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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  |  |
| 9.20am9.30am | 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 GardnerWaters & Atkinson Chartered Accountants |
| 1.32pm1.41pm1.50pm | *‘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*3.10pm3.50pm4.30pm5.00pm | *‘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 upRefreshments and Café Conversations /advice clinics Twitter Q&AStart Up Discussion PanelWrap 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 OdePotential Unearthed Ltd |
| 2.30pm | Preparation time |  |
| 3.30pm | *‘Pitch it Bigger’* | Mike OdePotential Unearthed Ltd |
| 4.30pm | Wrap up, next steps and paperwork |  |
| 5.00 pm | **Close** |  |