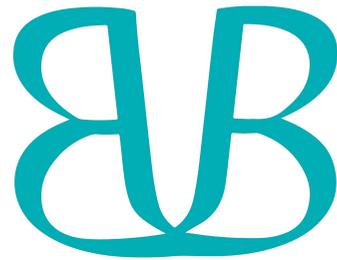


START UP COURSE

SPRING 2020



Bloomsbury Beginnings

READY TO GROW AN IDEA THAT MAKES A DIFFERENCE ?

Join a start up course where you can work alongside other people who are passionate about people and the planet to find a business model that will work for you and the cause you want to serve. Hosted in the peaceful green oasis of the Calthorpe Community Garden to help you to relax and focus!



WHO IS IT FOR ?

Creative, mission driven people with enterprising ideas who want advice, accountability, collaboration and support to overcome obstacles and create powerful, sustainable propositions for change

By the end of the course you'll have a clearer focus, more confidence and a business model that will help you to grow your idea in to action

The course fee is £250 (concessions available if you're on a low income).



WHAT DO YOU GET?

A 1:1 'how to' introductory training session to get ready for the course

Six face to face workshops to develop and test your business model (maximum group size of 8) at the Calthorpe Community Garden

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 experience valued we recognise your expertise, and create a forum to help you share that with confidence

Babies welcome and nannies / childcare available on site by arrangement

A beautiful garden and co-working cafe to relax and network before and after the session

Private Whatsapp group

Time for you to step back and focus on your business

Calthorpe Community Garden 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

"Your input has given us some much needed tools to evaluate what direction we need to focus on and manage ourselves more effectively"
Rokiah, co-founder, Mad Leap

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 140 entrepreneurs through our start up programmes, more than 30 of whom have launched new ventures 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.



COURSE OUTLINE

Course location : Calthorpe Community Garden, 258-274 Grays Inn Road, WC1X 8LH



'how to'
1:1
session

Getting Ready for the Course

This introductory session 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

Call 07968 912298 or email ann@bloomsburybeginnings.org to book your slot. Available separately for £40/session, refundable against the course fee



COURSE OUTLINE

Course location : Calthorpe Community Garden, 258-274 Grays Inn Road, WC1X 8LH

Time: 10.30 am - 1 pm



WEEK 1
Tuesday
21 April

Your Focus

Identify your hopes and objectives for the course.

Get to know your fellow start up founders and plan how you will work together as a group.

Use the 'Good to Great' Hedgehog Concept to explore what you are best placed to deliver and most likely to succeed in when starting and growing your proposition

Think about how you will take care of yourself and take stock of your professional and personal goals using the Wheel of Life.



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WEEK 2
Tuesday
28 April

Finding Your Customers and Funders

Using the lean canvas business model identify 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

Conduct customer discovery interviews and create empathy maps and personas of your ideal customers / funders.

Begin to build your social media strategy



COURSE OUTLINE

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Time: 10.30 am - 1 pm



WEEK 3
Tuesday
5 May

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. On-line sessions with legal and financial management experts

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

COURSE OUTLINE

Course location : Calthorpe Community Garden, 258-274 Grays Inn Road, WC1X 8LH

Time: 10.30 am - 1 pm



WEEK 4
Tuesday
12 May

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



COURSE OUTLINE

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



WEEK 5
Tuesday
19 May

Your Pitch

Learn how to pitch your proposition or minimum lovable product face to face and on line to make sure you get noticed

Share tips and strategies for presenting confidently to a range of different audiences

Practice your pitch and get feedback from others in the group



COURSE OUTLINE

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



WEEK 6
Tuesday
2 June

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.

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

