

The Start-up Toolkit



Aim of the Course

The Start-up toolkit is for anyone considering or starting a business

The course is delivered in an interactive workshop where you will be guided and given practical advice on your business ventures

You may have been thinking about how you can use your particular skills, passion, or hobby to make money. Maybe you are already in full time employment and started a small business on the side and now you want to move to the next level. Perhaps you haven't quite hit the nail on the head yet but inside you know you want to be your own boss!

This tool-kit will provide you with practical tools, tips and templates you will need to achieve success. The workshop will help you develop your ideas, fill or spot a gap in the market and start your own business.

It will be the best move you have ever made!!

Course Content

➤ Get Ready

- What's the big idea, Research the Market, better, faster, more efficient, cheaper etc.
- Business plan – templates
- Decide your entity – Ltd Company, Partnership or Self Employed. Why? Benefits?
- Intellectual Property, Insurance
- Using technology
- Raising and Access to Finance

➤ Get Set

- First Impressions – website, social media
- Business cards – address, telephone
- Sales & Marketing
- Office / Pop-up / Location
- E-commerce
- Networking / Make some noise!

➤ Go For Growth

- Managing cash flow
- Outsourcing
- Managing customers / suppliers / stakeholders
- Mentors