tuesday 12 February

Minimum Lovable Products and Scaling Up

Design your 'minimum lovable product' based on your customer feedback, and understand your costs, revenue and break even points. Understand and fix your pricing strategy.

Begin to think about your scale up potential, where you might be raising investment from and your personal and professional journey from founder to CEO.

Identify your key metrics to help you measure whether you are achieving what you set out to when you put your solution in to practice

Lunch and networking catered by Calthorpe Garden Cafe

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Course location : Calthorpe Project, 258-274 Grays Inn Road, WC1X 8LH
Time: 10.30 am - 12.30 pm

WEEK 5
Tuesday 26 February

Your Pitch

Your opportunity to present your proposition or minimum lovable product to a friendly panel of invited experts who can offer you feedback, suggestions and access to resources.

Our expert panel members are Servane Mouazan, founder of Ogunte, the UK's first incubator and investment readiness programme for women social entrepreneurs and Nicole Velho a Lean Start Up expert and successful entrepreneur

Lunch and networking catered by Calthorpe Garden Cafe

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Course location : Calthorpe Project, 258-274 Grays Inn Road, WC1X 8LH
Time: 10.30 am - 12.30 pm

WEEK 6
Tuesday 5 March

Graduation & Your Next 90 Days

Celebrate your successes on the course and receive a certificate presented by the course Director if you have been able to attend 4+ of the sessions. Share your completed lean canvas.

Plan how you will stay on track over the next three months with the help of the group and your network.

Feedback to Bloomsbury Beginnings to help us to learn and continually improve the course for future participants

OUR CRECHE

While you're enjoying some time to work on your business, why not let your little one do some learning and playing of their own in the Calthorpe Project's lovely on site creche?

Their professional, experienced creche team will keep them safe and happy in the early years garden and play room.

Small babies are also welcome to join us in the group.

The Creche Team

Joanne Shuffler ('JoJo') has a great creative flair and little ones love her enthusiasm and spark. She holds a level 3 Early Years Educator qualification and has recently qualified as a Forest School practitioner. She has an enhanced DBS check. She has one son age 7

Sandra Leiton loves to help children learn, and always works hard to keep the creche a safe and stimulating environment. She is bi-lingual Spanish and English. She holds a level 3 Early Years Educator qualification and an enhanced DBS check. She has a daughter age 14

Lazim Liezu is the newest member of the team, and has recently completed her level 2 qualification with us. She was so popular with our little ones, parents and staff that she has stayed on with us. She has an enhanced DBS check. She has 3 children age 13, 14 and 16