





**Enterprise  
Nation**

# **STARTUP 2020**

18 January, King's College, London

**Join the  
conversation today**

 @e\_nation  
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 Enterprise Nation  
#StartUp2020



# KEYNOTE STAGE

## BUSH AUDITORIUM, FLOOR 0, CENTRE BLOCK

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

**9.45am**

### Welcome to King's College

Rachel Stockey, head of entrepreneurial skills, 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?

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**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 LT1, FLOOR 1, CENTRE BLOCK

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

**10.00am – 10.45am**

### 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 – 11.45pm**

### 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 – 12.45pm**

### 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 – 1.45pm**

### 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 – 2.45pm**

### How to start a fashion business

Hosted by Jess Salamanca, Enterprise Nation

- Rosie Davies, founder, PR Dispatch
- Archie Hewitt, founder, Duke and Dexter
- Alison Lewy, founder, Fashion Angel

**3.00pm – 3.45pm**

### Trend forecasting for 2020 and what retailers are looking for

Joanne Griffin, founder, Arnold & Bird

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## THE DIGITAL STAGE LT2, FLOOR 4, CENTRE BLOCK

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

**10.00am – 10.45am**

### How can technology help my business grow

Dell

**11.00am – 11.45pm**

### Checklist for building a website

Jamie Hewitt, founder, Rocketship WP

**12.00pm – 12.45pm**

### Understanding your customers' behaviour

Emma Haslam, founder, Perf4rmance Insight

**1.00pm – 1.45pm**

### Everything you need to know about SEO in 2020

Heather Horton, co-founder, Ecrubox Digital

**2.00pm – 2.45pm**

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

Kevin Gordon, founder, Digital Technology Labs

**3.00pm – 3.45pm**

### How to start an online subscription business

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

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**SMALL  
BUSINESS**



## SHOW ME THE MONEY

### SOUTH TERRACE, FLOOR 8, CENTRE BLOCK

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**

- Dan Martin, freelance small business  
journalist and content creator
- Guy Harrington, CEO, Glenhawk
- Rachel Hugh, founder, The Vurger Co

**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?**

- Ryan Hyde-Smith, head of sales,  
Funding Option
- Su Johnston, partnerships manager,  
Crowdfunder
- David Houghton, associate, Seedrs

**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 2020**

- Chris Barrett, angel investor
- Dan Martin, freelance small business  
journalist and content creator
- Mark Brownridge, director general,  
EIS Association



## HEADS UP

### THE VAULT, FLOOR -1, SOUTH EAST WING

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**

**Join a morning Secret Sunrise experience  
including meditation and dancing to  
inspire your day at StartUp 2020**

**10.00am – 10.45am**

**Productivity: How to harness it for  
business success**

Abigail Barnes, founder, Success by  
Design training

**11.00am – 11.45pm**

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

Simon Alexander Ong, business  
and life coach

**12.00pm – 12.45pm**

**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 Guaghan,  
CEO, Finlay James

**1.00pm – 1.45pm**

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

Joanna Michaels, Local Leader for London,  
Enterprise Nation

**2.00pm – 2.45pm**

**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 – 3.45pm**

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

Justina Marckeviciene



## NEXT GENERATION 1.02, FLOOR 1, NORTH EAST WING

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

**10.00am – 10.45am**

### How to start a business while studying

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

- Aysha Ingar, founder, Muslimah
- Manuel Martinez Chamorro, co-founder & CTO, Privasee

**11.00am – 11.45pm**

### 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 – 12.45pm**

### 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 – 1.45pm**

### 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 – 2.45pm**

### 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.

- Lauren O'Donnell
- Funso Foluso-Henry
- Maggie Roman
- Zé Monteiro
- Oli Rodziano

**3.00pm – 3.45pm**

### 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 2.03, FLOOR 2, CENTRE BLOCK

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

**10.00am – 10.45am**

### Registering a company and protecting your Intellectual Property

Markus Malik, CFO and corporate solicitor, Stirling Ackroyd Legal and Emma Richards, business outreach manager, IPO

**11.00am – 11.45pm**

### Business plan 101: Creating a business plan that actually works

Kathy Ennis, founder, Little Piggy

**12.00pm – 12.45pm**

### 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 – 1.45pm**

### Finding the right space to grow your business

- Jane Sartin, executive director, Flexible Space Association
- Jon Hudson, founder & CEO, Hudsons Property
- Gaby Jesson, chief marketing officer, Plus X

**2.00pm – 2.45pm**

### Get more done: marketing automation to scale up your business

James Sandberg, founder, Customer Devoted

**3.00pm – 3.45pm**

### Essential legal documents you need to start a business

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



## **BUILD A BRAND** **2.01, FLOOR 2, CENTRE BLOCK**

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

**10.00am – 10.45am**

**How to design and brand your packaging**

Francesca Irving, founder, Lunax Digital

**11.00am – 11.45pm**

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

Juliana Saldana, personal branding expert

**12.00pm – 12.45pm**

**Protecting your brand**

Jon Moorhouse, CEO, Venture Adventures

**1.00pm – 1.45pm**

**Curating photography for your brand on a budget**

Emma Alexander, founder, Mother Bran

**2.00pm – 2.45pm**

**How to build a great brand**

Nick Coleman, founder, Snaffling Pig

**3.00pm – 3.45pm**

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

Aarti Parmar, brand strategist + brand coach + brand designer



## **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 – 10.45am**

**How to raise your profile**

Matt Turner, CEO, the Creative Group

**11.00am – 11.45pm**

**What makes a good small business story**

Liz Slee, head of media, Enterprise Nation

**12.00pm – 12.45pm**

**Lifestyle and fashion PR:**

**The do's and don'ts**

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

**1.00pm – 1.45pm**

**How to be newsworthy**

Liz Slee, head of media, Enterprise Nation

**2.00pm – 2.45pm**

**What makes a good small business story**

Amanda FitzGerald, founder, Amanda FitzGerald PR

**3.00pm – 3.45pm**

**How to PR a service-based business**

Sally Brockway, founder, Wow PR



## SHE'S GOT THIS F, FLOOR 8, SOUTH EAST WING

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

**10.00am – 10.45am**

**Are you selling or underselling yourself?  
How to battle imposter syndrome**  
Sapphire Bates, founder, the Coven

**11.00am – 11.45pm**

**How to create a business that values  
employee well being**  
Jen Surtees, people experience director,  
Xero

**12.00pm – 12.45pm**

**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 – 1.45pm**

**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 – 2.45pm**

**Starting a tech business as a  
female founder**

Jillian Kowalchuk, founder, Safe & The City

**3.00pm – 3.45pm**

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

- Sapphire Bates, founder, the Coven
- Irene Moore, founder, Savvy Startup club



## CLICKS AND MORTAR LT3, FLOOR -1, NORTH EAST WING

**10.00am – 10.45am**

**Selling into a retailer vs selling on  
a marketplace**  
Rebecca Saunders, founder, Seekology

**11.00am – 11.45pm**

**Where to spend and where to save when  
setting up a product based business**  
Vicky Simmons, founder, Mean Mail

**12.00pm – 12.45pm**

**Beat the Buyer: the 5 P's of Pitching**  
Paul Durrant, PDT Sales Consultancy

**1.00pm – 1.45pm**

**Four ways to grow your sales for  
product businesses**  
Catherine Erdly, founder, Future Retail

**2.00pm – 2.45pm**

**To be announced**

**3.00pm – 3.45pm**

**How I built an online marketplace**  
Shneor Crombie, founder, Bobtrade

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## LET'S GET SOCIAL NORTH TERRACE, FLOOR 8, CENTRE BLOCK

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

**10.00am – 10.45am**

**How to grow your audience using Instagram stories**

Laurie Wang

**11.00am – 11.45pm**

**How to use LinkedIn to network for small business**

Kristian Downer, founder, Dow Social

**12.00pm – 12.45pm**

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

Tom Sweeney, CEO, Kyma

**1.00pm – 1.45pm**

**How to use Pinterest to showcase your products or services**

Georgina White, founder, Pineapple White Media

**2.00pm – 2.45pm**

**How to work with influencers in 2020**

Mike Craddock, founder, Kairos Group

**3.00pm – 3.45pm**

**How to advertise on Facebook and Instagram**

Rachel Cryan, social media manager, Together Agency



## FREELANCE AND SIDE HUSTLES D, FLOOR 8, SOUTH EAST WING

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

**10.00am – 10.45am**

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

Chloe Jepps, head of research and Rebecca Willey, head of education

**11.00am – 11.45pm**

**How to start a side hustle**

Skye Robertson, COO, Escape the City

**12.00pm – 12.45pm**

**Turning passion into profit. 10 actionable tips to go from side-hustle to six figure business & have a blast along the way**

Ben Saul-Garner, co-founder, Attachment and Rebel Book Club

**1.00pm – 1.45pm**

**How to promote your services as a freelancer**

Carl Reader

**2.00pm – 2.45pm**

**Finances for freelancers & side-hustlers**

Stacey Lowman, founder of Pachira Money

**3.00pm – 3.45pm**

**Finding work-life balance when starting a side-hustle**

- FedeTrimarchi, founder, The Mood Club
- Natalie Cooper, founder, Cheeks underwear
- Laura Amenta, founder, Palms Up Club





# GENERAL ASSEMBLY

## C, FLOOR 8, SOUTH EAST WING

Master new skills in design, marketing, technology, and data

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**10.00am – 11.00am**

### **Introduction to coding: HTML & CSS**

Meet the programming languages that power the web, and write your first line of code

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**11.30am – 12.30pm**

### **Introduction to Digital Marketing:**

**See the strategies that drive today's biggest brands.**

Lora Schellenberg

Please Note: A laptop is required for this workshop

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**1.00pm – 2.00pm**

### **Introduction to UX Design**

Discover how design shapes our online experiences

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**2.30pm – 3.30pm**

### **Introduction to Data Science:**

**See how the predictive power of data drives modern business**

Colin Crawford