

Launchpad.



Fuel

Seven week programme





We are huge advocates of the Fuel programme and wouldn't be on the trajectory we're on right now without the dedicated Launchpad team who have been amazing mentors, the incredible seven-week process and being in that Fuel environment.

Last year we were burnt out and at a loss at where we turn next. Today we are in a very different position, and we really owe that to Fuel. This has truly been an incredible experience, it's opened door after door for us and pushed Sunday Girl to new heights. The connections we have made have been invaluable, from Teesside powerhouses to the fantastic team at Launchpad.

Abigail Dennison and Milly Hutchcraft, **Sunday Girl Magazine**

If you are a Teesside University student, graduate or staff member in the initial stages of starting a business, this industry-led programme is for you.

Fuel brings together Tees Valley business mentors and coaches to deliver topics covering all the stages of starting a business:

- business pitching
- business planning
- finance
- lean methodology, business model canvas, validation board and value proposition canvas tools
- market research
- marketing
- presentation skills
- sales
- test trading.

At the end of the programme you gain:

- business workshops and networking opportunities
- expert mentoring and coaching
- six months dedicated office space at Teesside Launchpad
- the opportunity to pitch for Fuel funding.

1 Create a 2-minute pitch video that covers:

- an outline of your business idea
- the problem you are solving and for who
- how the Fuel funding would help your business
- what you would spend the Fuel funding on
- your plans for future growth

2 Write a 250-word synopsis about your business idea and why you think the Fuel programme and funding will help you**3 Upload your video to YouTube and email the link and your synopsis to l.dixon@tees.ac.uk**

Fuel runs annually July – September
visit tees.ac.uk/launchpad



The Fuel Programme really helped me fine-tune my business plan with all the different talks they had. I especially found the ones about sales and pitching useful because they gave me the soft skills I needed to land clients after the programme ended. Weekly pitching exercises also helped me figure out what I'm good at when it comes to talking to people, and I've used that in other pitches since then.

And then there's Launchpad, which gave me all the tools I needed to make my business thrive. The staff there are amazing - they treat your business like it's their own and go above and beyond to make sure you have everything you need to succeed.

Sunni Sharma
Digital Marketing Solutions
Group Ltd

Through the Fuel programme, one-to-one mentoring sessions with Launchpad staff and being surrounded by entrepreneurs, I have developed a much deeper understanding of business and how to run one. Without the Launchpad team I wouldn't be where I am today. Their knowledge, connections and funding options have helped me so much, and I'm expecting a huge year of business growth in 2024 with their continued support.

Harry Tribe
Tribe Vision Ltd



The Fuel programme was instrumental in the early stages of my business journey, and I'll be forever grateful. It not only helped kick start my business, but the continued support has helped my business grow. The support helped give me the tools I very much needed in the early days and the like-minded community I met on the programme really did give me that extra push of motivation and confidence.

Sophia Gowland
The Petite Agency Ltd



The Fuel programme taught me so many aspects of running a business that I otherwise wouldn't have known – including where to start. I was delighted to have been successful in the pitch and have secured grant money to help take Dey Studios to the next level. As well as funding, I have also moved into studio space at Launchpad. The continued support from Fuel has been amazing for my journey so far. I am very grateful.

Emily Dey
Dey Studios



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