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| **Lancaster University Summer Business Start-up Boot Camp**  **Monday 1st & Tuesday 2nd July 2013** | | |
| * *This is a two day Start-up Boot Camp aimed at undergraduates and graduates who have a business idea and want to look at the next steps towards starting a business* * *Day one aims to cover the basics around planning for success, including legal, financial & practical issues* * *Day two covers marketing, sales & pitching*   **The Trough of Bowland Bar, Bowland College,** **Lancaster University** | | |
| **Day 1 Monday 1st July 2013** | | |
| **8.30 am** | **Boot camp check in & refreshments**  Registration paperwork 10-15 minutes pp.  Can be fast tracked by completing in advance and bringing |  |
| 9.20am  9.30am | Welcome, Introduction to the team – Networking, meet the facilitators.  ‘Connections Game’ – How to… Network | Jon Powell, Lancaster University |
| 10.00 am | *‘What’s the Big Idea’ – Business Model Canvas* | Simon Harrison, Mushroom Concepts |
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| **12.15pm** | **Networking Lunch in the bar** | |
| 1.00pm | Pecha Kucha Sessions 20 slides.  Each presenter has just 6 minutes and 40 seconds | |
| 1.05pm | *‘Little fish… big pond’* | Laura Kenny, Big Fish, Little Fish Lancaster Undergraduate |
| 1.14pm | *‘Working with your Bank’* | Santander Universities |
| 1.23pm | *‘How a Chartered Accountant can help you’* | Chris Gardner  Waters & Atkinson Chartered Accountants |
| 1.32pm  1.41pm  1.50pm | *‘More than the Law’*  *‘New to Business’*  *‘Companies House and what you need to know about the limited company’*  ***Break*** | Steve Wright, Wright & Lord Solicitors  HMRC  Neil Butler, Companies House |
| *2.10pm*  *2.19pm*  *2.28pm*  *2.37pm*  *2.46pm*  *2.55pm*  *3.05pm*  3.10pm  3.50pm  4.30pm  5.00pm | *‘Create, Innovate, Protect – IP …the basics’*  *‘Does your business have a social mission?’*  *‘What are my options on structures?’*  *'Social Media for Business: The basics you need to know'*  *‘Negotiation for Start Ups’*  *‘Crash Course in Entrepreneurship’’*  ***…****Day 1 Monday 1st July 2013*  Summing up  Refreshments and Café Conversations /advice clinics Twitter Q&A  Start Up Discussion Panel  Wrap up and thanks  ‘Business in the Bar’ @ Trough of Bowland Bar | *Jon Powell, Lancaster University*  *Mandy Naylor , Latent Promise*  *Jon Powell, Lancaster University*  *Marcus Lilley, Lancaster Alumni – @FuturSocial*  *Joe Buglass, Faculty of Arts and Social Science*  *Joe Bourne, LUSU Involve*  Jon Powell, Lancaster University |
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| **Day 2 Tuesday 2nd July 2013** | | |
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| **8.30am** | **Boot camp check in**  **Light bites, tea, coffee & networking** |  |
| 9.00am | *‘*The 7 Steps to Selling’  Improve your personal, team and sales skills | Nick Harrison |
| **10.30am** | **The Exchange - Tea, coffee and networking** |  |
| 11.00 am | ‘Simple Steps to Low Cost Marketing’ | Sue Sharpe, Sharpe Marketing Consultancy |
| **12.30pm** | **Networking Lunch and ‘Start Up Showcase’ @ The Bowland Bar** |  |
| 1.30pm | *‘Pitching – the basics’* | Mike Ode  Potential Unearthed Ltd |
| 2.30pm | Preparation time |  |
| 3.30pm | *‘Pitch it Bigger’* | Mike Ode  Potential Unearthed Ltd |
| 4.30pm | Wrap up, next steps and paperwork |  |
| 5.00 pm | **Close** |  |