SUSTAINABLE SOCIAL ENTERPRISE

START UP PROGRAMME AUTUMN 2020

Bloomsbury Beginnings

READY TO MOVE FROM IDEA TO ACTION?

But need expert advice, accountability and support to overcome your obstacles and create a powerful, financially sustainable proposition?

By the end of this course you'll have a clearer focus, more confidence and a business model that will help you to grow a successful social enterprise.

All sessions are conducted via Zoom while social distancing measures are in place

The course fee is £300/person
Concessions available if you're on a low income.

WHAT DO YOU GET?

One 1.5 hour long 'how to' introductory session to get familiar with the frameworks we use and talk through your social enterprise idea

Five 2 hour long small group workshops via Zoom to develop and test your business model using the lean canvas

Four monthly follow up group goal setting sessions via Zoom to support, motivate and keep you accountable.

A private Whatsapp group to share progress between sessions.

Access to experts, advisers and collaborators from the Bloomsbury Beginnings' network

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

Once social distancing restrictions are lifted we'll offer the option of face to face sessions at this beautiful community garden cafe near Kings Cross

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

"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 200+ entrepreneurs through our start up programmes, more than 50 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

'how to' session

Getting Ready for the Course

This introductory session with the course facilitator will help you prepare for the start up programme, giving you the opportunity to talk through your enterprise idea, your achievements to date and learn about the tools we use to help you clarify what really matters to you, which problems you want to solve and how you will launch and sustain your venture.

You will be ready to confidently use the Hedgehog Concept, The Wheel of Life and The Lean Canvas one page business model by the end of this session.

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

COURSE OUTLINE

WEEK 1

Wednesday
16 September
10.30-12.30

Your Focus

Identify your goals for the next 18 weeks and the long term vision for your venture.

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 your 'resource engine' and how to make best use of it

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

COURSE OUTLINE

WEEK 2
Wednesday
23
September
10.30-12.30

Finding Your Customers and Funders

Using the lean canvas business model identify your early adopter customers (participants, funders and regulators) and the problems you are helping them to solve

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

Begin to build your social media strategy by identifying the channels your early adopters use, following and listening in to relevant feeds

COURSE OUTLINE

WEEK 3
Wednesday
30
September
10.30-12.30

Creating and Testing Your Proposition

Using feedback from your customer discovery interviews to create a value proposition that you think will resonate with all your stakeholders, 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

COURSE OUTLINE

WEEK 4
Wednesday
7 October
10.30-12.30

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, your legal structure, regulatory requirements 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

WEEK 5
Wednesday
14 October
10.30-12.30

Your Pitch

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

Discuss your strategy for presenting confidently to a range of different audiences

Practice your pitch and get feedback from the group

We have many accelerators, funders and investors in our network who we can help you to access when you are ready.

COURSE OUTLINE

WEEKS 6-18

Goal Setting Sessions

Stay on track, keep motivated, pivot and scale up your enterprise with four monthly goal setting sessions until February 2021. This will also include regular course director and peer reviews of your Lean Canvas.

Goal setting sessions use the G.R.O.W co-coaching framework to create a really productive and collaborative working environment. Each founder has an opportunity to present, reflect and offer their feedback to others.