





**Enterprise
Nation**

STARTUP 2021

**Join the
conversation today**

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 Enterprise Nation
#StartUp2021

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 **British
Business
Bank**



KEYNOTE STAGE

A stage of inspirational stories and advice from some amazing entrepreneurs

10:00 – 10:10

Welcome to StartUp 2021

Emma Jones, founder of Enterprise Nation, will kick off StartUp 2021 and share her top tips for anyone thinking of starting or growing their business this year!

10:10 – 10:30

VIP entrepreneur guest – to be announced!

10:45 – 11:15

VIP entrepreneur guest – to be announced!

11:30 – 12:00

Using technology to kickstart your start-up

Technology can help small business owners work in smarter, more effective ways. In this session, our panellists will discuss how technology can help provide greater efficiency and versatility, to help boost your business!

Panellists include:

- Dave Brooke, vice president small business EMEA, Dell Technologies
- Majida Burch, co-founder, Brennan and Burch
- Nicola Paul, director, Yellow Bird Digital

12:15 – 12:45

Launching a socially conscious business – Tessa Clarke, co-founder & CEO, OLIO

Hear from the co-founder of the free app tackling the problem of food waste by connecting neighbours with each other, and volunteers with local businesses - so that surplus food can be given away, not thrown away. OLIO has grown to over 2.5 million users in 4 years, and its impact has been widely recognised, most notably by the United Nations who highlighted OLIO as a “beacon” for the world, and by Vivatch who awarded OLIO “Next European Unicorn”.

13:15 – 13:45

Lessons from launching in lockdown, Steve Folwell, founder, Muddy Trowel

When Steve heard about the significant impact lockdown would have on the UK horticultural industry, he put his entrepreneurial hat on and set up a new venture to support growers and gardeners during the crisis. As a keen amateur gardener and entrepreneur, Steve believed he could help the industry and so he set up Muddy Trowel. The business was launched in April 2020, with a remarkable 14 days from concept to launch and has been delivering in-bloom plant kits to customers ever since. Steve will be sharing lessons learnt from launching during a global crisis and his future plans for the business.

14:00 – 14:30

Starting a business during a recession, Juliet Barratt, co-founder, Grenade

Having co-founded Grenade during the recession in 2010, Juliet knows first-hand the challenges around running a business in challenging times. Since launching, the sports performance brand has grown at an accelerated rate and continues to go from strength to strength. Grenade are now leading innovators in the wider lifestyle and active nutrition space, selling into 80 countries via high street retailers, grocery, convenience and online.

14:45 – 15:15

Panel session – Show me the money

Unsure how to best manage your business cashflow? Considering raising money but don't know where to start? A panel of experts share their top tips on raising and managing funds for your start-up.

Panellists include:

- Graeme Tennick, Partner, Graeme Tennick & Co
- Richard Bearman, managing director, Start Up Loans

15:30 – 16:00

Adapting to survive – Jacob Wedderburn-Day and Anthony Collias, co-founders, Stasher

Jacob and Anthony had a ‘lightbulb moment’ for their business whilst studying at university together. From that moment, Stasher was born - a platform redefining the way businesses value space and travellers store luggage! 2020 started out strong for both founders, as they were recognised in Forbes 30 under 30 list and had just raised \$2.5 million in additional funding. Then Covid-19 hit, meaning the pair had to quickly adapt their business model to survive. Hear the pair's journey to date, from gaining investment off the back of a cold email, to building the brand and changing plans to survive through a time when travelling was put on pause.



BUILD A BRAND

Attend talks and workshops on branding, PR and much more

10:00 – 10:45

Building your brand on the right foundations from the start

Lorna Leaver, engagement manager (marketplaces), GS1 UK

11:00 – 11:45

The importance of PR when growing and starting a business

Louise Vaughan, managing director and co-founder, Definition

12:00 – 12:45

Brand me: Why your personal branding is key

Matt Davies, founder, Matt Davies Brand Consultancy

13:00 – 13:45

Tell your story by podcasting like a pro

Matt Callanan, podcaster and founder, We Make Good Happen

14:00 – 14:45

Building a brand on a shoestring budget

Jarmila Yu, founder, YUnique Marketing

15:00 – 15:45

Realising the power of your data to grow your business

Jacky Broomhead, senior engagement manager (brand engagement), GS1 UK



FEMALE ENTREPRENEURSHIP

Female founders chat confidence, risk, and work life balance

10:00 – 10:45

Female Founder Story

Interview with Ceylan Boyce, founder of Academy for Women Entrepreneurs

11:00 – 11:45

Stop under-selling yourself

Sallee Poinsette-Nash, founder, Brandable & Co

12:00 – 12:45

Opportunities for women in tech

13:00 – 13:45

Finding your tribe as a woman in business

Mel Bound, founder and CEO, This Mum Runs

14:00 – 14:45

Overcoming fear as a business owner

Scarlett V Clark, founder, Smart Girl Tribe

15:00 – 15:45

Interview with Female Start-up of the Year 2020

Jessica Heagren, CEO and founder, That Works For Me

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THE DIGITAL STAGE

Hear from experts on the best digital tips to help your business in 2021

10:00 – 10:45

Technology to help your start-up succeed

- Andy Bone, solutions specialist, Dell Technologies
- Jason Crawford, solutions specialist, Dell Technologies

11:00 – 11:45

SEO tips for start-ups

- Gill Wilson and Isla Wilson, partners, Butteredhost

12:00 – 12:45

Killer tips for digital marketing for businesses

- Lucy Norris, content strategist, Ecrubox Digital

13:00 – 13:45

Considerations when setting up an e-commerce business

14:00 – 14:45

Setting up and growing a business online – the legal aspects

- Stephen Thompson, managing partner, Darwin Gray

15:00 – 15:45

A-Z of your buyer persona

- Fin Wycherley, founder and CEO, Supersize Media



PLAN IT WITH PURPOSE

Guidance, tips and inspiration to help you build a more sustainable business

10:00 – 10:45

Climate change and start-ups

- Jonathan Aslin, director, Intsilo Limited

11:00 – 11:45

Diversity and inclusion strategies for start-ups

Panellists include:

- Emma Gregan, compute and networking specialist, Dell Technologies
- Sonya Barlow, global diversity, equity & inclusion consultant and Founder of Like Minded Females
- Sarah Guerra, director of equality, diversity and inclusion, King's College London
- Garry Connor, director of services, Diversiti UK Learning and Development CIC

12:00 – 12:45

Sustainable business heroes: Founders putting the planet at the heart of their business

Panellists include:

- Josephine Phillips, founder and CEO, Sojo
- Chris Mjelde, founder and CEO, Verdn
- Beth Noy, founder, Plastic Freedom

13:00 – 13:45

How to become a more sustainable start-up

- Sophie Segal, co-founder, Co-CREATE ImpACT

14:00 – 14:45

Embedding a social purpose in your start-up

Panellists include:

- Adele Aitcheson, co-founder, Grand Nanny
- Dan George, founder and CEO, StepEx
- Lucy Willoughby, founder, Good Things UK
- Comet Chukura, founder, GLOW

15:00 – 15:45

Building a successful, sustainable start-up

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SHOW ME THE MONEY

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

10:00 – 10:45

How to manage your business finances like a boss
Sage

11:00 – 11:45

What's a business programme? How to unlock free support and funding and why you should join one!

- Samantha Harland, programme Manager, BRITE
- Marc Convey, founder, 23Digital
- Gaby Jesson, marketing and communications director, Plus X

12:00 – 12:45

How to produce a successful application to StartUp Loans

13:00 – 13:45

How to do an effective crowdfunding in 2021

14:00 – 14:45

5 traits every VC looks for to determine business success in 2021

Leslie Uzan, head of alternative investments, St James's Place

15:00 – 15:45

What angel investors are looking for in 2021

- Jurek Sikorski, founder, Henley Business Angels Ltd
- Sarah Turner, co-founder, Angel Academy
- Mark Brownridge, director general, EIS Association



START ME UP

Get industry specific advice from inspiring entrepreneurs and experts

10:00 – 10:45

Getting ready for retail

Rebecca Saunders, founder, Seekology

11:00 – 11:45

How to start a beauty or wellness business

Moderated by Rebecca Saunders, founder, Seekology

Panellists include:

- Kati A Treble, founder and creative director, Kati Kaia
- Shiona Redmond, co-founder, Graces London
- Isobel Reid, Founder, Gloh. Ltd
- Dr Jahnavi Karia, co-founder Heyoo

12:00 – 12:45

How to start a food business

Panellists include:

- Paul Rostand, founder, Great British Biscotti Co Ltd
- Anushi Desai, co-founder, Plant Pops
- Nirali Mankodi, co-founder, Superfoodio
- Rachel Hugh, co-founder, The Vurger Co

13:00 – 13:45

How to start a tech business

Panellists include:

- Callum Coombes, co-founder and CEO, Safepoint
- Caroline Syson, founder, Pocket PA
- Sam Dickie, founder, NoCode.tech

14:00 – 14:45

How to start a fashion business

Panellists include:

- Jade Sammour, founder, Dainty London Ltd
- Alison Lewy, founder, Fashion Angel
- Mary Moran, CEO, Ilu Fitwear

15:00 – 15:45

How to pitch to buyers

Wizz Selvey, founder & CEO, WIZZ&CO

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BUSINESS ESSENTIALS

Get a handle on your business essentials in these insightful workshops, including legal considerations when setting up your start-up

10:00 - 10:45

Starting up – legal basics

Mythri Reddy, associate, Edwin Coe LLP and Christophe Robert, associate, Edwin Coe LLP

11:00 - 11:45

Moving to your first business premises – points to consider when negotiating your first lease

Safia Azra-Smith, associate, Edwin Coe LLP and Harry Rudolf, associate, Edwin Coe LLP

12:00 - 12:45

You are not alone – all the ways you can get other people and businesses to help you grow your start-up

Emma del Torto, managing director, Effective HRM

13:00 - 13:45

Branding basics – how to protect your intellectual property

Selina Clifford, senior associate, Edwin Coe LLP and Yoon Hur, associate, Edwin Coe LLP

14:00 - 14:45

Starting a business in uncertain times

15:00 - 15:45

Business plan 101: creating a business plan that actually works

Kathy Ennis, founder, Little Piggy

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HEADS UP

Being a start-up founder is no mean feat. This zone focuses on how to look after yourself, as well as your business

10:00 - 10:45

Keeping productive (and sane!) as a small business owner

Emma Mills-Sheffield, founder, Mindsetup Ltd

11:00 - 11:45

Techniques to level up your entrepreneurial thinking

Rachel Stockey, head of entrepreneurial skills, Entrepreneurship Institute, King's College London and founder and coach, She Lives to Fly

12:00 - 12:45

The importance of financial wellbeing

PensionBee

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13:00 - 13:45

Taking care of your mental health when running a business

Panellists include:

- Alex Wilding, founder, Founder Therapy
- Karolina Ba, CEO & Founder, THEENK TEA
- Paul Durrant, founder, PDT Sales Consulting
- Fede Trimarchi, founder, The Mood Club

14:00 - 14:45

Stress management for busy small business owners

Paul Durrant, founder, PDT Sales Consulting

15:00 - 15:45

How to thrive as an introverted business owner

Janice Chaka, founder, Introvert Media Lab Consulting



LET'S GET SOCIAL

Learn top tips on how to nail great social media activity for your start-up

10:00 - 10:45

Building your community on LinkedIn

Jennifer Corcoran, founder, My Super Connector

11:00 - 11:45

Utilising WhatsApp for your small business

Caroline Sumners, founder and director, Caroline Sumners

12:00 - 12:45

Tell your business story using Instagram

Janet Bebb, managing director, Social Progress Ltd

13:00 - 13:45

Understanding your Facebook ad results

Amanda Dixon, founder, North East Social Media

14:00 - 14:45

How to manage your social media

15:00 - 15:45

Connecting with your audience via Facebook groups

Deasha Waddup, founder, Social Treats



FREELANCE AND SIDE HUSTLES

Thinking of going freelance or growing a side hustle? This is the stage for you!

10:00 - 10:45

Surviving freelance life

Sarah Townsend, freelance marketing copywriter and author of Survival Skills for Freelancers

11:00 - 11:45

Avoiding burnout as a side-hustler /freelancer

Panellists include:

- Sarah Townsend, freelance marketing copywriter
- Sheetal Revis, owner, The Pakora Explorer
- Tamsin Fox-Davies, founder, Smug Vegan

12:00 - 12:45

How to set up a side-hustle

Egbe Manton, founder, Manton Legal Consultancy

13:00 - 13:45

Top tips for marketing your freelance services

Minal Patel, founder, Marketing by Minal

14:00 - 14:45

Finances for freelancers and side hustlers

Andrew Henderson, managing director, Henderson Accounting Consultants Ltd

15:00 - 15:45

Turning your passion into profit – a journey from side-hustle to full time business

An interview with Tomazs Dyl, managing director at GottaBe! Marketing

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