





Enterprise
Nation

STARTUP 2020

18 January, King's College, London

Join the
conversation today

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 Enterprise Nation
#StartUp2020



KEYNOTE STAGE



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

9.45am

Welcome to King's College

Julie Devonshire, director, Entrepreneurship Institute, King's College London

9.55am

Welcome to StartUp 2020!

Emma Jones, founder, Enterprise Nation

10.00am – 10.40am

Building a challenger Bank in 2020:

Anne Boden, Starling Bank

Anne Boden founded Starling with a clear goal: to build a bank that would help you manage your money, all from one app. Thirty years ago, Anne pioneered the UK's first same-day payment service that transformed electronic money. Anne's ambition has brought together a team building a challenger bank that is set to reach one million accounts and £1 billion in deposits by the end of 2019. The question is: what does it take?

Thirty years ago, Anne pioneered the UK's first same-day payment service that transformed electronic money. Anne's ambition has brought together a team building a challenger bank that is set to reach one million accounts and £1 billion in deposits by the end of 2019. The question is: what does it take?

POWERED BY:



10.40am – 11.10am

Succeeding in retail: Clicks and Mortar, the brands testing out retail on Britain's changing High Street

With empty spaces on Britain's high-street increasing, 2019 saw Enterprise Nation start the Clicks and Mortar campaign which gave online retailers the opportunity to test bricks and mortar retail in cities and town centres up and down the UK. Hear from a panel of successful business owners who will share their experience of online vs offline retail. Hosted by: Kate McCutchen, head of marketing, Square.

- Al Shariat, founder, Coconut Merchant
- Tim Rundle Wood, founder, Twoodle Co
- Jenny Maxwell, founder, Nordic Muse

11.10am – 11.45am

How I got my vegan, gluten and dairy free snacks stocked in over 4,000 UK stores: Olivia Wollenberg, founder, Livia's kitchen

The neuroscientist turned businesswoman tells the story of her healthy snack brand and how her turnover has more than doubled each year since launch. Now stocked in over 4,000 UK stores, Livia's Kitchen plans to sell in excess of 5 million products in 2019.

11.45am – 12.15pm

Spotting a gap in the market:

Adam Carnell of instantprint shares the journey from idea in 2009 to 400 employees

After feeling frustrated at the lack of print options whilst running club nights at university, Adam Carnell and James Kinsella spotted a gap in the market and went through rapid growth to become one of the Sunday Times Fast Track companies.

12.15pm – 12.45pm

Why mental wellbeing is crucial to start-up success

A panel of experts and entrepreneurs share key tips and tricks for excelling as a founder and why your mental well-being could be key to the success of your start-up.

- Guy Tolhurst, founder, Intelligent Partnership
- Simon Alexander Ong, business and life coach
- Katrina Larkin, co-founder, Fora
- Evelina Dzimanavičiūt, director, Elite Mind

12.45pm – 1.15pm

Why community should be at the heart of any great business: Rafe Offer, founder, Sofar Sounds

From the first gig in 2009, just eight people in a North London flat, a community was born. It continued to spread. From London to Lisbon, Boston to Bangalore, Sydney to Santiago. In 10 years and over 20,000 gigs, more than 25,000 artists have played a Sofar Sounds gig. In May 2019, Rafe and the team raised £25m to continue their global expansion.

2.00pm – 2.30pm

Show me the money!

Are you considering raising money but don't know where to start? Wondering about the difference between a crowdfund and an angel? And how much equity should you offer to get the funds you need? A panel of experts share their top tips.

- Sharif Mohamed, head of affiliate partnerships, IWOCA
- Kala Desai, head of funds, the FSE group
- Andrew Henderson, managing partner, Henderson Accounting Consultants
- Philippa Sturt, partner, Joelson Law

2.30pm – 3.00pm

Growing a brand: Matt Lumb, former CEO of Tangle Teezer, CEO of Warpaint for Men and Daniel Gray, founder, Warpaint for Men

From a £100,000 Brixton flat start-up, Matt Lumb took Tangle Teezer to a £28.6m a year turnover. He'll be sharing his thoughts on what it really takes to grow a brand and why company culture is key to success. Now CEO of start-up Warpaint for Men, he'll be joined by the company's founder to talk societal disruption, Dragons' Den, and top tips for start-up success.

3.30pm – 4.00pm

Branding and choosing a name for your start-up

A panel of experts and entrepreneurs discuss top tips to ensure your brand gets off to a flying start.

- Juliana Saldanha, personal brand expert
- Emma Alexander, founder, Mother Bran



START ME UP

Building a product based business? This is the place to be.

10.00am – 11.00am

How to start a food business

Hosted by Jess Salamanca,
Enterprise Nation

- Toria Smith, founder, Grape & Fig
- Nick Coleman, founder, Snaffling Pig
- Andy Howie, founder, Shaken Udder
- Victoria Omobuwajo, CEO, Sumno Snacks

11.00am – 12.00pm

How to start a beauty business:

Hosted by: Rachel Whittaker, founder,
Indie Beauty Delivers

- Lorraine Dallmeier, founder, Formula Botanica
- Nancy Poller, founder, Aligned Design
- Samar Fazil and Rabia Khan, co-founders, soapNskin
- Tania Gandamihardja, founder, Petit Jovial

12.00pm – 1.00pm

How to start a wellness business

Hosted by Jess Salamanca,
Enterprise Nation

- Kay Suppamas, founder, Leafage
- Jasmin Thomas, founder, Ohana CBD
- Marco Rovagnati, founder, Poapoa

1.00pm – 2.00pm

How to start a tech business

Hosted by Kay Kukoyi, founder
& CEO, Purposeful Products & Tech
Startup Academy™

- Deirdre McGettrick, founder, Kuldea
- Paul Needler, founder, iParcelBox
- Paul Hulligan and Alex Wilding, co-founders, vidiCREW
- Davies Roberts, CEO, Made by Flare Audio

2.00pm – 3.00pm

How to start a fashion business

Hosted by Jess Salamanca,
Enterprise Nation

- Rosie Davies, founder, PR Dispatch
- Archie Hewitt, founder, Duke and Dexter

3.00pm – 4.00pm

Trend forecasting for 2020 and what retailers are looking for

Joanne Griffin, founder, Arnold & Bird



THE DIGITAL STAGE

Hear from digital experts for the best digital tips in 2020.

10.00am – 11.00am

To be announced

11.00am – 12.00pm

Checklist for building a website

Jamie Hewitt, founder, Rocketship WP

12.00pm – 1.00pm

Understanding your customers' behaviour

Emma Haslam, founder,
Perf4rmance Insight

1.00pm – 2.00pm

Everything you need to know about SEO in 2020

Heather Horton, co-founder, Ecrubox Digital

2.00pm – 3.00pm

How to choose the right e-commerce platform for your start-up

Kevin Gordon, founder,
Digital Technology Labs

3.00pm – 4.00pm

How to start an online subscription business

Nikki Michelsen and Leah Remfry-Peploe,
co-founders, Ohne



SHOW ME THE MONEY

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

10.00am – 10.45am

Turnover is vanity, profit is sanity: How to maximize results in a start-up environment

Paula Tomlinson FCA CTA, founder and director, On The Spot Accountants

11.00am – 11.45am

How to make my business investment ready

– Richard Fifield, Enterprise Nation
– Guy Harrington, CEO, Glenhawk

12.00pm – 12.45pm

How our subscription business got to \$1m in annual recurring revenue in less than two years

David Hart, founder, Screencloud

1.00pm – 1.45pm

Debt, equity, crowdfunding: Which method of raising funds is right for me?

Alex Forster, business development executive, Funding Options

2.00pm – 2.45pm

Funds and grants, what support is available to help you?

– Richard Bearman, managing director, Start Up Loans
– Nigel Walker, head of innovation lending and director of Innovate UK loans

3.00pm – 3.45pm

What angel investors want in 2019

– Chris Barrett, angel investor
– Richard Fifield, Enterprise Nation
– Mark Brownridge, director general, EIS Association



HEADS UP

Being a start-up founder is no mean feat. This zone focuses on how you can look after yourself, the planet and those around you.

9.40am – 10.00am

The Secret Sunrise experience brings your group into a peak state by unleashing each individual's most creative and inspired selves

10.00am – 11.00am

Productivity: How to harness it for business success

Abigail Barnes, founder, Success by Design training

11.00am – 12.00pm

How to manage your energy to ensure peak performance and entrepreneurial success

Simon Alexander Ong, business and life coach

12.00pm – 1.00pm

The rise of the couplepreneur: Starting a business as a couple

Patricia Bacon, founder, Couplepreneurs

– Laura Clacey & Karol Ostaszewski, co-founders, Sxollie
– Caoimhe Bamber, founder and Geoff Bamber, CEO, Digma Fitness
– Sara Gaughan, COO & John Gaughan, CEO, Finlay James

1.00pm – 2.00pm

Find your tribe with Energiser, the brand new Enterprise Nation accelerator

Joanna Michaels, Local Leader for London, Enterprise Nation

2.00pm – 3.00pm

Founders who are looking after themselves and the planet: Sustainable business heroes

– Abena Poku-Awuah, managing director, Legacy
– Natalie Glaze, founder, StayWildSwim
– Rishi Gupta, co-founder, ZeroWasteClub
– Skye Robertson, COO, Escape the City

3.00pm – 4.00pm

How to set and achieve your start-up goals in 2020

Justina Marckeviciene



NEXT GENERATION

Hear from the entrepreneurs of tomorrow and find out how to enter the Next Generation Awards.

10.00am – 11.00am

How to start a business while studying

King’s College entrepreneurs discuss how to start a business AND keep your grades up.

Aysha Ingar The King’s medical student developing an app called Muslimah to serve the needs of modern Muslim women integrating religion into their every day lives.

11.00am – 12.00pm

Defy the Oddz: Doddz

From illegal street art, to paying off his parent’s mortgage on graduation day, to dressing Billie Eilish. Learn how you can break the rules to win with award-winning artist Doddz.

12.00pm – 1.00pm

The Prince’s Trust entrepreneurs

Young people create the most world’s most innovative ideas and companies. The Prince’s Trust helps them do it. Hear their stories.

- Lamin Gibba, Jerry J Clothing
- Noor Kimit, Seaworthy Consulting
- Emma Quinn, Piffy and Egg, and EClarity Coaching
- Hannah Stobbs, Hannah Stobbs Holistic Health

1.00pm – 2.00pm

The Next Generation: taking our ideas forward

Enterprise Nation helped these young founders get started. Here’s what they’ve learned in the fight to grow and succeed in business.

2.00pm – 3.00pm

The six mistakes young founders can make

And how to avoid them. We’ve helped 12,000 young people get started – and this is what we’ve learned.

3.00pm – 4.00pm

What next?

Learn how to enter the Next Generation Awards, win cash and prizes for your idea, and meet last year’s successful winners! Plus all the other support Next Generation has for you.



BUSINESS ESSENTIALS

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

10.00am – 11.00am

Registering a company and protecting your Intellectual Property

Emma Richards, business outreach manager

11.00am – 12.00pm

Business plan 101: Creating a business plan that actually works

Kathy Ennis, founder, Little Piggy

12.00pm – 1.00pm

Finding and keeping talent: Looking for a co-founder? A developer? A new head of marketing? This is the panel for you

- Helen Booth, head of people, Enterprise Nation
- James Unffindel, CEO, Bright Networks
- Ben Gateley, co-founder, CharlieHR
- Philippa Sturt, partner, Joelson Law

1.00pm – 2.00pm

Finding the right space to grow your business

- Jane Sartin, executive director, Flexible Space Association
- Jon Hudson, founder & CEO, Hudsons Property

2.00pm – 3.00pm

Session to be announced

3.00pm – 4.00pm

Essential legal documents you need to start a business

Markus Malik, CFO and corporate solicitor and Ali Hutchins, senior partner, Stirling Ackroyd Legal



BUILD A BRAND

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

10.00am – 11.00am

How to design and brand your packaging

Francesca Irving, founder, Lunax Digital

11.00am – 12.00pm

Brand me: Why your personal branding can be key in the acceleration of a start-up

Juliana Saldana, personal branding expert

12.00pm – 1.00pm

Protecting your brand

Jon Moorhouse, CEO, Venture Adventures

1.00pm – 2.00pm

Curating photography for your brand on a budget

Emma Alexander, founder, Mother Bran

2.00pm – 3.00pm

How to build a great brand

Nick Coleman, founder, Snaffling Pig

3.00pm – 4.00pm

Designing your logo: The do's and don'ts

Aarti Parmar, brand strategist + brand coach + brand designer



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

How to raise your profile

Matt Turner, CEO, the Creative Group

11.00am – 12.00pm

What makes a good small business story

Liz Slee, head of media, Enterprise Nation

12.00pm – 1.00pm

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

Rosie Davies, founder of lifestyle and fashion agency, PR Dispatch

1.00pm – 2.00pm

How to be newsworthy

Liz Slee, head of media, Enterprise Nation

2.00pm – 3.00pm

What makes a good small business story

Amanda FitzGerald, founder, Amanda FitzGerald PR

3.00pm – 4.00pm

How to PR a service-based business

Sally Brockway, founder, Wow PR

SHE'S GOT THIS

Female founders chat confidence, risk, and work life balance.

10.00am – 11.00am

Are you selling or underselling yourself?

Sallee Poinsette-Nash, founder,
Brandable & Co

11.00am – 12.00pm

To be announced

12.00pm – 1.00pm

Integrating work and life: A panel of women balancing work and family responsibilities tell how it is

Hosted by Annabel Karmel MBE, expert and best selling author

- Rebecca Saunders, founder, Seekology
- Keira Walcot, founder, Kandor Cosmetics
- Francesca Irving, founder, Lunax Digital
- Francesca Tortora, founder, Doing It For The Kids

1.00pm – 2.00pm

She Means Business: How to build an online community

- Katherine George, She Means Business trainer and founder, Oh So Social
- Annabel Karmel MBE, expert and best selling author

2.00pm – 3.00pm

Starting a tech business as a female founder

Jillian Kowalchuk, founder, Safe & The City

3.00pm – 4.00pm

Take the leap, analyzing risk: a panel of experts and entrepreneurs discuss taking risks

- Sallee Poinsette-Nash, founder, Brandable & Co
- Irene Moore, founder, Savvy Startup club

CLICKS AND MORTAR

10.00am – 11.00am

Selling into a retailer vs selling on a marketplace

Rebecca Saunders, founder, Seekology

11.00am – 12.00pm

How to sell retail products on Instagram

12.00pm – 1.00pm

Beat the Buyer: the 5 P's of Pitching

Paul Durrant, PDT Sales Consultancy

1.00pm – 2.00pm

How to avoid abandoned shopping carts on your website

2.00pm – 3.00pm

Clicks and Mortar: How to test physical retail

3.00pm – 4.00pm

How I built an online marketplace

Shneor Crombie, founder, Bobtrade

LET'S GET SOCIAL

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

10.00am – 11.00am

How to grow your audience using Instagram stories

Laurie Wang

11.00am – 12.00pm

How to use LinkedIn to network for small business

Kristian Downer, founder, Dow Social

12.00pm – 1.00pm

A guide to TikTok and what the new social media platform means for small business

Tom Sweeney, CEO, Kyma

1.00pm – 2.00pm

How to use Pinterest to showcase your products or services

Georgina White, founder, Pineapple White Media

2.00pm – 3.00pm

How to work with influencers in 2020

Mike Craddock, founder, Kairos Group

3.00pm-4.00pm

How to advertise on Facebook and Instagram

Rachel Cryan, social media manager, Together Agency

✈ FREELANCE AND SIDE HUSTLES

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

10.00am – 11.00am

Freelance essentials: the things you need to think about before you leave your job to go freelance

11.00am – 12.00pm

How to start a side hustle

Skye Robertson, COO, Escape the City

12.00pm – 1.00pm

How to find clients as a freelancer

1.00pm – 2.00pm

How to promote your services as a freelancer

2.00pm – 3.00pm

How much to charge as a freelancer and how to do your taxes

3.00pm-4.00pm

How to find work/life balance when deciding to go freelance or starting a side hustle