

**GROW YOUR IDEA
START UP PROGRAMME
AUTUMN 2023**



Bloomsbury Beginnings

WANT TO MOVE FROM IDEA TO ACTION?

...but need guidance, accountability and support to overcome your obstacles and create a powerful, financially sustainable proposition?

By the end of this 6 session course you'll have a clearer focus, more confidence and a business model that will help you to grow a successful social enterprise or ethical business.

Sessions are live online, with additional 1:1 or bespoke team sessions available at Calthorpe Community Garden, Kings Cross

The online course fee is £150

Visit our website
www.bloomsburybeginnings.org



WHAT DO YOU GET?

Six 2.5 hour long small group workshops on Zoom to develop and test your business model using the lean canvas. Maximum group size of 8 women

A private Whatsapp group and Slack channel to share progress between sessions.

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

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





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

"I have never felt so happy and inspired about my business like this before, and it felt wonderful. I loved the atmosphere and sense of collaboration and everyone wanting each other to succeed."
Yasmin Djendel, Peaceful Progress Coaching

"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 Facilitator

Ann Nkune is founder & director of Bloomsbury Beginnings CIC.

She uses her 30+ years experience as a facilitator, manager and consultant in the social enterprise sector to help grow sustainable ventures.

She has supported and advised 500+ entrepreneurs through our start up programmes, more than 100 of whom have launched or pivoted their ventures as a result. Many others have successfully re-launched or changed their careers.

She also facilitates strategy and planning processes for leadership teams in the charity and social enterprise sector to help them overcome obstacles and work with creativity and optimism.



GROUP SESSION 1

What to Expect...



Thursday 11
January

10am - 12.30pm



- agree how you'll work together
- set out what you'd like to achieve during the group sessions
- share the story of your venture and learn about others'
- get practical tips on the basics of starting a business - from your choosing your legal structure to your HMRC obligations
- join BB's Slack workspace, including private group for this programme

Unlike most start up programmes, all our course participants are parents, so we understand the opportunities and challenges that brings!

GROUP SESSION 2



Thursday 18
January

10am - 12.30pm

What to Expect....

- Learn about the Lean Canvas and product market fit
- Be ready to identify your early adopter customer segment & the problems they are trying to solve
- Think creatively about your long term vision



GROUP SESSION 3



Thursday 25
January

10am - 12.30pm

What to Expect....

- Create a vision for your customer experience
- learn how to do customer discovery interviews
- Create and share a customer persona
- Identify the social media channels your customers use and plan a social listening strategy



GROUP SESSION 4



Thursday 1
February

10am - 12.30pm

What to Expect...

- Create 1-2 value proposition statements for your business, practice presenting and get constructive feedback
- Identify 1-2 possible MVPs and consider scaling up potential
- Plan your thought leadership strategy



GROUP SESSION 5



Thursday 8
February

10am - 12.30pm

What to Expect....

- share & receive feedback on your MVP and scale up solution
- understand the concept of break even, fixed and variable costs
- Create a basic cost structure / revenue stream estimate
- consider your financial management tools & legal structures



GROUP SESSION 6



Thursday 15
February

10am - 12.30pm

What to Expect...

- share tips on pitching & presentations
- try out a 60 second pitch
- receive introductions/referrals
- review the course
- set yourself 2-3 intentions for the next 3 months
- celebrate!



FOLLOW UP SESSIONS



monthly
tba

Think At Your Best Sessions - Additional fee applies

Stay on track, keep motivated, pivot and scale up your enterprise with two monthly follow up strategic thinking sessions. This will also include regular course director and peer reviews of your Lean Canvas if you would like that.



Think at Your Best sessions use listening pairs & trios to create a really calm and appreciative thinking environment. Each founder has an opportunity to present, reflect and ask for feedback from others.

Continue to network virtually with all our alumni through our Slack workspace.

1:1 & TEAM SESSIONS



We offer a range of consultancy and facilitation services for social enterprise, charities and small businesses, including:

- leadership coaching and mentoring
- bespoke start up programmes
- strategic planning away days
- independent evaluations
- reflective practice sessions



Fees start from £350/ day, and are delivered at your location or our beautiful host venue, Calthorpe Community Garden near Kings Cross

Please get in touch for further details

