



Enterprise  
Nation



**STARTUP**  
2019





## Keynotes

A stage of inspirational stories and advice from some amazing entrepreneurs.

### 10.00am – 10.15am

**Welcome from Julie Devonshire OBE, director, Entrepreneurship Institute, King's College London**

### 10.15am – 10.50am

**Using AI to disrupt the \$45bn market research industry: Tugce Bulut, founder & CEO, Streetbees**

Join this session to hear how Streetbees is shaking up the market research industry through the use of 'conversational research'.

### 10.50am – 11.30am

**Growing my business with a purpose: Jo Tutchener-Sharp, founder, Scamp & Dude. Interviewed by Lizzie Lillington-Lester, UK partner manager, Facebook**  
Every parent understands the feeling you get when you have to leave your child. It was this that inspired Jo to create a brand that helps children feel more secure when apart from their loved ones.

### 11.30am – 12.10pm

**Starting at the speed of flight, Steve Moore, founder, Flight Club**

The founder of the popular darts social bar chain, Flight Club, shares his business journey. Now employing over 200 people in locations across the UK and US, with more to come in 2019, Steve is one to watch!

### 12.10pm – 12.50pm

**Slaying the Dragons one cup of chai at a time: Alex and Rupesh Thomas, co-founders, Tuk Tuk Chai**

Hear from the husband and wife team who turned down the investors on Dragons' Den to build Tuk Tuk Chai on their own terms.



## Keynotes continued...

### 12.50pm – 1.30pm

**How I started the Department of Coffee and Social Affairs on a bootstrap budget: Professor Stefan Allesch-Taylor CBE**  
British entrepreneur, philanthropist, broadcaster, and educator. Professor Stefan Allesch-Taylor CBE also founded the award-winning Department of Coffee and Social Affairs, the fastest growing coffee business in the UK. Join this session to hear about his story and his pioneering social impact plans for the next five years.

### 1.30pm – 2.10pm

**Start, run and grow your business**  
**Square speaks to start-up owners about the tricks of the trade**

### 2.10pm – 2.50pm

**How I grew an online community of over 2 million in 3 years: Lee Wilcox, founder, On the Tools**

Lee has built one of the largest niche social media communities. His platform for construction workers has grown to over 2.2 million members in only three years and he will share his story and tips.

### 2.50pm – 3.30pm

**From Lads' mags to climax – How I built and sold a £20m business**

From editor of FHM to founder of Shortlist Media, Mike Soutar shares his journey building and selling a leading digital publisher and media platform with pioneering brands including ShortList, Stylist, Emerald Street and Mr Hyde.

### 3.30pm – 4.00pm

**Meet the Journalists**

Top journalists will explain what they want from small business stories and how your company can make the headlines.

### 4.00pm – 4.15pm

**An update from Westminster**

Parliamentary Under Secretary of State, Minister for Small Business, Consumers and Corporate Responsibility, Kelly Tolhurst MP, will share an insight into government support for small businesses in 2019.

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## Start me up

Get industry specific advice from inspiring entrepreneurs and experts.

**10.00am – 11.00am**

**How to start a food business: Hosted by Jane Arthern, founder, FMCGenie**

- Jools Abel, co-founder, Nowt Poncy
- Ella Rauen-Prestes, founder, Fitbakes
- Charlotte Moore, founder, Smoothie PR
- David Young, food retail consultant, David Young Consulting

**11.00am – 12.00pm**

**How to start a beauty business  
Hosted by: Rachel Whittaker, founder, Indie Beauty Delivers**

- Helen Taylor, founder, Bare Faced Skin
- Luchia Best, founder, Ismiri London
- Zaffrin O'Sullivan, founder, Five Dot Botanics

**12.00pm – 1.00pm**

**Finding space for your start-up: Becky Jones, head of partnerships, Appear Here**

Join this session to hear from pop-up experts, Appear Here, on how to find the right retail space for your products.

**1.00pm – 2.00pm**

**How to start a tech business: Hosted by Sam Dickie, senior product manager, ucreate**

- Ahrani Logan, co-founder, PeaPodicity
- James Xu, founder, xPossibilities
- Stewart Ritchie, founder, Powered by Coffee

**2.00pm – 3.00pm**

**How to start a purpose led brand**

- Beth Noy, founder, Plastic Freedom
- Madeliene Petrow, founder, MAMOO
- Jonathan Kruger, co-founder and CEO, The Drop

**3.00pm – 4.00pm**

**How to start a wellness business: Hosted by Emily Foster, founder and dietician, Glowing Potential**

- Lauren Armes, founder, Welltodo Global
- Carina Lawson, founder, Ponderlily
- Helen Morris, founder, Samsara communications
- Maggie Nuttall, co-founder, The Retreat Kitchen



## The digital stage

Hear from digital experts in a series of workshops and drop in troubleshoot sessions.

**10.00am – 11.00am**

**Growing your business online: Where to start**

Join this session to learn about getting noticed online and ensuring your website is fully optimised so you can be found.

**11.00am – 12.00pm**

**Checklist for building a website: don't miss these top tips: Jamie Hewitt, founder, Rocketship WP**

A session designed to prepare you for conversations with your web developer. Understand what you'll need from your website and how best to get it.

**12.00pm – 1.00pm**

**A guide to SEO: Chichi Eruchalu, independent marketing expert**

Chichi Eruchalu shares tips for how to ensure your website is found on search engines.

**1.00pm – 2.00pm**

**How to find influencers: Alison Battisby, founder, Avocado Social**

Social media expert Alison Battisby talks about the role influencers play in today's consumer decision making and how you can find and approach relevant influencers for your business.

**2.00pm – 3.00pm**

**Which social media channels are right for my startup? Laurie Wang, independent marketing consultant**

Finding the right platform for your product or service can be tricky. Laurie guides you through each platform and help you to understand which are the right ones for you.

**3.00pm**

**How to start an online subscription business**

Hear from three online subscription business founders on how they started, the do's and don'ts and how your business could be transformed with a subscription model.

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## Show me the money

Get advice on raising and managing funds in a series of workshops, talks and panel discussions.

**10.00am – 10.45am**

**Maximising cash and profit in your first 24 months of trading:** **Indy Agnihotri, chartered accountant**

Join this practical session to learn how to budget, forecast and determine how much funding you'll need to start.

**11.00am – 11.45am**

**How to make my business investment ready:** **Hosted by Sam Dickie, senior product manager, ucreate**

- Archana Tharani, accountant, ICAEW
- Richard Fifield, CEO, Enterprise Nation
- Jeroen Sibia, founder, Swap

**12.00pm – 12.45pm**

**How I raised funds:** **Katie Massie-Taylor, founder, Mush**

Katie founded Mush, the number one app for mums which helps mums everywhere to instantly become part of their local mum community. She recently raised over £2m to fund the next stage of business growth. Join the session to hear how she did it.

**1.00pm – 1.45pm**

**Debt, equity, crowdfunding: Which method of raising funds is right for me?** **Hosted by Adria Tarrida, crowdfunding consultant, Crowdeasy**

- Jules Buker, development manager, Crowdcube
- Funding Circle
- Sharif Mohamed, fintech partnerships, iwoca

**2.00pm – 2.45pm**

**How to access funds through government initiatives. Hosted by Adria Tarrida, crowdfunding consultant, Crowdeasy**

- Mark Brownridge, director general, EIS Association
- Patrick Magee, chief commercial officer, British Business Bank

**3.00pm – 3.45pm**

**What angel investors want in 2019?** **Hosted by Adria Tarrida, crowdfunding consultant, Crowdeasy**

- Chris Barrett, angel investor
- Ben Towers, investor
- Peter Cowley, founder & CEO, Spirit



## The entrepreneur's mindset

Featuring mindset experts and entrepreneurs sharing top tips and authentic experiences.

**10.00am – 11.00am**

**Being creative with a bootstrap budget:** **Simon Alexander Ong, life coach and motivational speaker**

**11.00am – 12.00pm**

**How to look after your mental health and build resilience:** **Sheri Jacobson, clinical director, Harley Therapy**

**12.00pm – 1.00pm**

**Integrating work and life: A panel of mumpreneurs share the real deal:**

- Karen Holden, founder, a City Law Firm
- Emma Alexander, founder, Mother Bran
- Hannah Feldman, co-founder, Kidadi
- Carol Lovell, founder, STOW

**1.00pm – 2.00pm**

**Staying clear in chaos: the secret to managing founder stress:** **Alexandra Isenegger, founder & CEO, Linkilaw?**

Running a business is stressful, especially when you're a first time founder. Alexandra will discuss how to manage founder-stress and how to live happy.

**2.00pm – 3.00pm**

**Surround yourself with the right space and the right people: Hear from experts on how to get the most out of your network and environment**

- James Uffindell, CEO, The Bright Network
- Alessa McNally, head of community, The Office Group
- Jane Sartin, executive director, BCA

**3.00pm – 4.00pm**

**How to set goals and measure your success in 2019**

Simon Alexander Ong, life coach and motivational speaker



## Next generation

Hear from the entrepreneurs of tomorrow and find out how to enter Next Generation Start-up of the Year 2019 competition.

**10.00am – 11.00am**

### **How to start a business while studying**

A panel of King's College entrepreneurs will discuss how to manage starting a business whilst studying.

**11.00am – 12.00pm**

### **Turning over £1million at 20 years old:**

#### **Dan Beckles and Monty George, co-founders, Furniture Box**

Dan and Monty started their contemporary furniture business when they were just 19 and 20 and turned over £1m in their first year of trading. Hear their story and their plans for growth.

**12.00pm – 1.00pm**

### **Your age is key to innovation:**

#### **Thomas Delgado, CEO and founder, We Buy Cars Today**

Thomas launched the online car dealership, We Buy Cars Today, at the tender age of 23. Fast forward six years and today, the company is set to turnover £9m, which Thomas believes is largely the result of being a young entrepreneur.

**1.00pm – 2.00pm**

### **How I became an influencer: Victoria Niamh Spence, fitness influencer and CEO of the global movement, #Girlgains**

**2.00pm – 3.00pm**

### **How to spot a gap in the market and develop your idea**

Henry Blanchard from Start Something, interviews Ben Towers, 20 year old serial entrepreneur and investor on a mission to change the health outcomes of his generation.

**3.00pm – 3.30pm**

### **Winning the Next Generation Start Up of the Year 2018**

Henry Blanchard interviews Jonathan Risely, founder of Thinair Water to find out how the next generation start up of the year award has helped his business.

**3.30pm – 4.00pm**

### **How to enter Next Generation Start-up of the Year 2019**

As Next Generation launches the Student Start-up of the Year 2019 competition, find out how you can get involved and win £2,500.



## Business essentials

Get a handle on your business essentials in these insightful workshops including how to register a company and choosing the right insurance.

**10.00am – 11.00am**

### **My first year in business since StartUp 2018 and my top tips as a small business founder:**

Krishma Vaghela, founder, Franchise Futures and Business Futures

**11.00am – 12.00pm**

### **Registering a company and protecting your Intellectual Property**

- Caroline Brooks, partner, Abel & Imray
- Matthew Gambold, managing director, Chaddesley Sanford

**12.00pm – 1.00pm**

### **What is franchising and how to get it right. Hosted by Krishma Vaghela, founder, Franchise Futures**

- Gaby Lixton, founder, Turtle Tots
- Samantha Acton, founder, Domestic Angels
- Elizabeth McKenna, founder Lizzie's Bundles and The Apprentice 2017 semi-finalist

**1.00pm – 2.00pm**

### **Getting Insured: What's the package that's right for you: Direct Line For Business**

An essential session for businesses starting out, join insurance experts from Direct Line For Business to ensure you don't fall foul of a claim.

**2.00pm – 3.00pm**

### **How to make sales: Alison Edgar, founder, The Entrepreneur's Godmother**

Expert sales adviser, Alison Edgar, helps you increase your sales and improve your pitching.

**3.00pm – 4.00pm**

### **Your start-up legal checklist: helping you protect yourself for the future: Alice Stephenson, founder, Stephenson Law**

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## Build a brand

Attend talks and workshops on branding, logo design and much more.

**10.00am – 11.00am**

### How to design and brand your business or product

- Ruby Lee, co-founder & creative director, Studio 77
- Sam Douglas, co-founder & digital designer, Studio 77

**11.00am – 12.00pm**

### Coming up with an idea, name and building a brand for your business

- Kate Collins, brand manager, The Collective UK
- Joanne Griffin, founder, Arnold & Bird
- Jimmy Kyriacou, founding director, UNBOX LONDON

**12.00pm – 1.00pm**

### Whose brand is it anyway? Protecting your brand as your business grows

- Danielle Cooksley, partner, Abel & Imray
- Matthew Smith, partner, Abel & Imray

**1.00pm – 2.00pm**

### Getting your brand out there: Elizabeth McKenna, founder, Lizzie's Bundles and The Apprentice 2017 semi-finalist

**2.00pm – 3.00pm**

### Why your personal brand matters and what to do about it: Juliana Saldana, personal branding strategist

**3.00pm – 4.00pm**

### Branding your business to target micro niches and grow your market share Jimmy Kyriacou, founding director, UNBOX LONDON



## Make me famous

Workshops to help you raise your PR game, find out what journalists are after and how to approach influencers.

**10.00am – 11.00am**

### Lifestyle and fashion PR: The do's and don'ts

- Kamala Bryant, PR manager, lifestyle and fashion agency: PR Dispatch
- Martha Hollingsworth, community manager, lifestyle and fashion agency: PR Dispatch

**11.00am – 12.00pm**

### How to nail PR on a budget Amanda Ruiz, founder, Amanda Ruiz PR

**12.00pm – 1.00pm**

### How to PR a food business Charlotte Moore, founder, Smoothie PR

**1.00pm – 2.00pm**

### What makes a good small business story Liz Slee, head of media, Enterprise Nation

**2.00pm – 3.00pm**

### How to PR a service-based business, Fiona Scott, founder, Fiona Scott Media Consultancy

**3.00pm – 4.00pm**

### How to nail PR on a budget Amanda Ruiz, founder, Amanda Ruiz PR

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Abel+Imray





# How to grow your business on Facebook and Instagram

Hear from experts on how to grow your business on these two influential social media platforms.

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**10.00am – 11.00am**

**Taking your Facebook ads to the next level**

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**11.00am – 12.00pm**

**Instagram 201: Getting Business Done**

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**12.00pm – 1.00pm**

**Taking your Facebook ads to the next level**

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**1.00pm – 2.00pm**

**Instagram 201: Getting Business Done**

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**2.00pm – 3.00pm**

**Taking your Facebook ads to the next level**

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**3.00pm – 4.00pm**

**Instagram 201: Getting Business Done**

POWERED BY:

