

South Bank Works Incubator Programme

October 2024

Agenda

1. Who is in the room
2. WORKS's Value
3. Programme Overview
4. Milestones
5. Opportunities
6. Useful links
7. Pizza & Networking

1. Who is in the room

Meet the Team

Enterprising Futures Team



Mohammed Ali
Head of Entrepreneurship



Monica Maurici
Start-Up Manager



Rui Barros Silva
Entrepreneurship Manager



Paige McKinnon
Engagement & Enhancement Manager



Syeda Rahimunnessa
Enterprise Education Manager

Entrepreneurs-in-Residence (EiRs) – Experts in specific fields to support the programme



Kadeza Begum



Michael Buckworth



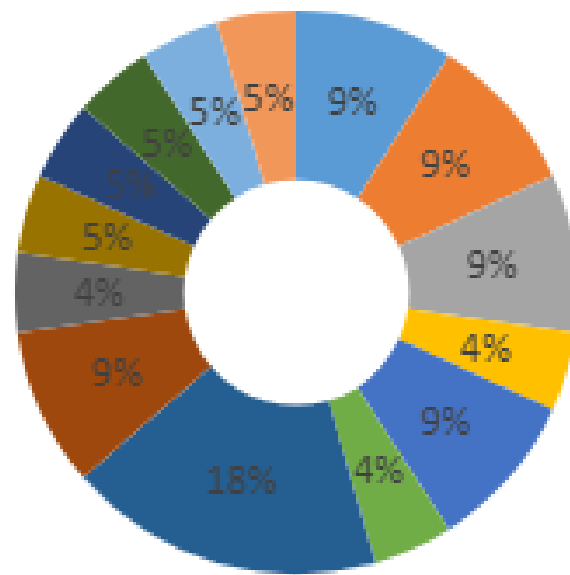
Peter Harrington



Neil Whitehead

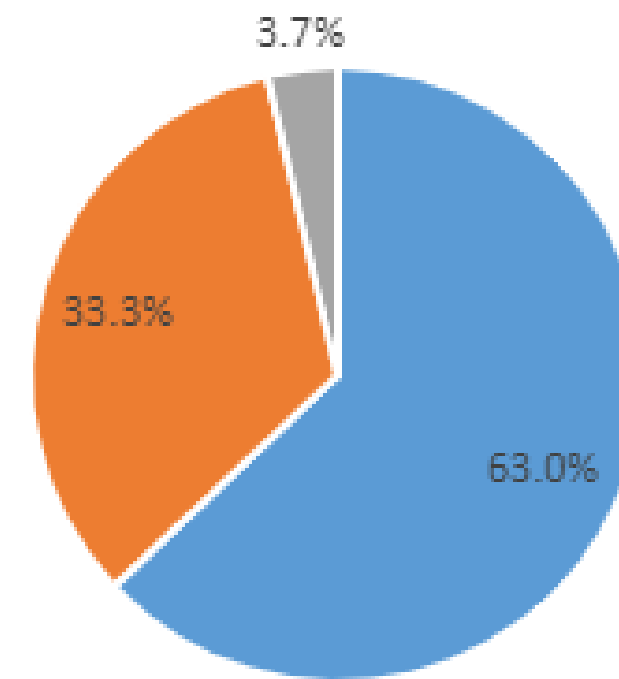
WORKS's cohort 2024-2025

WORKS Entrepreneurs



- Fashion
- Beauty
- Sports
- Sustainability
- Hospitality
- Architecture
- Health
- Visual
- Digital Marketing
- Equipment
- Education
- Events
- Gaming
- Travel

Status



- Not registered
- Registered as a business
- Registered as a sole trader

Tell us in 30 seconds...

1. Who you are

2. What your business is

3. What you are excited about?

2.WORKS's Value

WORKS's Value

We bet on the jockey over the horse



Source: [Entrepreneur](#) / Other sources: [Forbes](#)

WORKS's Value

How will we help you?

- Programme for **both starters and established entrepreneurs**
- No matter the **stage** of the idea, the **field**, or the **size** of the business
- We take care of **your learning journey**, helping you grow as an entrepreneur
- Success looks different for everyone; **effort, progress, and growth (in any form)** are celebrated!
- We **support you in the whole process** (since the beginning to setup the business) having a team working for you: mentors, coaches, and experts support your learning process
- We value your **attitude in becoming an entrepreneur**, not just the metrics
- We provide you the **knowledge and tools to feel confident** about being an entrepreneur and building your business

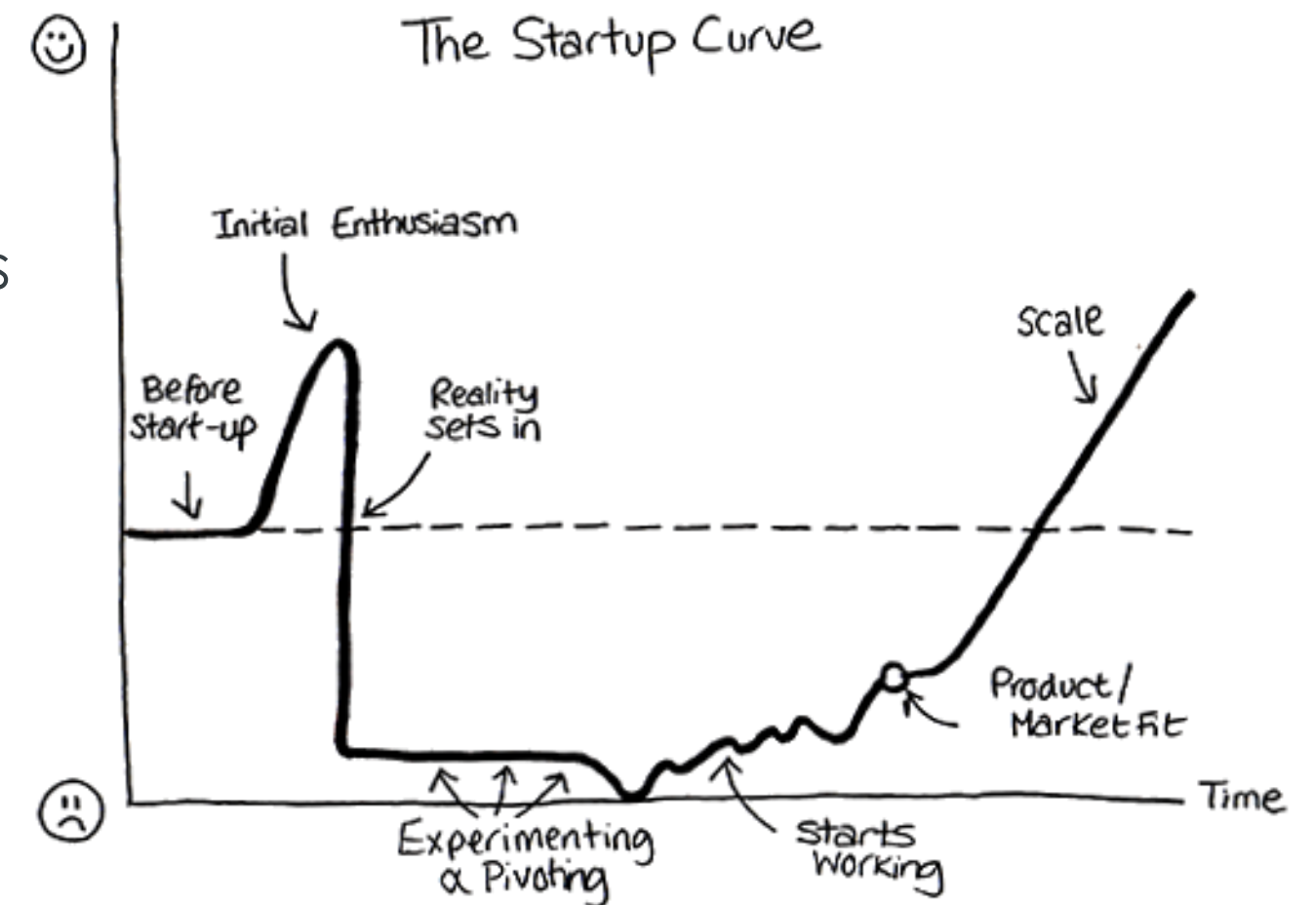
WORKS's Value

A 360 degree programme

Reinforce and work on all the key aspects to develop successfully your business, creating the Business Model Canvas for your business

What will you get?

- Be confident in getting **real customers** for your business
- Create a **robust marketing strategies** for your business
- Knowledge and tools to **manage your accounts** with confidence
- Get **legal advice** from experts
- The opportunity to **build a website in one day**
- Gain confidence to **perfect your pitch**



3. Programme Overview

Programme Structure - 3 Sprints

1

VALIDATE

(October-December 2024)

- Customers
- Marketing
- Cash flow
- Business models

2

BUILD

(January-April 2025)

- Branding & Digital Marketing
- Legal
- Funding
- Pitching

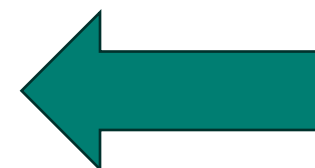
3

GROW

(July 2025-July 2026)

- Personalized support
- Appointments with industry experts and Entrepreneurs-in-Residence (EiRs)
- Milestones' review

<https://bit.ly/works-cohort>



Support structure

Activity	Description	Schedule	Duration
Masterclass	Dynamic sessions with practice about the topics (50 theory/50 practice)	Mondays (10am-12pm)	2 hours
Deliverables/VALIDATE tool	Apply the knowledge of the masterclass in your business	Masterclass on Mondays/ During the week	Varies
Masterminds	Group session to share your challenges and achievements	Mondays (1pm-2pm)	1 hour
Follow-up monthly meeting*	Check your progress in your business and review your deliverables	Once every month (2 times in every sprint)	30-60 minutes
Setting Milestones for your business*	Create milestones to achieve your goals	14th-31st October 2024 Sprint 1 20th-31st January 2025 Sprint 2	30-60 minutes
Reviewing Milestones for your business*	Check and analysis of milestones (success/failure/learnings)	20th-31st January 2025 Sprint 1 8th April-3rd June 2025 Sprint 2	30-60 minutes
Appointment with EiRs**	1-2-1 appointments with experts in different fields	Check the calendar for each sprint	30 minutes

* The Start-Up Manager will contact you via email to book the appointments in Careers Hub (online/face-to-face)

** Contact the Start-Up Manager to know if online bookings are required in Careers Hub in advance

Masterminds

- Group sessions with WORKS's cohort to support, collaborate, and advise each other
- Share your experiences and resources to help each other overcome challenges and achieve success
- Brainstorm, support and challenge each other

- **Quick highs and lows** (5-7 minutes)

- **Three Key questions** (10 minutes)

1-What is your goal?

2-What did I commit to last week to progress this goal (Weekly objective)?

3-Did I do it?

- **Hot seat deep dive** (20 minutes)

- **Next commitment** (15 minutes)

Weekly objective Most Important Next Steps (MINS)

**Session
structure**

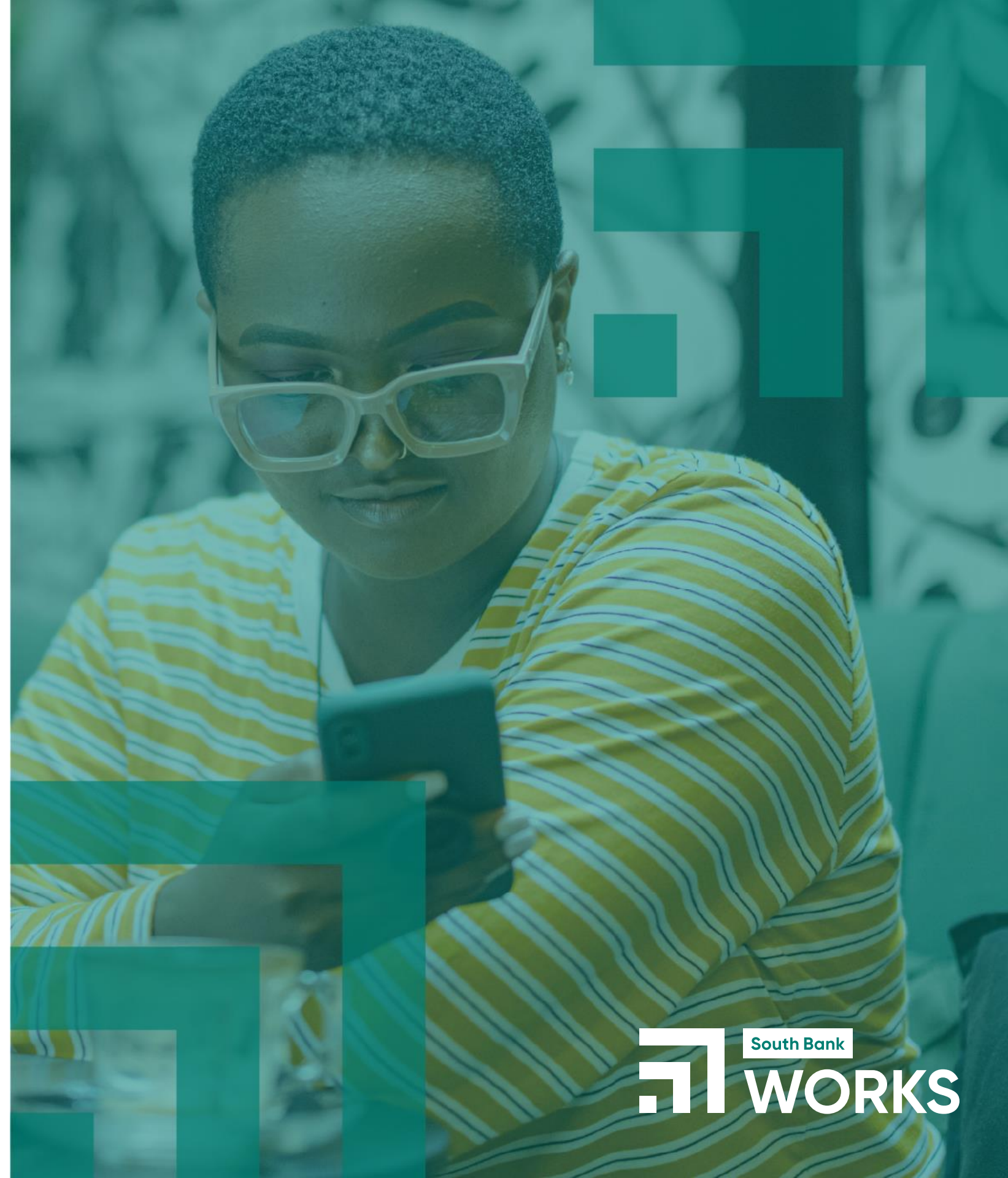
Your Portfolio

- **One deliverable** to work on after each masterclass. **Build a portfolio** at the end of the year
- You will apply the knowledge acquired in the masterclass on reinforcing this content in developing your business
- Choose between 2 different deliverables, depending on the stage of development of your business

Standard: early stage

Stretch: intermediate-advanced stage

- **Follow-up monthly meeting** to help you with deliverables and your business progress



Business Model Canvas (BMC)

<p>Key Partners</p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?</p>	<p>Key Activities</p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?</p>	<p>Customer Relationship</p> <p>How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>Customer SEGMENTS</p> <p>For whom are we creating value? Who are our most important customers? What are the customer archetypes?</p>
<p>Key Resources</p> <p>What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>Channels</p> <p>Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p>Cost structure</p>	<p>Revenue streams</p>	
<p>What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?</p>			<p>For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?</p>	

VALIDATE Tool

- Tool to create easily and step by step the Business Model Canvas (BMC) for your business idea
- Helpful to work on your deliverables

Your Startup starts here

Brainstorm business ideas Build your Business Model Canvas Test your ideas and get feedback **Present your Portfolio**

Validate
Step 1 of 3
● ● ●
Create your account

First Name Surname

Email address

Password

[Already have an account? Sign In](#)

Privacy Information
By creating an account, you agree to our:
[Terms of Service](#) [Privacy Policy](#)

Customer Segment

We have two customer segments. These customers have three things in common - they have a love for good design, they are willing to spend for quality, and they surround themselves with others who do the same.

The Socialite
Young Professionals

Age range	Type of Segment
34 - 55	Business to Consumer (B2C)

Description
High Income, Confident, Good Taste, Respected

What are their goals?
To be successful, to be happy, to live life to the max and to do it in style. They also want to be healthy, and look after themselves.

What frustrates them?
People that are unhealthy and don't look after their bodies. Poor quality products that break quickly. Boring design that doesn't inspire.

What problem are you solving for them?
They recently brought some male grooming products made by a well known brand. But within 2 weeks the items were broken or faulty.

Validate: 4 sections

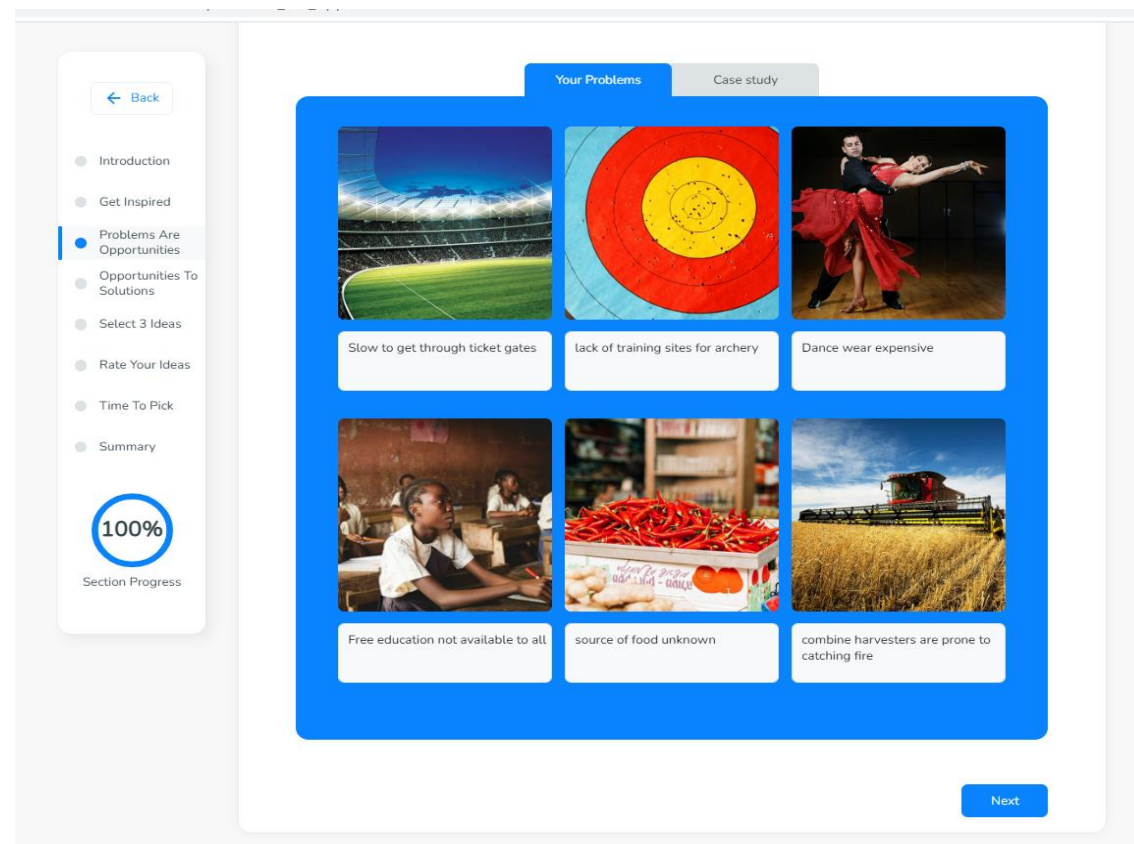
Online Startup Ideas Platform for Enterprise Education

Ideation **Canvas** **Test** **Portfolio**

VALIDATE Tool

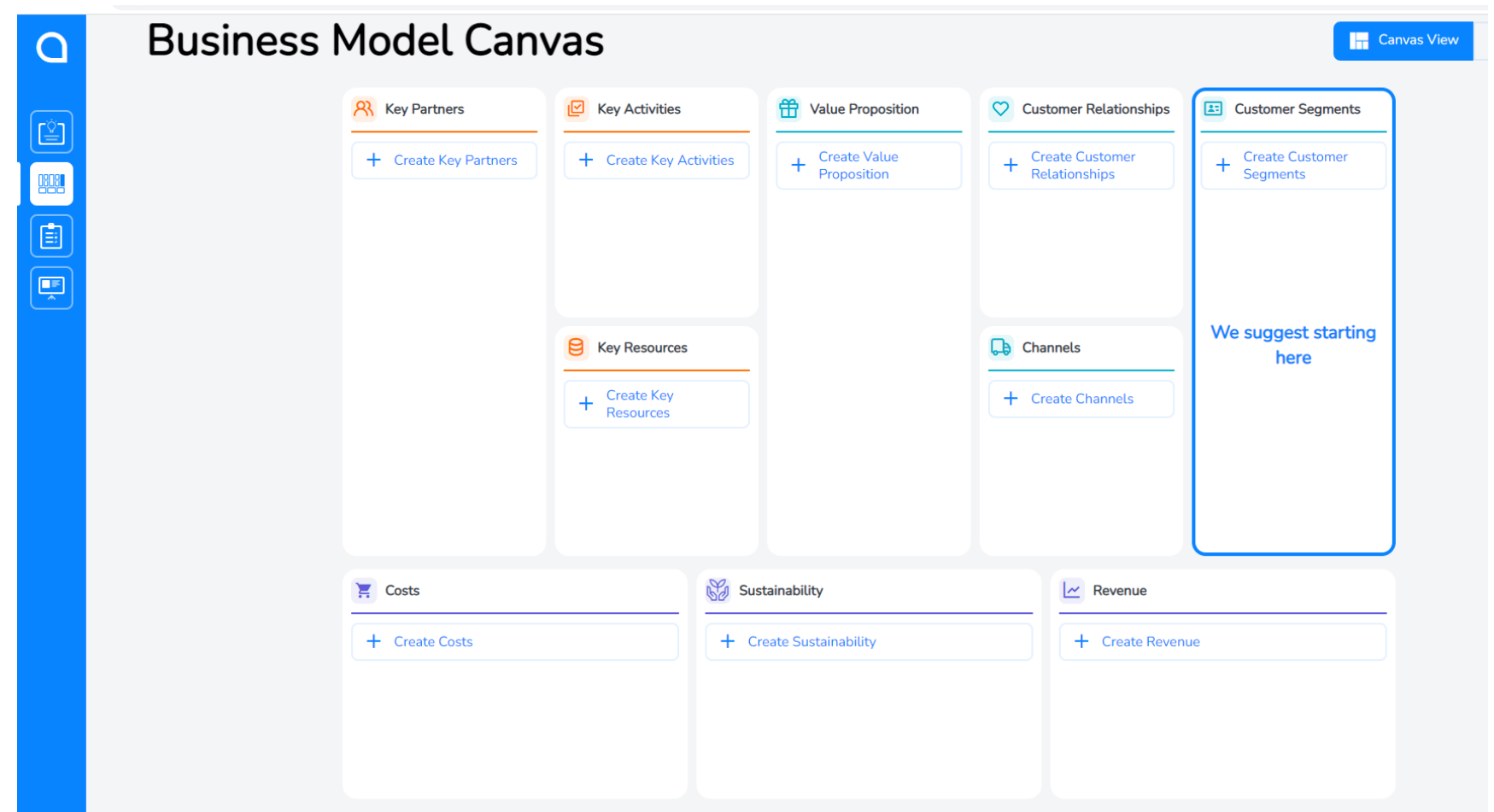
Ideation

Put your business idea through the ideation process



Business Model Canvas

BMC is made up of 10 sections or blocks. Map your idea assumptions onto the canvas



VALIDATE Tool

Test

Identify critical assumptions you want to test and test these assumptions

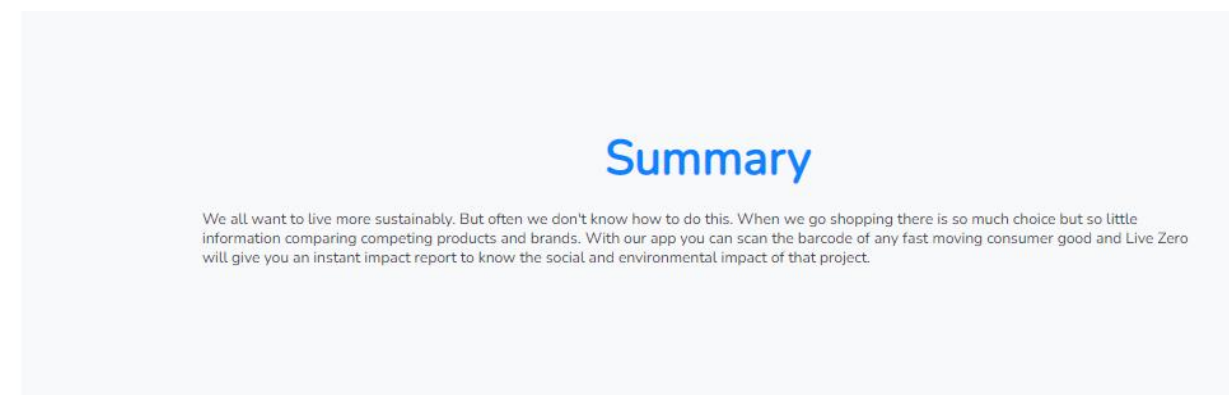


6 Types of Testing

- Homepage
- Secondary Research
- Survey
- Interview
- Prototype
- Selling

Portfolio

key document that pulls together all the information about your idea that you have worked on in Validate



Summary

We all want to live more sustainably. But often we don't know how to do this. When we go shopping there is so much choice but so little information comparing competing products and brands. With our app you can scan the barcode of any fast moving consumer good and Live Zero will give you an instant impact report to know the social and environmental impact of that project.

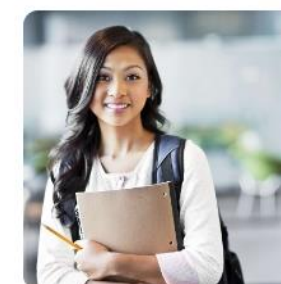
Team

A young but already experienced team. Knowledge base in start up, project management, tech product development and marketing. Ethos rooted in environmental and social responsibility.



CTO
John

John has been coding for 7 years. An



CEO
Jenny

A born entrepreneur. Like Zero is Jenny's



CMO
Louis

A marketing wizard. Will lead on

VALIDATE Sprint Overview

Day	Activity
07/10/2024	Masterclass & Programme intro Setting you up for success
14/10/2024	Masterclass: Discovering your customer
16/10/2024	Appointments with Peter Harrington
21/10/2024	Masterclass: Validating your customer
21/10/2024	Workshop: Entrepreneurs: The Secret of Standing Out from the Crowd
23/10/2024	Appointments with Neil Whitehead
28/10/2024	Masterclass: Business Models
04/11/2024	Masterclass: Your entrepreneur identity
11/11/2024	Masterclass: Practical ways to get your first 2 customers

VALIDATE Sprint Overview

WORKS'S cohort meeting-Feedback-Take away!

Day	Activity
13-14/11/2024	UK Business show
18/11/2024	Demo Day: Meet the Founders
25/11/2024	Masterclass: How to package your value as a business
02/12/2024	Masterclass: Marketing with no budget
09/12/2024	Masterclass: Is your business worth doing?
16/12/2024	Masterclass: Business Model Canvas Variants and Actionable one-page Business Plans
Weekly	Peer-Supported Masterminds
Ongoing	Available 1-2-1 Appointments and Milestones evaluations with Start-Up Manager
Ongoing	Social, networking and community events



BREAK!!!

4. Milestones

**Where do you want to go and
how you will get there?**

Milestones



What is a Milestone?

Milestones

They are the **important events or achievements** throughout your project that reflect the **progress** and **success** of your business.

Benefits:

- **Motivate** teams and business owners by setting clear goals
- Helpful for **measuring progress** and guiding **decision-making**
- Builds a culture of **continuous improvement**
- Offer an opportunity to **pause, reflect, and celebrate** the achievements and successes of the business
- It is a **benchmarking tool** to compare your progress and performance against competitors
- Achieving or missing milestones can reveal much about a **business's strengths and weaknesses**



How:

- You and the Start-up Manager will have a meeting at the beginning of each sprint (VALIDATE & BUILD) to **set the milestones** your business needs at that stage of development.
- We will **review the milestones** at the end of each sprint (VALIDATE & BUILD)

When:

- **14th October -31st October 2024:** Setting Milestones for Sprint 1
- **20th January – 31st January 2025:** Reviewing Milestones Sprint 1 (and setting new Milestones for Sprint 2)
- **8th April – 3rd June 2025:** Reviewing Milestones Sprint 2

(1-2-1 meetings can be booked online or face-to-face in Careers Hub platform)



Setting Milestones for your business

MILESTONES based on SMARTS GOALS will help us to evaluate your goals and make them meaningful

Business Goal

The desired **outcome**, and it must be **specific and measurable**. It represents the direction in which a company intends to go and define what the organization wants to achieve

Helps you to **establish priorities** and provides yourself with a **target** to aim for.

E.g. Financial goals, growth goals, process goals, social goals, etc.

SMART Goal

S Specific

M Measurable

A Achievable

R Relevant

T Time-bound

SMART Goal

Specific (S)

Specific goals have a desired **outcome that is clearly understood**. Define what will be accomplished and the actions to be taken to accomplish the goal.

- What do I want to accomplish?
- Why is this goal?
- Who is involved?
- Where should the goal be delivered?
- To what degree? (requirements and constraints)

Measurable (M)

Metrics help the team determine **when the objective is met**. It allows to track progress and help people to stay motivated

- How much?
- How many?
- How will I know when the goal is accomplished?

Achievable (A)

Goals need to be **realistic**.

- Can it be reasonable reached?
- How can it be accomplished?

SMART Goal

Relevant (R)

Goals should be **aligned with the mission** of the company.

- Is it the right time?
- Is the goal worthwhile?
- Does the goal make sense?

Time-bound (T)

The goal should be **achieved in a certain amount of time**. Goals should have a deadline.

- Has a deadline or clear time frame
- Time can also be used as a metric

ADVICE to define your Goals

- **Analyse past goals.** Assess what worked well, what didn't and the reasons behind their success or failure
- **Make your goals relevant.** Ensure they are aligned with your business's overall vision and strategy. This will contribute to the long-term success of your business
- **Time frames.** Assign realistic time frames to each goal to maintain focus and motivation. It is essential to be ambitious but it is equally important to stay realistic.
- **Think big but realistically** Consider your resources, your availability, your skills, your budget...
- **Establish measurable criteria.** Establish clear and quantifiable criteria that allow you to track your progress
- **Communicate your goals to your team.** If you have a team, communicate the goals clearly to your team so everyone is aligned and working towards the same objectives
- **Regularly review and adjust your goals**

Examples

Example 1

Original goal: Increase the number of visitors on my website

SMART Goal: Increase Website Traffic 10% by December 2024

- **Specific:** Increase the number of visitors that come to our site by 10%
- **Measurable:** We have data on our website (e.g. Google Analytics) and we know the current number of visitors (1000 visitors). So we know we need to get 1100 visitors
- **Achievable:** We are already creating content on our website and we are developing digital marketing strategies in content creation. We have the team to work on these strategies to help us to increase the online visibility of the business and the website traffic
- **Relevant:** The more traffic we have, the more visibility we get and the larger our reach
- **Time-bound:** We want to complete this goal by December 2024

Example 2

Original goal: Get more customers in the coming months

SMART Goal: Acquire 5 new clients within the next 3 months

- **Specific:** Acquire new clients
- **Measurable:** We have data about the number of clients we have now and we know we want to reach 5 new clients
- **Achievable:** We have developed the product and we already worked on different strategies to approach customers. For example, we have targeted some markets to sell the product onsite and we also have started developing online channels (website or social media channels) to reach these potential customers
- **Relevant:** Acquiring new customers will increase customer base and revenue
- **Time-bound:** We want to achieve new customers in 3 months

Example 3

Original goal: Increase brand awareness of my business with reviews

SMART Goal: Increase new customer reviews by 20% at the end in June 2025

- **Specific:** Increase customer reviews by 20%
- **Measurable:** We have previous data, and we can measure every month our progress (e.g with reports or spreadsheets) to show if we are reaching our target or not
- **Achievable:** We already have the tools to increase customer reviews. We started to increase our customer reviews last months, so we believe we have the resources and the strategy to achieve 20%
- **Relevant:** Based on our experience with customers, an increase in the number of customer reviews corresponds with increased sales in our top growth channels
- **Time-bound:** The goal is to accomplish this by the end of June 2025

WORK ON YOUR MILESTONES IN PAIRS

5. Opportunities

Don't miss this!

WORKS Coworking space

- DC209, Clarence Centre
- Opening hours: 08.30 – 20.30 Monday to Friday
- Hot Desk & Meeting Rooms
- Networking & Community Building

Valued 7.500K for 1 year

You get this for FREE!!!



South Bank Ignite Competition



Date	Stage
6 th January 2025	Application Deadline (First Round)
17 th March 2025	Application Deadline (second Round)
21 st May 2025	South Bank Ignite 2024-2025 – Semi-Finals
4 th June 2025	South Bank Ignite Final, Festival, and Marketplace

**Got an award-winning, £3,000 idea?
24k prize pot!**



lsbu.ac.uk/ignite



Spark Your Idea!
Apply by
6 January



Product of South Bank

- You have the opportunity to **conduct market/customer research** or **sell your product and services**
- Get **market training** to sell your products and prepare your stall





MARKET RESEARCH

Talk with your potential customers. Get feedback.

TRADE

Sell your product or services.

PRODUCT OF SOUTH BANK MARKETPLACE
Enterprising Futures
Eats in The Box
Sebastian Munis, Muhammad Omar, & Tansier Hussain
Eats in The Box is a platform catering to lovers of authentic Asian and Middle Eastern cuisine by offering a culinary adventure from the comfort of their homes.
www.eatsinthebox.com
Instagram & TikTok
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PRODUCT OF SOUTH BANK MARKETPLACE



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South Bank

STARTERS

£500

Start-Up & Freelancer Fund

SEND US YOUR RECEIPTS

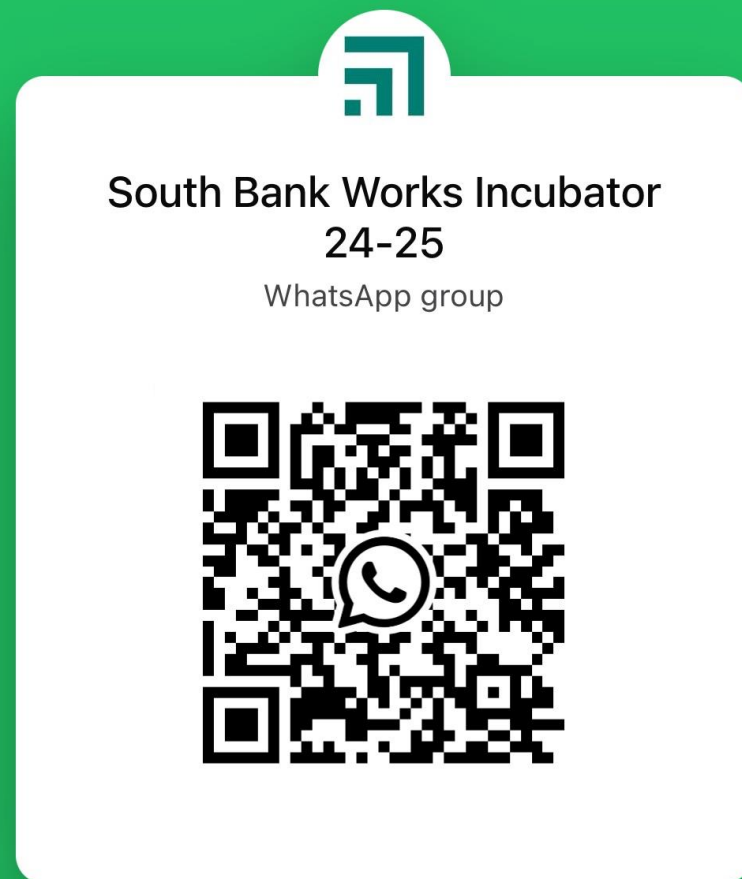


6. Useful Links

Useful Links

Name	Description	Link
Careers Hub	Platform for booking meetings (monthly review, milestones)	https://bit.ly/starters-appointment
South Bank Works Incubator Cohort Resource Page	Resources, slides, tutorials for the programme. Links to zoom sessions/recordings	https://bit.ly/works-cohort
Validate Tool	Tool for creating the Business Model Canvas	(link provided via email to join the class)*
Product of South Bank Marketplace Interest Form	Sell your product in a Market	https://bit.ly/posb-market-interest
South Bank Ignite	Competition for LSBU student and recent grad entrepreneurs. £24K prize pot!	www.lsbu.ac.uk/ignite
Start-Up and Freelancer Fund (£500)	Claim up to £500 for your costs if you have registered your business recently	https://bit.ly/SEstartupfund

*Contact the Start-Up to receive the link, access to the platform and create your profile in the tool



Scan or upload this QR code using the WhatsApp camera to join this group

Join our WhatsApp group!

Stay up to date with all the news in the programme, changes, reminders, event announcements and much more!!!

LET'S CONNECT



South Bank

STARTERS



bit.ly/SE-sign-up



linkedin.com/showcase/sbi-student-enterprise



[@studententerpriselsbu](https://www.instagram.com/studententerpriselsbu)

LUNCH TIME

&

MEET THE WORKS's COHORT