October 2014 - May 2015

START

► your own business
► your career development

with Teesside University’s
Start UP programme
Welcome to Start UP

Start UP’s mission is to reach out to future entrepreneurs and budding intrapreneurs and help them start-up and build successful businesses. With our new Start UP programme we have focused down on those areas that have the most impact on the success or failure of any new business and sought out the latest thinking and most innovative solutions available. Through our funding partners we are able to deliver these superb events at no cost to the region’s start up community.

Workshop topics include

- Creating and testing your ideas
- Planning to succeed
- Perfect persona – communication skills for entrepreneurs
- Marketing on a budget of zero
- Real world selling skills for start-up
- Get started in social enterprise

Booking on workshops is easy

Contact the Enterprise Team to find out more:

T: 01642 384400 | E: startup@tees.ac.uk | tees.ac.uk/start
Dip in, dip out -
the choice is yours
This innovative two-part workshop brings the very latest start-up methodology to the region in an accessible way, giving you the tools you need to generate, test and execute your business ideas whilst minimising the risk of future failure.

Effective and engaging delivery matched with practical hands-on tools and techniques will see you develop your business model and test your assumptions with real customers. So if you are an entrepreneur trying to disrupt an industry with your innovative start-up, or an intrapreneur trying to provoke change from within your existing business, sign up for our lean start-up workshops today and get off to a good start.

This workshop is in two parts. Because places are limited we recommend that you book parts 1 and 2 together.
Lean start-up workshop part 1: creating and testing your ideas

Wednesday 14 January
Friday 17 April
9.00am - 4.00pm
Conference 1, Centre for Enterprise

Wednesday 8 July
9.00am - 4.00pm
Victoria Boardroom, Victoria Road

In this engaging and interactive workshop you will be introduced to lean start-up thinking by our expert coach and guided through a creative hands-on process designed to help you generate business ideas and validate them in the real world with real customers. The most common question we get from entrepreneurs with an idea is ‘Where do I start?’ This workshop answers that question and sets you on path towards your goals.

Learning outcomes:

• Understand the background to the lean start-up process through case studies, examples and stories.
• Understand key lean start-up terminology.
• Start to generate business ideas based around customer problems.
• Design experiments to test the core hypothesis and assumptions on which your business model will be built.
• Learn how to refine your business ideas through a process of validation with real customers.

This workshop is in two parts – please see Lean start-up workshop part 2.

Lean start-up workshop part 2: planning to succeed

Wednesday 21 January
9.00am - 4.00pm
Conference 1, Centre for Enterprise

Wednesday 22 April
9.00am - 4.00pm
Conference 2, Centre for Enterprise

Wednesday 15 July
9.00am - 4.00pm
Conference 1, Centre for Enterprise

In this, the second of our innovative lean start-up workshops, you will return with your ideas refined and tested and start to build a flexible business model for your start-up. Create a single page business plan, setting the right goals and measures that will help you to learn about your business so that you can change or pivot where needed early on, before it’s too late.

Learning outcomes:

• Create a one page business model canvas.
• Test your riskiest assumptions and refine your business idea.
• Understand how to create, measure and deploy minimum viable products to learn from real customers.
• Understand the need to pivot or change direction.
• Set meaningful start-up goals, targets and measures.
For every new business the biggest hill to climb is customer development: identifying, engaging and winning over your target customers. We have created a super-focused set of workshops targeting the three key areas you need to develop to build a winning business. These workshops complement each other and although you can attend them separately we recommend you book all three. Your only investment is time – time well spent.
Perfect persona – communication skills for entrepreneurs

Friday 9 January
Wednesday 15 April
9.00am - 4.00pm
Conference 1, Centre for Enterprise

This fun and engaging workshop helps to develop your communication and influencing skills to enable you to get out of the office and win business.

Learning outcomes:

• Understand the power of personal presentation and body language.
• Use words that change minds – powerful language.
• Create a positive persona – the very best version of you.
• Gain confidence building techniques.
• Deliver a convincing two minute pitch involving all of the above.
• Develop feedback and personal development plans.

Marketing on a budget of zero

Friday 16 January
Wednesday 22 April
9.00am - 4.00pm
Conference 1, Centre for Enterprise

You have a great product or service that your customers would love, if only they knew about it! This workshop has been designed specifically for small businesses with a marketing budget of just above zero. Our expert marketing coach will help you to harness the power of the web, social media platforms and guerilla marketing techniques to shout louder than you thought you ever could.

Learning outcomes:

• Create customer archetypes so that you can target your activity.
• Target customers with engaging content and offers.
• Use public relations to engage with customers.
• Use blogging and content creation to raise your profile.
• Create social media campaigns that convert Likes into customers.
• Build email marketing content that isn’t SPAM.
• Drive interactions and non-cash transactions on your website.
• Understand how to partner with others to drive reciprocal business.
• Use data to track your success.
• Create a personal marketing plan.
Lean sales – real-world selling skills for start-ups

Friday 23 January
Wednesday 29 April
9.00am - 4.00pm
Conference 1, Centre for Enterprise

For small business owners and entrepreneurs alike, selling is the be-all and end-all. If you can’t build the engine of your business (a sales plan) and get it running (personal sales activity) your business is going nowhere fast. This sales workshop has been specifically designed for those with limited experience or knowledge of the sales process. It is built from scratch just for entrepreneurs and small business owners like you.

Learning outcomes:

• Dispel the myths of selling.
• Set activity targets and personal goals.
• Learn practical client prospecting and lead generation.
• Use the internet to research and target prospects.
• Win client meetings using the phone.
• Adopt great sales meetings techniques to increase your conversion rate.
• Use CRM to track activity and keep prospects warm.
• Create a personal sales plan.
Get connected

Keep yourself informed, engaged and remembered.

Teeside University Business Network

We all know the best way to increase business success is to build up and use your business contacts. It's particularly important for new and small businesses. With this in mind, we have created an exciting new opportunity for you and your venture with the Teesside University Business Network.

To sign up to our mailing list register at bic@tees.ac.uk

Open to businesses, business network groups, business service providers and anyone interested in the local business community, our regular network events give you the chance to connect with each other in a very informal way over a light lunch in pleasant surroundings.

To register email bic@tees.ac.uk

Enterprise Alumni Group

A great opportunity for Teesside alumni who have set up, or are thinking of setting up in business, to benefit from an environment that offers networking events and current opportunities for business development.

To join the enterprise Alumni email bic@tees.ac.uk, or visit tees.ac.uk/alumni

<table>
<thead>
<tr>
<th>Dates and venues:</th>
<th>28 October 2014</th>
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<tr>
<td></td>
<td>10 December 2014</td>
<td>12.00pm - 2.00pm</td>
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<tr>
<td></td>
<td>24 February 2015</td>
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<td></td>
<td>28 April 2015</td>
<td>12.00pm - 2.00pm</td>
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Teeside University works with UnLtd, the leading provider of support to social entrepreneurs in the UK, to support individuals to start-up and those with more established ventures to scale-up. We are committed to developing an eco-system that gives social entrepreneurs access to the help they need.
Social enterprises are groups of people who work within the marketplace to benefit the community or address social problems. The combination of doing business and doing good makes social enterprise one of the most exciting and fast-growing movements in this country and across the world.
Go! Get started in social enterprise

Friday 30 January
Friday 24 April
Wednesday 22 July
9.00am - 4.00pm
Conference 1, Centre for Enterprise

If you’re thinking about starting a social enterprise this bespoke workshop is just for you. Our expert coach will help you to build a sustainable business model for great enterprise that’s also a great business.

Learning outcomes:

• Benefit those involved in community projects.
• Follow a step by step guide to setting up a social enterprise.
• Understand business.
• Develop an effective board.
• Raise the profile of your social enterprise.
• Identify funding opportunities.
• Write funding applications.
Graduates for business

> supports eligible SMEs to recruit skilled graduates
> provides up to 50% subsidy against salary costs

Find out more:
T: 01642 384068
E: graduatesforbusiness@tees.ac.uk

Eligibility criteria apply.
If you’re interested in starting a business we have dedicated support on hand. Our award-winning Enterprise Team is here to help new businesses with access to specialist consultants, office space, concept development space, virtual tenancies, networking opportunities, meeting rooms and conference space and priority 24/7 access.

We want you to succeed. Our new start-up business community is a multi-disciplinary environment that includes digital technology businesses, social enterprises and much more in between.

Social enterprises are business ventures set up to benefit the community or address social problems. If this is your passion then our training, coaching and support package will give you the skills to take advantage of opportunities to create profit-making businesses that also transform lives and inspire change.

Sign up now for our social enterprise start-up workshops on 15 October, 25 February and 7 June, or just drop in for a chat about your ideas.

‘Working as a social enterprise, a business can be used to create a beneficial social impact. It wasn’t until we took part in the internship that we were able to take that idea and turn it into a reality, while also learning some new skills at the same time.

Adam Mendum, WhatAbout Films

Teesside University’s social enterprise strategy gives exciting opportunities to our staff, students and local community. If you are interested in delivering real benefits to the region through working in social enterprise, get in touch.

START NOW
T: 01642 384543
E: startup@tees.ac.uk
tees.ac.uk/start
The campus

[Map of Teesside University campus with labels and locations]

Halls of Residence
- King Edward’s Square
- Woodlands Halls
- East Parkside Village and Parkside Hall
- West Parkside Village
- Campus Security
- Centre for Enterprise

T: 01642 218121
tees.ac.uk
DigitalCity Fellowships

DigitalCity is a major partnership initiative to create and grow successful digital business in the region. Our Fellowship programme can help you be part of that success.

- If you have an innovative digital product, research project or intellectual property to take to market, then the DigitalCity Fellowship scheme is here to help you. Fellowships are available to individuals and teams with an original project idea, who live in the North East of England and who have graduated from university.
- On offer is a business support grant of £4,000 to cover living expenses whilst you develop your idea. We have a pool of industry experts who are available to provide up to four days of mentoring support and you’ll have the opportunity to attend workshops, seminars and networking events.
- For further information and to make an application visit www.digitalcityfellowships.org
- DigitalCity Innovation also offers industrial placements, community training, specialist workshops and seminars, and events.
- For further information visit www.digitalcityinnovation.com or call 01642 384324.
Find out more:
T: 01642 384400
E: startup@tees.ac.uk
tees.ac.uk/start