

START SOMETHING

I AM A...

How strongly do you identify with the following statements?

 CREATOR Make first, & everything else second.	<i>a little</i> ➤➤➤➤➤ <i>a lot</i>
 VISIONARY Big ideas, & endless optimism.	➤➤➤➤➤
 ACTIVIST Mission driven, & purpose focused.	➤➤➤➤➤
 FREELANCER Taking on the right job, at the right time.	➤➤➤➤➤
 BRAINSTORMER So many ideas, so little time.	➤➤➤➤➤
 HUSTLER Juggling many jobs, & more ideas.	➤➤➤➤➤
How else do you identify yourself?	➤➤➤➤➤

You are many things at different times.
Don't feel stuck as any one identity, but stay true to yourself as you start something new.

MY IDEA IS...

Write about your idea:

1. MY IDEA SOLVES A PROBLEM

What challenge are you trying to solve?

2. THESE PEOPLE WILL WANT MY IDEA

Who are your customers?



I'M STARTING WITH THIS...

Write or draw below, and reflect on your skills and areas to develop:

HOW I SEE MYSELF

Draw a self-portrait, write a poem,
or freestyle word associate.
Get creative!

MY SKILLS

Continue writing about your idea:

3. MY IDEA BENEFITS OTHERS BY

How is your idea beneficial?

4. PEOPLE CHOOSE MY IDEA BECAUSE

What makes you different or better from others?



I'M WORKING ON THIS...

MY PASSIONS

I'M GOOD AT

I'M NOT GOOD AT



South Bank

STARTERS

TAKE ACTION

Put your insights together into a Value Proposition, a clear sentence describing your idea:

MY IDEA

Write your idea/business name

IS A

Check one

☐

PRODUCT

☐

SERVICE

HELPING

Who are your target customers?

WHO WANT TO

What problem are they facing? What need do they have?

BY

What is your solution? How does your idea address their problem, need, or goal?



MY NEXT STEPS...

Give yourself a small, but manageable next step, task, or goal:

Complete this Ideas Starter Booklet!

Email a copy, picture, or scan to starters@lsbu.ac.uk to unlock more support and resources.

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Learn more about programmes and services to support your idea.

Drop-by to meet the South Bank Starters team.

bit.ly/starters-support

☐

Register your business or as a freelancer. Spend £500 on business expenses.

Get £500 back when you submit your receipts.

bit.ly/SEstartupfund

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Receive the latest updates about new events, programmes, opportunities, funding, & more in my inbox.

bit.ly/SE-sign-up

