





**Enterprise
Nation**

STARTUP 2020

18 January, King's College, London

**Join the
conversation today**

 @e_nation
 @e_nation

 Enterprise Nation
#StartUp2020

5 STEPS TO STARTING YOUR BUSINESS IN 2020!

HELLO AND WELCOME TO STARTUP 2020!

The aim of today's event is to offer you the tools and support you need to successfully start and grow your own business. You'll find 14 zones, be able to choose from 140+ entrepreneur and expert speakers, and meet people just like you who are in the early stages of an entrepreneurial adventure.

To get things started, here are my 5 steps or top tips for becoming your own boss:

1. COME UP WITH AN IDEA

To start a business, you'll need an idea! To come up with one, ask yourself three questions... 'have you spotted a gap in the market?', 'what's your passion, hobby or skill and can it be turned into a way of making a living?' and 'have you seen someone do something that you think you can do better/faster/cheaper?' The answer to these questions will help you source an idea. With that in hand, research the market and speak to potential customers to ensure there's a market in that gap!

2. WRITE A PLAN

Starting and growing a business requires taking lots of small steps to achieve your goals. Those steps become much clearer if you write a plan that acts as your route map. It's easy to remember what to include as it spells I'M OFF; I is for your Idea, M is for the Market you're going to serve, O is for the Operations you'll need to get started, F is for finances which involves a cashflow forecast and figuring out if you need to raise funds, and the final F is for Friends or, more professionally, the support network you can call on to help in the areas that aren't your strong suit. Writing this down will guide you from start to growth.

3. MAKE SOME SALES

Start by selling to friends and family and then grow sales by identifying potential clients, making a personal pitch to them by spelling out key benefits, whilst also considering social media platforms, powerful trading marketplaces, and your own branded website as a route to reach your ideal customer in the UK – and potentially much further afield.

4. MAKE SOME NOISE

With sales coming in, let existing and potential customers know you're very much open for business through getting covered in the press (print/radio/TV), producing content that makes you an expert in your field, entering awards, hosting events and agreeing to speak at other people's events. The more people hear about you, the more likely they are to buy from you.

5. KEEP ON TOP OF ADMIN

Ensure more cash is coming in than going out through basic accounting and consider hiring an accountant early on – what could take you hours, may be a much more straightforward exercise for them! Consider your Intellectual Property and ensure you have business essentials in place such as insurance and any certification required to operate. This good housekeeping will protect you as the business grows.

A final tip – and one that will last your business lifetime – is to surround yourself with support. For that reason, I hope you will consider joining Enterprise Nation so we can support your ambitions today – and all year round!



Emma Jones

Emma Jones MBE
Founder, Enterprise Nation






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Is it time to make a change?

Become an Enterprise Nation Member

Join Enterprise Nation, the UK's most active community for entrepreneurs. We help people create great businesses by giving them the resources and connectivity needed to be successful.

-  Are you ready to do something different with your career?
-  Do you have a great business idea but not sure where to start?
-  Are you looking to grow your brand and customer base?
-  Want to meet other entrepreneurs and hear their secrets to success?
-  Do you like saving money and exclusive offers for business essentials?

What's in it for you?



Learn something

From marketing and sales to PR and funding, we guide you through everything you need to know to start your business.



Get connections

Be inspired by fellow entrepreneurs and scale up your business with our network of business advisers, funders and buyers.



Get noticed

We help you secure press coverage and get visible to more than 100,000 people on our blog and social media accounts.



Save money

Boost your business with over £1,000 worth of savings on business essentials including printing services, accounting solutions and lots more!



"Enterprise Nation helps entrepreneurs grow thriving, profitable and purposeful businesses."

Simon Alexander Ong
Business strategy adviser



"Enterprise Nation helps us to connect with and advise small businesses. It also gives us a platform to provide real value to our clients."

Joel Dailey
Accountancy & finance adviser



"Enterprise Nation is an excellent platform for entrepreneurs. It provides practical start-up information, inspiration and advisers to support your business journey."

Nyasha Pitt
Marketing & PR adviser

EXCLUSIVE 3 MONTH TRIAL

Activate your free membership trial by visiting the Member Zone today or scan the QR code below with your camera phone.



[enterprisenation.com/
startup2020-member](https://enterprisenation.com/startup2020-member)
Enter code: SUP2020

DON'T MISS...

In addition to stages and zones at StartUp 2020 today, there are lots of activities, advice and surprises going on around the show.



SAY CHEESE


Two professional photographers will be taking headshots and product shots for free! You'll receive your free headshot and/or product shot following the event by email.

WHERE
MEMBER ZONE,
SOUTH EAST WING



GET SOCIAL

Become a member with us today and share on social media: "I'm an #ENmember". Don't forget to follow and mention @EnterpriseNation to be entered into our special competition to win a copy of the Start Up kit book and a 2 hour mentoring session with Emma Jones. The winner will be announced on the keynote stage at 3.45pm.

WHERE
 **@E_NATION**
 **@E_NATION**



FREE ONE-TO-ONE ADVICE

Take advantage of our Adviser zone where you can book one-to-one consultation sessions for guidance. From branding to balance sheets and everything in between!

WHERE
ADVICE ZONE,
SOUTH EAST WING



WIN PRIZES

Enter a **FREE PRIZE DRAW** with **Dell in the Exhibition zone** for your chance to win the new ultra-thin Dell XPS 15 2-in-1 laptop – an opportunity not to be missed!

WHERE
EXHIBITION ZONE,
SOUTH EAST WING

ICAEW
PRACTICE



*Get your business
off to a great start*

MEET AN ICAEW CHARTERED ACCOUNTANT

Visit us in The Shack, South East Wing, to get your free advice session and StartUp goody bag.

WHAT'S THE MEMBER ZONE ALL ABOUT?

Meet the team that brings you Enterprise Nation. We're obsessed with helping entrepreneurs shine. We create actionable content and energised events and campaigns designed to motivate and support our thriving community of founders to grow their businesses. Get in the zone:

- ▶ Activate your free membership and collect a coffee token on us
- ▶ Get your copy of Emma Jones's new book 'The Start Up Kit'
- ▶ Learn how Enterprise Nation can support your big idea
- ▶ Get a free professional headshot by becoming a member
- ▶ Enter our competition to win a special prize
- ▶ Network with other entrepreneurs on a similar journey

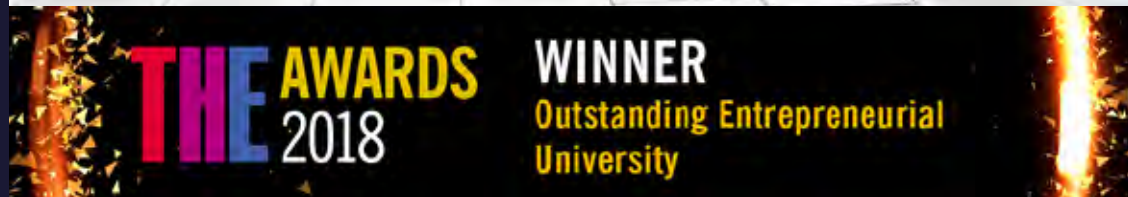


Activate your free three-month membership today or enter code: SUP2020 online at enterprisenation.com/startup2020-member



Entrepreneurship Institute

KING'S
College
LONDON



Interested in supporting King's Entrepreneurship Institute?

We support entrepreneurial thinking, skills & experiences among students, staff & alumni. Get in touch on innovation@kcl.ac.uk

Connect with us at kcl.ac.uk/entrepreneurship/connect



kingsentrepreneurship



kingsentrepreneurship



@InnovateKings



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

10.00am

Welcome to Startup 2020 from Emma Jones and how to start a business in 2020

Emma Jones MBE, founder of Enterprise Nation will share her top tips for how to start a business in 2020. Emma has previously led start-up bootcamps at the British Library and will be sharing a condensed version of this course to ensure you get the best out of your StartUp 2020 experience.

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

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

POWERED BY:





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 – 11.45am

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 Hülligan 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 Hewlett, 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

POWERED BY:



Some things should be done slowly. Getting paid isn't one of them.

As a small business owner, cash flow is your lifeblood. We won't let you run dry. With Square, you get your money the next business day as standard for free – and same day deposits are available too. Combine all that with no monthly fees and free point of sale software, whatever the size of your business you can now take card payments **Square and fair.**

 **Square**
square.com/uk



Visit Square today to receive a complimentary card reader and your first £1000 fee-free processing*

VISA



*Limited time offer valid only for new Square customers and not transferable. Square charges 1.75% for all swiped transactions including Visa, MasterCard and American Express. 2.5% for manually entered transactions.



THERE'S NOTHING SMALL ABOUT YOUR BUSINESS

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U2419H Monitor

Get in touch today
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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

**Transforming your small business
through technology**

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

11.00am – 11.45am

Checklist for building a website

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

POWERED BY:



**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 Options
- 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

FINANCIAL CHECKLIST

Your turn! When planning a business you'll want to make sure you can earn more than you spend. Let's look at the items that come within each category so that the business makes a profit:

INCOMING

Product/service sales
(quantity you will sell x price)

Total

£

£

**Partnership/sponsorship
opportunities**

Total

£

£

Other revenue streams

Total

£

£

£

£

Grand total £

OUTGOING

Raw materials/equipment

Total

£

£

**Marketing, promotion
and other services**

Total

£

£

Other

Total

£

£

Salary

Total

£

Grand total £

Want more resources to get your business finance on track?

You can access advice and support to help you navigate cash flow management, planning and funding with your Enterprise Nation membership!

Activate your free trial now at:

enterprisenation.com/startup-2020member



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 – 11.45am

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, Digme 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

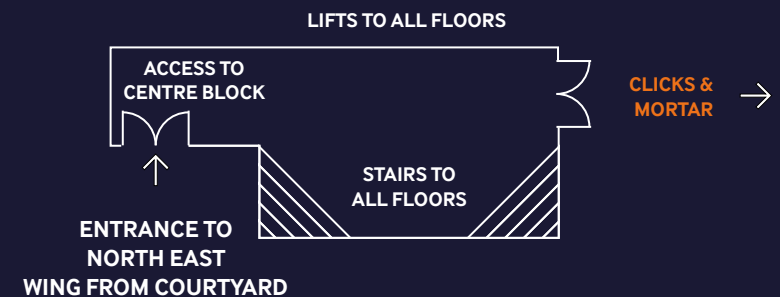
Justina Markeviciene

NORTH EAST WING FLOORPLANS

NORTHEAST WING FLOOR 1

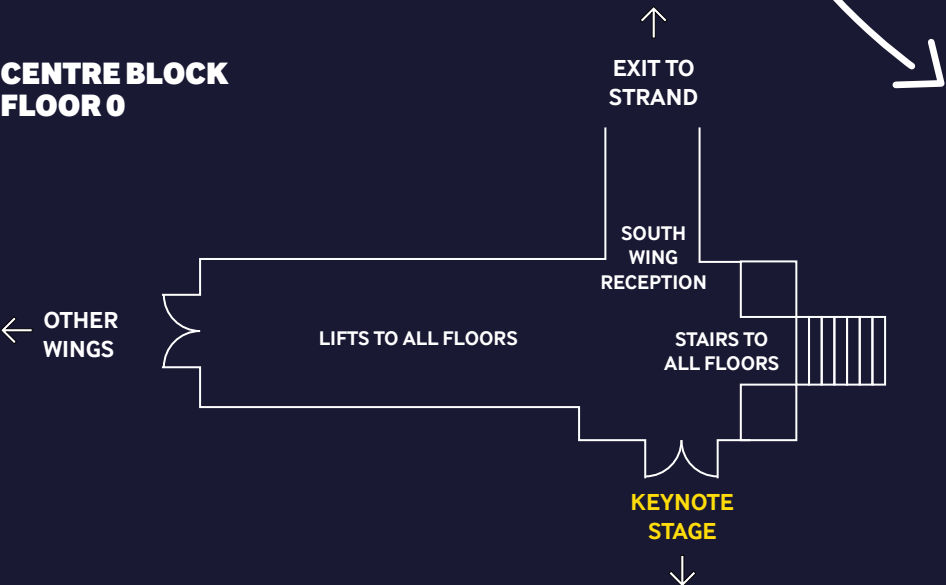


NORTHEAST WING FLOOR 0

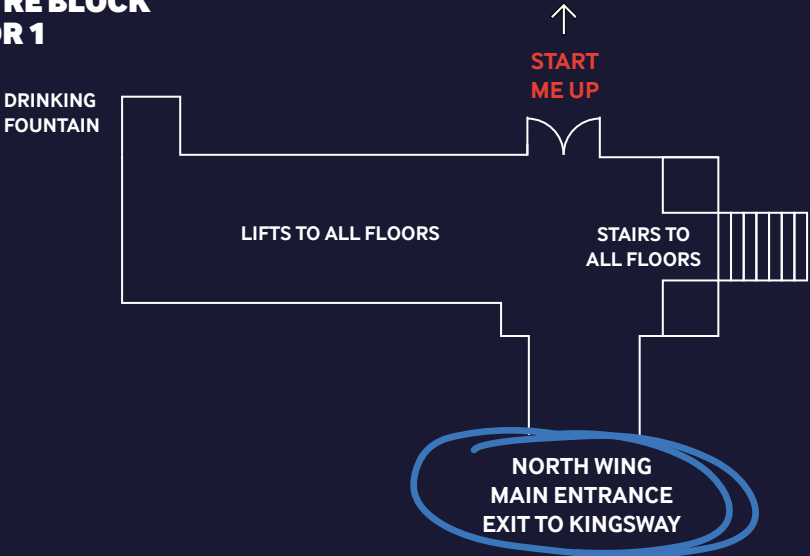


CENTRE BLOCK FLOORPLANS

CENTRE BLOCK FLOOR 0



CENTRE BLOCK FLOOR 1



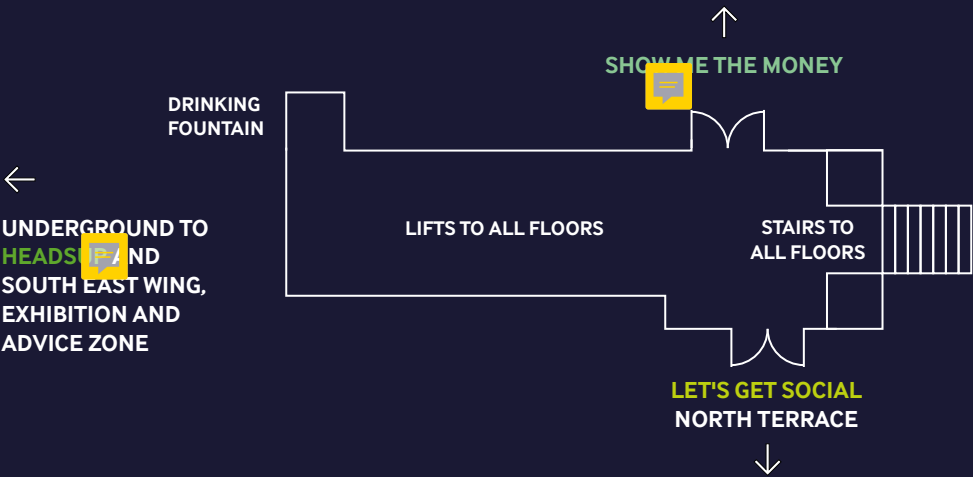
CENTRE BLOCK FLOOR 2



CENTRE BLOCK FLOOR 4



CENTRE BLOCK FLOOR 8



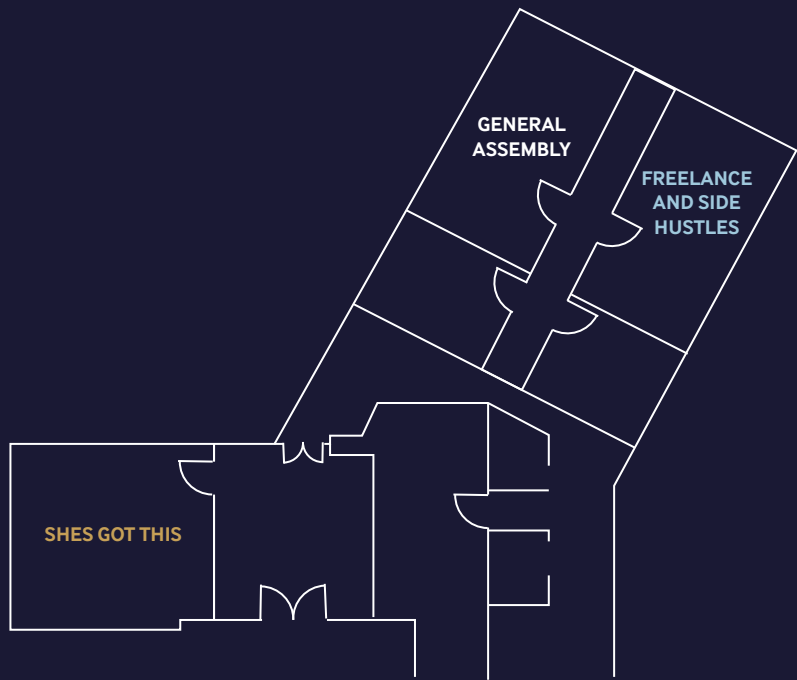
SOUTH EAST WING

FLOORPLANS

SOUTH EAST WING
FLOOR 0



SOUTH EAST WING
8TH FLOOR





NEXT GENERATION 1.02, FLOOR 1, NORTH EAST WING

Hear from the entrepreneurs of tomorrow.

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 – 11.45am

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.

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

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.

3.00pm – 3.45pm

Diary of a Young Entrepreneur podcast live recording.

Join host Joe Taylor, one half of EJ Events - the 2019 Next Generation Award winner!

Be part of the live audience and find out how winning propelled them to massive success, and what you can learn from these two leaders of tomorrow.

Give your startup a head start

Instantly see how your business is tracking, so you can help it thrive. Get 50% off Xero for 12 months, if your business is less than a year old.*

xero.com/startups

*Offer available until 31 March 2020 for new starter, standard or premium Xero subscriptions in the UK. You must be a director or employee of a company incorporated in the United Kingdom within the previous twelve months. Terms and conditions apply.



Beautiful business



Enterprise Nation

Activate your free three-month membership trial today to join our active start-up community and access exclusive benefits:



Activate your free three-month membership today or **enter code: SUP2020** online at enterprisenation.com/startup2020-member



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 – 11.45am

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 Uffindell, 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

Want to know how to grow your business?

Let us put you in the picture.

Come and visit us in the exhibition zone.



tsb.co.uk/business



Why O₂ for your business?



Award-winning business network

As the Best Business Network¹, we give you the coverage, reliability and security your business demands



Unrivalled service

Dedicated business service teams and expert Digital Advisors so you get the advice and support your business needs



Greater flexibility

We help your business thrive with solutions you can tailor to your needs

Telefonica

¹ http://www.mobilenewsawards.co.uk/2019_Winners





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 – 11.45am

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



**Enterprise
Nation**

“Enterprise Nation helps us to connect with and advise small businesses. It also gives us a platform to provide real value to our clients.”

Joel Dailey, Accountancy & finance adviser

Activate your free three-month membership today or **enter code: SUP2020** online at **enterprisenation.com/startup2020-member**.





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 – 11.45am

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 – 11.45am

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

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
- Catherine Douglas, Business Banking Director at TSB Bank

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CLICKS AND MORTAR LT3, FLOOR 8, NORTH EAST WING

10.00am – 10.45am

Selling into a retailer vs selling on a marketplace

Rebecca Saunders, founder, Seekology

11.00am – 11.45am

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

What does it take to get your products into big retailers

Catherine Erdly, founder, Future Retail
& Therese Oertenblad, founder, Small Business Collaborative

3.00pm – 3.45pm

How I built an online marketplace

Shneor Crombie, founder, Bobtrade



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 – 11.45am

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 – 11.45am

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

- Fede Trimarchi, founder, The Mood Club
- Natalie Cooper, founder, Cheeks underwear
- Laura Amenta, founder, Palms Up Club
- Ed Colthurst, co-founder of Doolally.co



GENERAL ASSEMBLY C, FLOOR 8, SOUTH EAST WING

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

10.00am – 11.00am

Introduction to coding: HTML & CSS

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

Natalie Huitson

11.30am – 12.30pm

Introduction to Digital Marketing:

See the strategies that drive today's biggest brands.

Lora Schellenberg

1.00pm – 2.00pm

Introduction to UX Design

Discover how design shapes our online experiences

Nirish Shakya

2.30pm – 3.30pm

Introduction to Data Science:

See how the predictive power of data drives modern business

Colin Crawford

EXHIBITION AREA



Meet the Enterprise Nation team, activate your free membership and hear how we can help support your business journey.



Entrepreneurs scale better and faster with HubSpot for Entrepreneurs. The program offers education, 24/7 support, HubSpot Growth Platform, and access to over 300 software integrations, all at an exclusive price. Entrepreneurs can manage contacts in our free CRM, sell better through HubSpot's robust sales tools, and nurture and delight customers through our marketing automation and services tools. Getting your first customers or your 100,000th customer has never been easier than through HubSpot for Entrepreneurs.



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*subject to availability and T&Cs



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ADVISER ZONE

Head to The Exhibition: Expert and Advice area in the south east wing for a one-on-one consultation with the following business experts:



LAUNCH YOUR DREAM SERVICE-BASED BUSINESS

Irene Moore, PR consultant, business Coach and the founder of Savvy Startup Club®

The online coaching platform helping women launch their dream service-based business and land clients. Come and chat to Irene to get advice on how you can do just that.



ARE YOU A CORPORATE ESCAPE ARTIST?

Business builders and marketing experts, Emma and Anneve, the Marketing Matrix

Emma and Anneve from The Marketing Matrix will help you create and grow your own unique consultancy business with their Corporate Escape and START Marketing Action Plans.



GET YOUR QUESTIONS ANSWERED PROTECTING YOUR IP

Dr Edward Rainsford and Joshua Davies, Maucher Jenkins

Maucher Jenkins is a leading international Intellectual Property firm, advising clients on patents, trade marks and designs. Our experience stretches across a range of sectors including artificial intelligence, communications technology, media and life sciences.

We have extensive experience in preparing, filing and prosecuting patent applications on an international scale, including in the US and Europe.

We offer IP audits and consult on portfolio management and IP strategy. We work with clients of all sizes; in particular we have experience advising start-ups and entrepreneurs, structuring costs to meet any financial constraints that may apply.



GET TOP FINANCIAL ADVICE

Andrew Henderson, managing partner of HACL and a fellow of the ICAEW

With over 16 years' experience acting as an accountant and financial advisor to private and public companies, both in the UK and internationally. Previously, Andrew worked at Deloitte and Grant Thornton before setting up HACL. Andrew has and still acts as FD/CFO at a number of International companies helping grow the business through organic growth and acquisitions. HACL is a certified firm of Chartered Accountants in central London, providing accounting, Tax and growth support to entrepreneurs, fast-growing and owner-managed business.



WANT TO MAKE MORE SALES? SPEAK TO PAUL!

Paul Durrant, founder, PDT Sales Consultancy

Paul is a qualified sales consultant, coach and trainer, public speaker, author of the top 50 best-selling book 'Entrepreneurial Sales' and founder of PDT Sales Consultancy. Paul uses his 30 years' experience in sales to help small businesses fix their sales related problems, upskill their sales-people and optimise their sale



GET SUPPORT AND CONNECTIONS TO THE RIGHT PEOPLE

Jon Moorhouse, CEO, Venture Adventures

Venture Adventures provides, in a clear, accessible way, the information you need to know to start and grow your business, with a practical start-up checklist of issues for small businesses to consider as they work towards launch and beyond. Crucially, we are developing connections with a range of service providers who understand the needs and constraints of small businesses: we will try to connect businesses with appropriate legal or intellectual property advisers, accounting or tax advisers, insurers, brand designers, HR services, IT services, marketing services, website designers and so on. We also provide information on where to seek funding and may be able to connect small businesses with potential investors. Whether you are a small business seeking support, a service provider or a potential investor, we would love to hear from you. Whatever your venture, we'll try to help you enjoy the adventure!

POWERED BY:



HOW TO RUN A SIDE-HUSTLE START-UP WHILE YOU'RE WORKING FULL-TIME

by **Chris Goodfellow**

Deputy head of content, Enterprise Nation

Ever caught yourself clock-watching while plotting world domination? Have you spent time scheming about how you're going to launch a business while working a nine-to-five? You're not alone. Many entrepreneurs start working on their businesses while they still have a day job because it's the only way they can afford to startup.

The number of side hustlers - individuals who run their own business on top of their day job - has increased by 32% in the last decade, according to research from GoDaddy and Cebir.

Starting a business is an amazing experience. But the long hours and divided focus make running a side hustle a tough gig. We've looked at how you can manage the stress, prioritisation and make the most of your time side hustling.



MANAGING THE TIME YOU HAVE

Being proactive about time management helps make sure you get the most value out of the little time you have.

Look for tools that can automate simple tasks. If you're getting bogged down processing simple information it's likely there's an easier option. Recording expenses and cashflow reports can be automated by online software like Xero and Fulfilment by Amazon warehouses stock and automatically dispatches online orders.

Be relentless about prioritisation. Develop a routine for managing your to-do list. It can help to revisit it regularly to think about what can be dropped and the main priorities - what's going to make the most impact?

Plastic Freedom founder Beth Noy, a speaker at Enterprise Nation's StartUp 2019 event last year, launched the business as a side hustle. She recently quit her day job after building the company for 11 months.

"By making a list of your priorities you can easily categorise them and do multiple things at once rather than wasting time getting everything set up and put away each time," Noy advised.



SET CUSTOMER AND SUPPLIER EXPECTATIONS

You need to manage partner expectations to make sure people aren't disappointed when you're unable to immediately deliver work or respond to communications.

"Making sure I had realistic goals and timescales for Plastic Freedom was vital. I have been very open about my life and the fact that I also worked full time whilst growing my own business," Noy said.

She made sure customers and suppliers were aware of her time limitations and used an auto-reply on emails to set expectations for new contacts.

"So long as you're upfront with customers and suppliers about your limitations you'll be surprised about how understanding they are. We are all human after all!" Noy added.



GET A DAY-JOB YOU BELIEVE IN

Entrepreneurs often start businesses in their existing industry having identified a problem they want to solve in the course of their career. Having access to industry contacts and a reputation helps you get started too.

If you're thinking about starting a side hustle look for work opportunities that help you learn more about the customers you want to work with. The job role could be directly related to the business you're starting or simply in the same area.

A wannabe restaurant owner that's researching their brand could benefit from working as a chef. If you want to open a yoga studio getting a part-time job in a gym might help. Seeing how other businesses operate and structure their work is really helpful.

Freelancing offers a flexible option. Not only can entrepreneurs pick up work from clients that are related to the business, but it's possible to increase and decrease the work as the business - and the amount it can pay you - fluctuates.



USE THE TIME TO TEST YOUR HYPOTHESES

Businesses are built to meet customers' needs. Entrepreneurs develop hypotheses about products and services that they believe consumers want. Problems they need solving. This normally starts as a hunch that needs to be tested.

Would you buy shoes online? Do you want to broadcast yourself playing video games? The ideas behind rocketship startups like Zappos and Twitch were unconventional when they launched. Your side hustle might not have a similarly disruptive proposition but your ideas likely include assumptions about demand, price and route to market.

Developing a business as a side hustle provides the time to figure out if you're right without the risk of committing to it full time. Use the opportunity to get to know your customer. Take steps to improve your proposition and the brand behind it. The Mom Test is a useful place to start if you want to learn how to ask questions and learn about your audience.

5

BE FRUGAL WITH YOUR MONEY

Entrepreneurs working on their startups full-time immediately incur a significant amount of cost. Wages have to be paid. Office space is needed. Growth targets will be set and it's easy to get sucked into investing considerable amounts of money chasing revenue growth.

Working on a side hustle embeds a sense of financial discipline. The nut - the minimum amount you need to run the business - can be really low. Websites and marketing can be run with a few low-cost or free subscription services. Most people running a side hustle do it out of their own home.

6

LOOK AFTER YOUR MENTAL AND PHYSICAL WELL-BEING

Starting a business is tough. It's normal to face setbacks. Worries about money and failure are easily compounded by a lack of sleep. A feeling of loneliness is common among solo founders.

Starting a side hustle helps alleviate stress about money because you have an income to rely on. However, many of the common pressures remain and you have to balance different demands on your time.

Entrepreneurs need to take their well-being seriously. Part of startup culture celebrates working relentlessly. The reality is you need a balanced lifestyle to continue to perform at a high level, enjoy your work and avoid burnout.

Ambition's great but be reasonable about your expectations and build the business that's sustainable for your lifestyle.

Exercising helps you stay healthy and has the added benefit of creating a space free distractions that will help you think and develop ideas.

"Being active is great for your physical health and fitness and evidence shows it can also improve your mental wellbeing," says NHS advice. "Being active doesn't mean you need to spend hours in the gym if that doesn't appeal to you. Find physical activities you enjoy and think about how to fit more of them into your daily life."

It's easy to feel like you're the only person that's struggling with particular business challenges. Whether it's winning sales, choosing a business name or understanding your profit and loss accounts lots of other people are out there facing the same issues.

Building a network that gives you an opportunity to discuss ideas, learn and vent when you need to is incredibly powerful.

"My advice is to listen to your mind and body and allow yourself time to enjoy life. When I'm focused I can get a lot done in a short period of time but I allow myself to have time off - without feeling guilty about it - when I just felt too tired.

"Make time for the things you love, stay healthy and get enough sleep. The rest will flow easily; following your dream should be fun!," Noy said.

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She's Got This

training sessions for female entrepreneurs on confidence, raising funds and taking risks.

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A large, abstract white line graphic that starts as a large loop on the left and then extends as a long, thin line towards the right edge of the image.