





**Enterprise  
Nation**

# **STARTUP** 2019

19 January, King's College, London

**Join the  
conversation today**

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 Enterprise Nation  
#StartUp2019



# KEYNOTE STAGE

## BUSH AUDITORIUM, FLOOR 0, CENTRE BLOCK

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 Lizzy Lillington-Lester, UK partner manager, Facebook**

Jo will share her experience of starting and growing Scamp & Dude. Hear how she was inspired to set up and how her purpose led model is helping vulnerable 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.

### 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 Melinda Roylett, head of european business, Square speaks to three inspirational business owners**

### 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 2.2m 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.

- Joanna Partridge, business producer, ITV News
- Myron Jobson, investment and small business reporter, Daily Mail

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## START ME UP LT1, FLOOR 1, CENTRE BLOCK

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

**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.

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## THE DIGITAL STAGE LT3, FLOOR 0, NORTH EAST WING

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 hear from BigCommerce to learn about getting set up 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 start-up? Laurie Wang, independent marketing consultant**

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

**3.00pm**

**How to start an online retail business**

Join this session to hear from BigCommerce and partners to learn everything you need to know to turn your idea into a great online business.

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## SHOW ME THE MONEY LT2, FLOOR 4, CENTRE BLOCK

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 Adria Tarrida, crowdfunding consultant, Crowdeasy**

- Archana Tharani, CFO, Dawn Capital
- 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
- 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
- Richard Fifield, CEO, Enterprise Nation
- Peter Cowley, founder & CEO, Spirit



## THE ENTREPRENEUR'S MINDSET 1.02, FLOOR 1, NORTH EAST WING

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: Hosted by Patricia van den Akker, director, The Design Trust**

- Karen Holden, founder, a City Law Firm
- Emma Alexander, founder, Mother Bran
- Hannah Feldman, co-founder, Kidadl
- 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 2.01, FLOOR 2, CENTRE BLOCK

Hear from the entrepreneurs of tomorrow and find out how to enter the Next Generation Award 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 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 online car dealership, We Buy Cars Today, when he was just 23. This year the company is set to turnover £9m, which Thomas believes is largely the result of being a young entrepreneur.

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**1.00pm – 2.00pm**

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

**2.00pm – 2.30pm**

### Why I chose entrepreneurship over further education: Henry Blanchard, Start Something in conversation with Rose Dyson, founder, Pura Cosmetics

**2.30pm – 3.00pm**

### The leaders of the Next Generation

Three young entrepreneurs who are now giving back. Hear the inside scoop on how Janice (luxury cake maker), Hugo (world-record breaking explorer), and Siobhan (author and coach) have made it despite the obstacles in their way.

**3.00pm – 4.00pm**

### How and why to enter the Next Generation Awards 2019 to win £2,500 for your business.

Henry Blanchard of Start Something! and Jonathan Risley founder of Thinair Water and winner of the Next Generation Award 2018, will launch the Next Generation Awards 2019 and discuss how they can help your business.



## BUSINESS ESSENTIALS 1.01, FLOOR -1, NORTH EAST WING

Get a handle on your business essentials in these insightful workshops including how to register a company and protecting your business.

**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**

### Growing pains and milestone moments

From big decisions to unexpected obstacles, Enterprise Nation's Dan Martin chats with four business leaders about the moments that shaped their companies, and the lessons they learned along the way.

- Hayley McClelland, co-founder, The Fairy Dogmothers
- Amber Fraser, co-founder, Brave Foods
- Ross Jones, founder, BrandFarm Films
- Carly Menken, head of SME trading, Direct Line for Business

Attendees will also be entered into an on-the-day raffle to win a Samsung tablet.

**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** **1.04, FLOOR 1, NORTH EAST WING**

Attend talks and workshops on personal and business branding, logo and product 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: Hosted by John Austin-Brooks, commercial manager, Abel & Imray**

- 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** **1.03, FLOOR 1, NORTH EAST WING**

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**



## MEET THE BUYER 2.03, FLOOR 2, CENTRE BLOCK

A stage of entrepreneurs, experts and buyers share their experience to help you make your business retailer ready.

**10.00am – 11.00am**

**How I sold into high-end high street retailers: Meenesh Mistry, co-founder, Wholey Moly**

Co-founder of 100% natural cookie producer Wholey Moly, will share his story of selling into Selfridges and Whole Foods. Meenesh will offer tips and advice from pitching to process management and everything in between.

**11.00am – 12.00pm**

**How to perfect your sales pitch to sell to retailers: Paul Durrant, founder, PDT Sales Consulting**

Accredited sales professional, Paul Durrant, will guide you through simple steps to perfecting your sales pitch for retail buyers.

**12.00pm – 1.00pm**

**How to sell to overseas buyers post Brexit: Katrina McWhinnie, founder, The McWhinne Consultancy**

Expert Brexit strategist Katrina will provide simple, effective advice for preparing your products or services for sale to international buyers post Brexit. Join this session to ensure you're ready for global growth.

**1.00pm – 2.00pm**

**What buyers are looking for in 2019: Joanne Griffin, founder, Arnold & Bird**

Product development expert Joanne Griffin will share insights on trends, themes and even colours that buyers will be looking for in 2019. Join this session to make sure you're ahead of the curve when it comes to product development.

**2.00pm – 3.00pm**

**Selling to Soho House: Kirsty Whyte, creative & product director, Soho House**

Kirsty will share insider tips on selling to a buyer from a buyer's perspective. The do's and don'ts and tips to help you develop products and pitch.

**3.00pm – 4.00pm**

**How to manage and streamline your procurement process: Simon Frost, founder, Procurement Adventurer**

A session to help you master the practical aspect of selling into retailers. Simon will share expertise to help you ensure your business is working at peak efficiency when it comes to supplying.



## HOW TO GROW YOUR BUSINESS ON FACEBOOK AND INSTAGRAM NORTH TERRACE, FLOOR 8, CENTRE BLOCK

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

**10.00am – 11.00am**

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

**11.00am – 12.00pm**

**Instagram 201: Getting Business Done**

**12.00pm – 1.00pm**

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

**1.00pm – 2.00pm**

**Instagram 201: Getting Business Done**

**2.00pm – 3.00pm**

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

**3.00pm – 4.00pm**

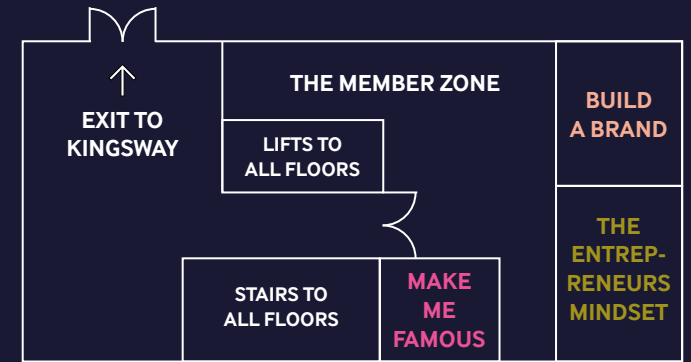
**Instagram 201: Getting Business Done**

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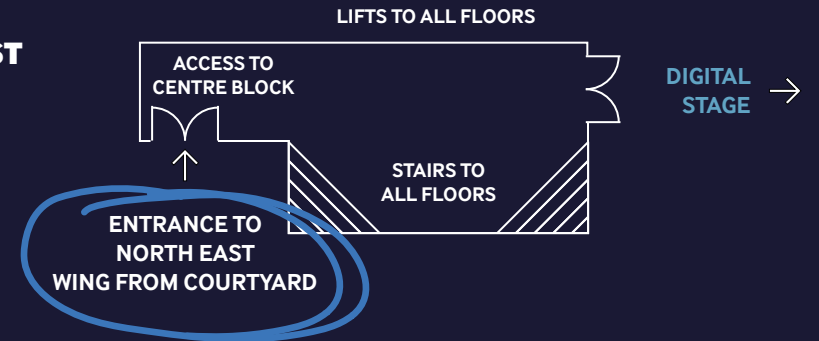


# NORTH EAST WING FLOORPLANS

**NORTH EAST WING FLOOR 1**



**NORTH EAST WING FLOOR 0**



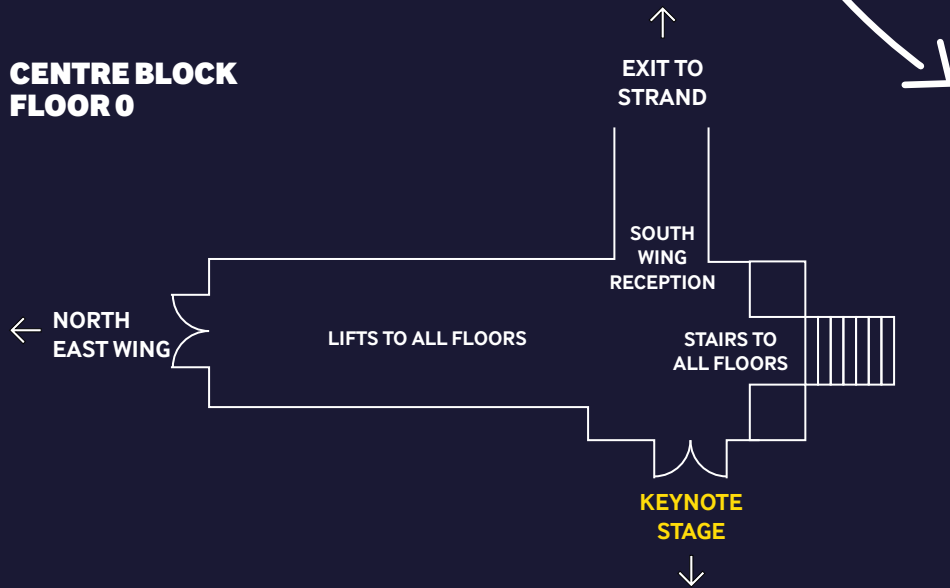
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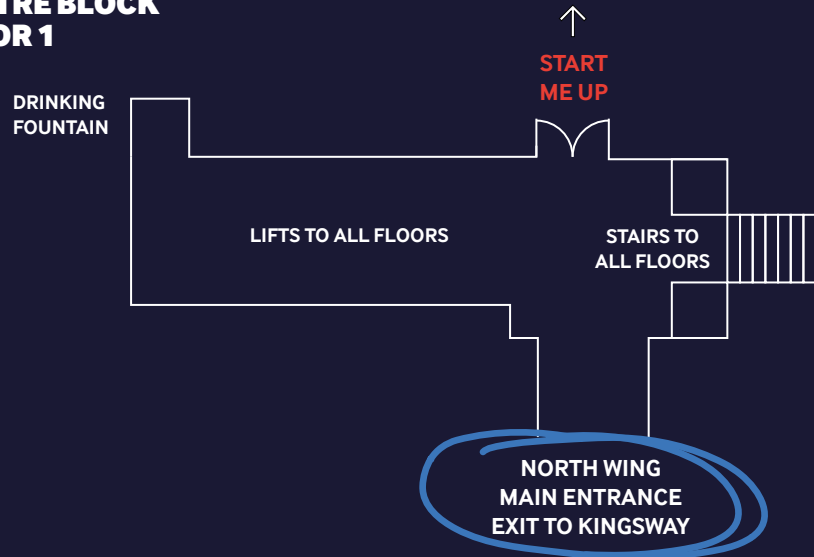


# CENTRE BLOCK FLOORPLANS

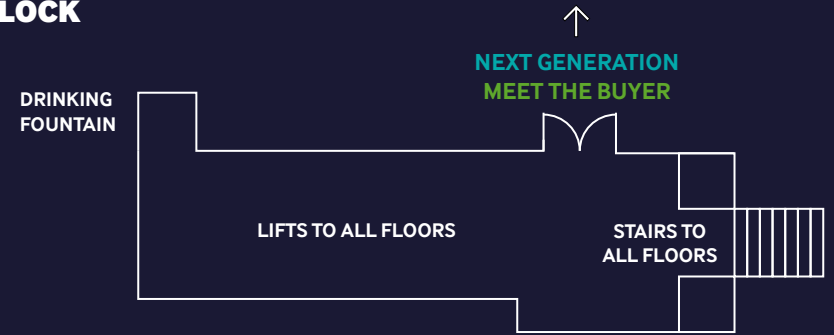
## CENTRE BLOCK FLOOR 0



## CENTRE BLOCK FLOOR 1



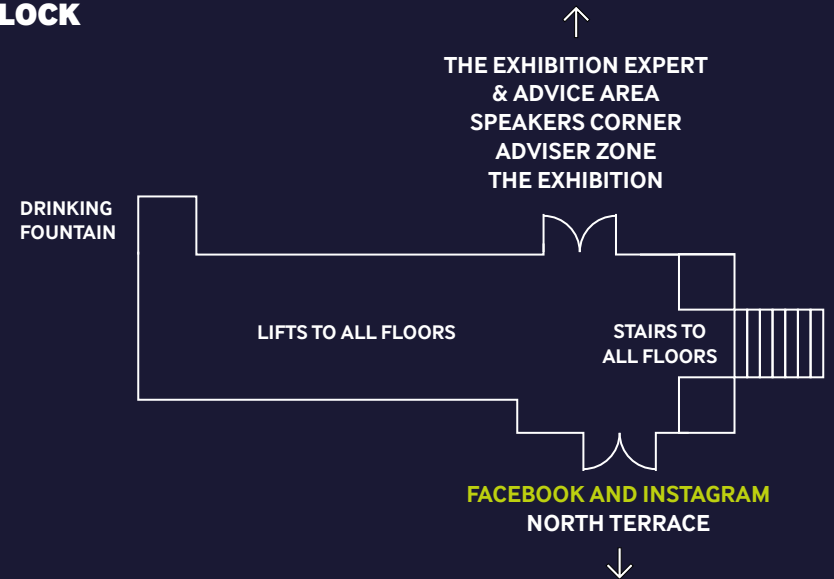
## CENTRE BLOCK FLOOR 2



## CENTRE BLOCK FLOOR 4



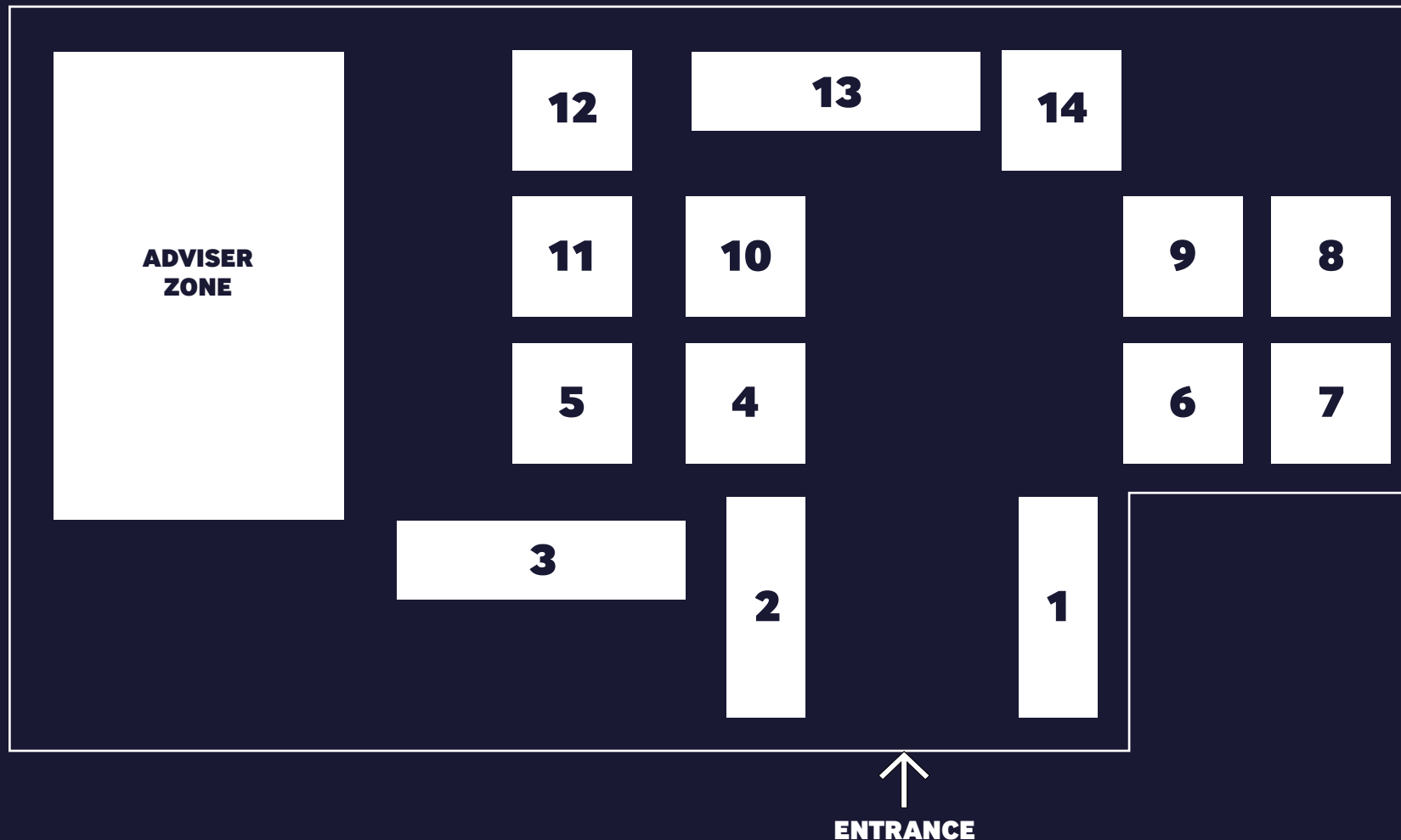
## CENTRE BLOCK FLOOR 8



# THE EXHIBITION: EXPERT AND ADVICE ZONE SOUTH TERRACE, FLOOR 8, CENTRE BLOCK

Meet, network and obtain advice from our experts and advisers

- 1 Enterprise Nation
- 2 Water refills
- 3 Speakers corner
- 4 MOO
- 5 Abel & Imray
- 6 Utilita
- 7 Enterprise Trust
- 8 King's College Institute of Entrepreneurship
- 9 Zipcar
- 10 Square
- 11 ICAEW
- 12 Big Commerce
- 13 Facebook and Instagram
- 14 Direct Line for Business



# WITH THANKS TO PARTNERS

## Headline partners






## Other partners



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