



South Bank Works Incubator Programme

Validating Your Idea. Building Your Businesses. Growing as an Entrepreneur.
Induction Session – 8 October 2025

Agenda

1. Who's in the Room
2. Entrepreneur Mindset
3. The Value of the Programme
4. Programme Overview
5. Opportunities Not to Miss
6. Save These Links
7. Lunch & Connect



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Who's In The Room



Meet the Team

South Bank Starters at LSBU Team



Mohammed Ali
Head of Entrepreneurship



Monica Maurici
Startup Manager



Rui Barros Silva
Entrepreneurship Manager



Paige McKinnon
Engagement & Enhancement Manager

Meet the Team

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



Mohib Ali
Business Adviser
SBREC



Usman Azam
Director
UA TAX



Kadeza Begum
Co-Founder at Ardh
Entrepreneur-in-Residence



Michael Buckworth
Managing Partner, Buckworths
Entrepreneur-in-Residence



Ilaria Fabbri
Senior SEO Accounts Director
Kinesso UK



Tim Fransen
Technical Tutor & Researcher
LSBU



Emanuil Genov
Mentor & Venture Scout



Peter Harrington
CEO, SimVenture
Entrepreneur-in-Residence



Lucia Rodriguez Perez
Chief Executive Officer
Palme Rainbow



Neil Whitehead
Co-Founder, RunGreen
Entrepreneur-in-Residence

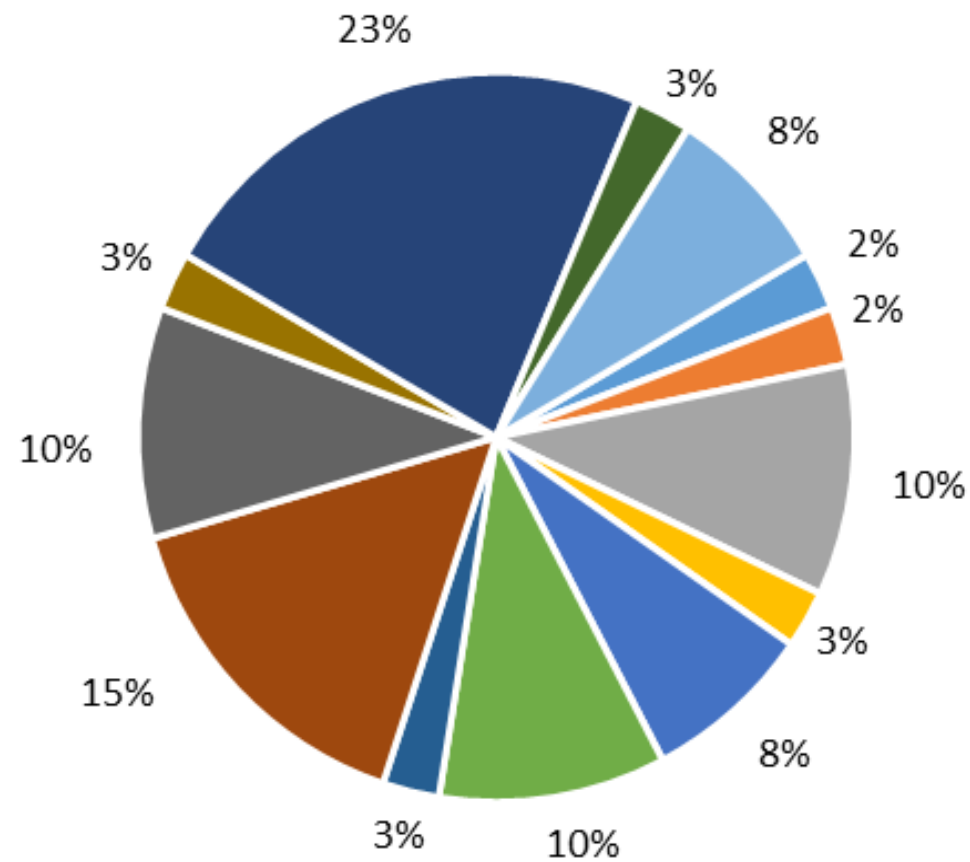
Cohort 2024-2025



Meet Your 2025-2026 South Bank Works Cohort Peers

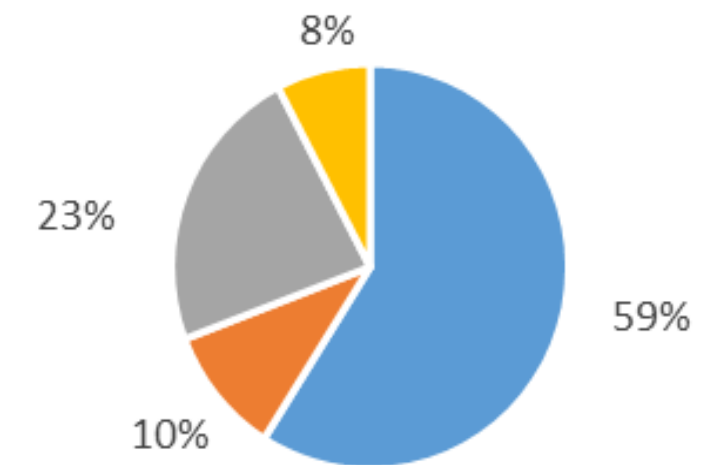
What industry do your ideas come from? Where are you on your journey?

WORKS Entrepreneurs



- Arts & crafts
- beauty
- construction
- Digital marketing
- education
- fashion
- food
- health
- sports
- social
- services
- sustainability
- visuals

STATUS



- Not registered
- Registered as a community interest company (non-profit)
- Registered as a limited company

Meet your 2025-2026 South Bank Works Cohort Peers

1.

Who are you?

2.

What is your business
or idea?

3.

What you are excited or
worried about?



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Entrepreneur Mindset

Peter Harrington



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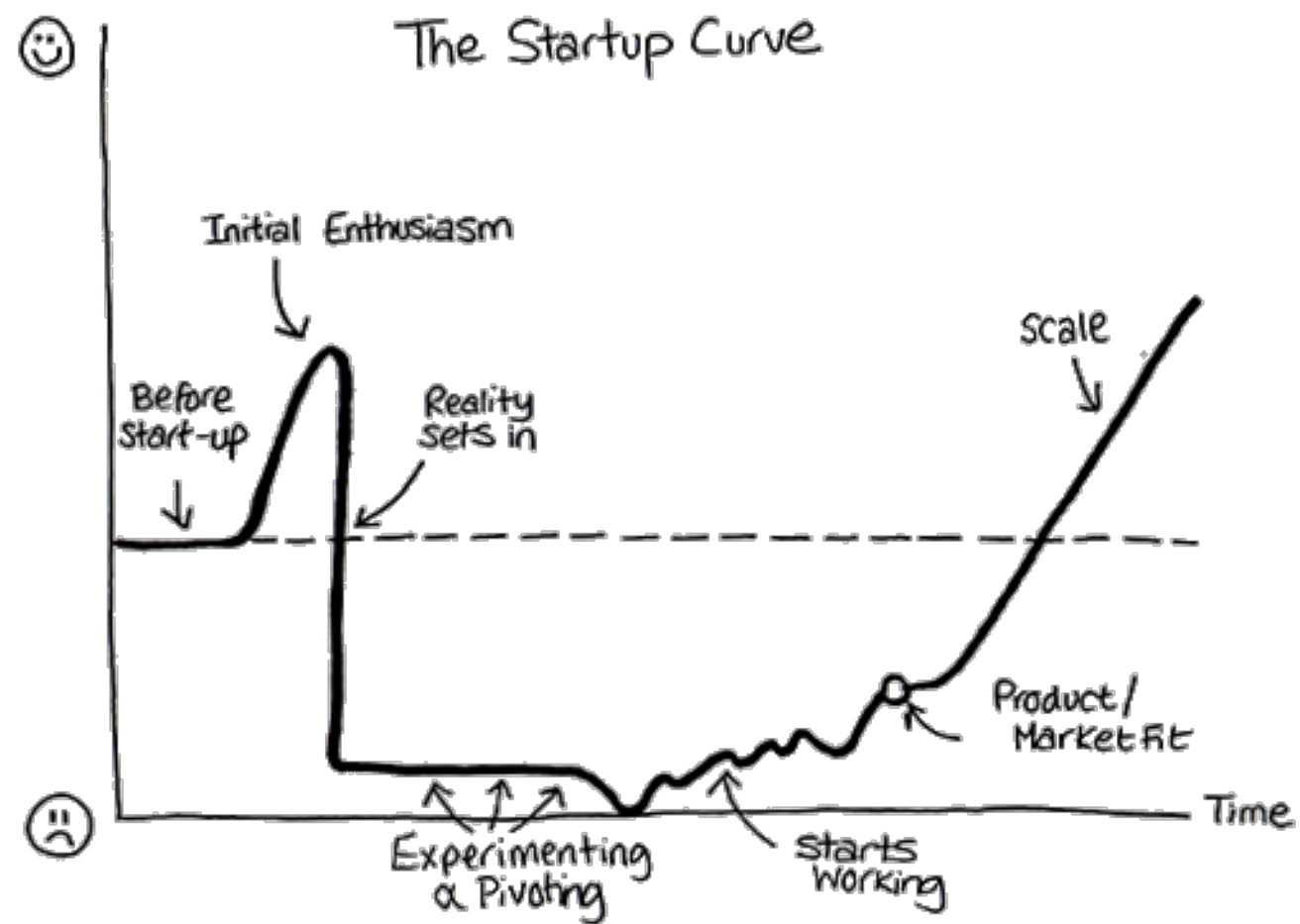
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Value of the Programme

South Bank Works Value

A 360-Degree Programme

Reinforces and works on all the key aspects to successfully develop successfully YOU and your business.



**We bet on the jockey
over the horse.**



**Your comfort
zone...**

...Is a beautiful place...

**BUT
NOTHING
EVER
GROWS THERE**

Fixed Mindset

Believes that everyone has the amount of talent and intelligence they have, and it doesn't change over time.

More likely to:

Avoid learning because it seems pointless.

Give up easily.

Hide their flaws to avoid judgment from others.

View failures as personal failings, not just setbacks.

Ignore feedback or take it as personal criticism.

Avoid challenges to avoid failure.

Feel threatened by others' success.

vs

Growth Mindsets

Believes that talent and intelligence are just like any other skill – that you can improve them over time.

More likely to:

Believe in lifelong learning.

Put in effort to learn new things.

Believe in working toward mastery of their skills.

Look at failures as just temporary setbacks.

View feedback as an important source of information that can help them improve.

Willingly embrace new challenges.

Be inspired by others' success.



Mindset shift, right now

- **Abundance or scarcity?**
- **Don't prove to anyone that you have a good idea...**
- **See and receive the opportunity**
- **Get in the river and open your mouth**

Abundance of money



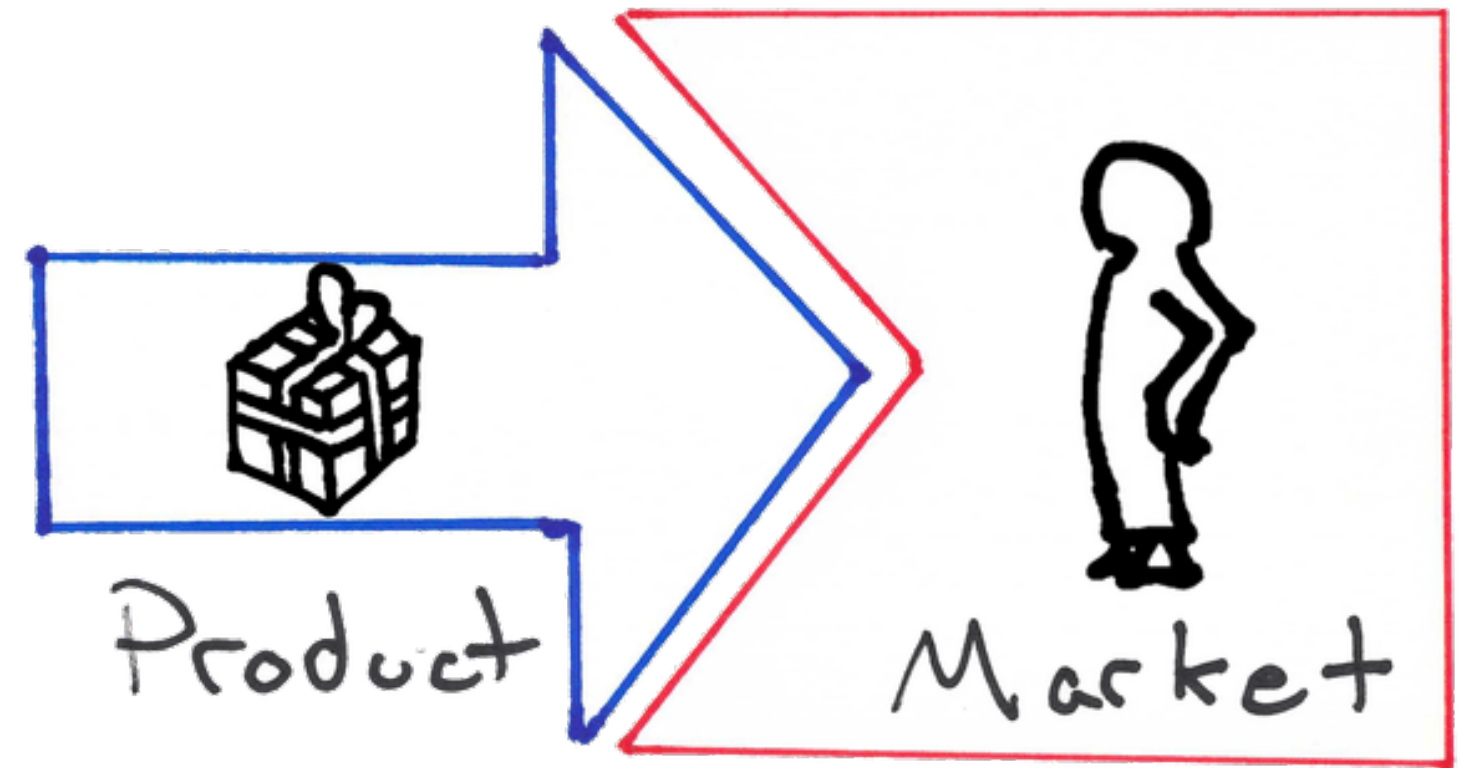
U.S. recessions are shaded; the most recent end date is undecided. Source: Board of Governors of the Federal Reserve System (US)



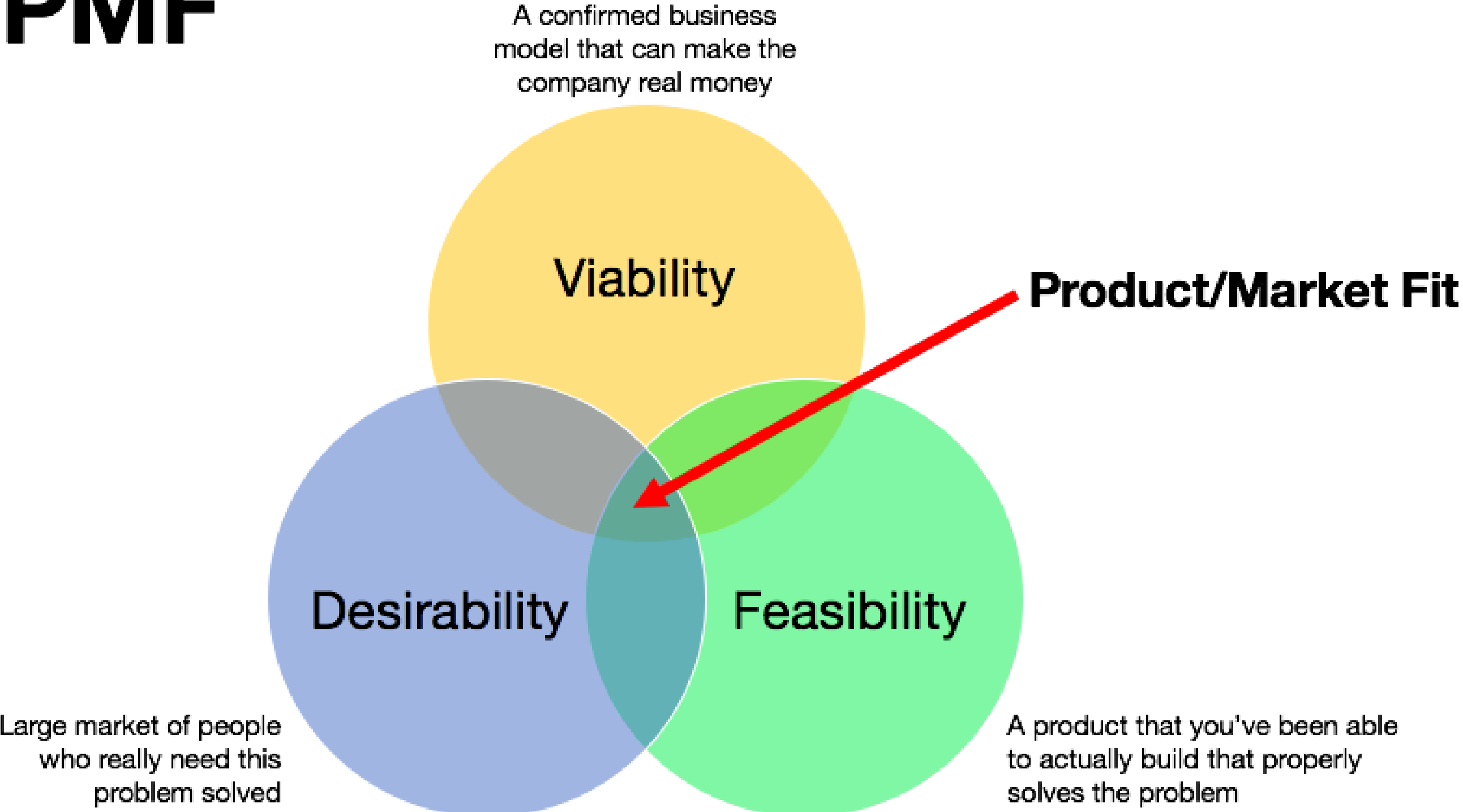


How are we
going to
approach
this start-up?

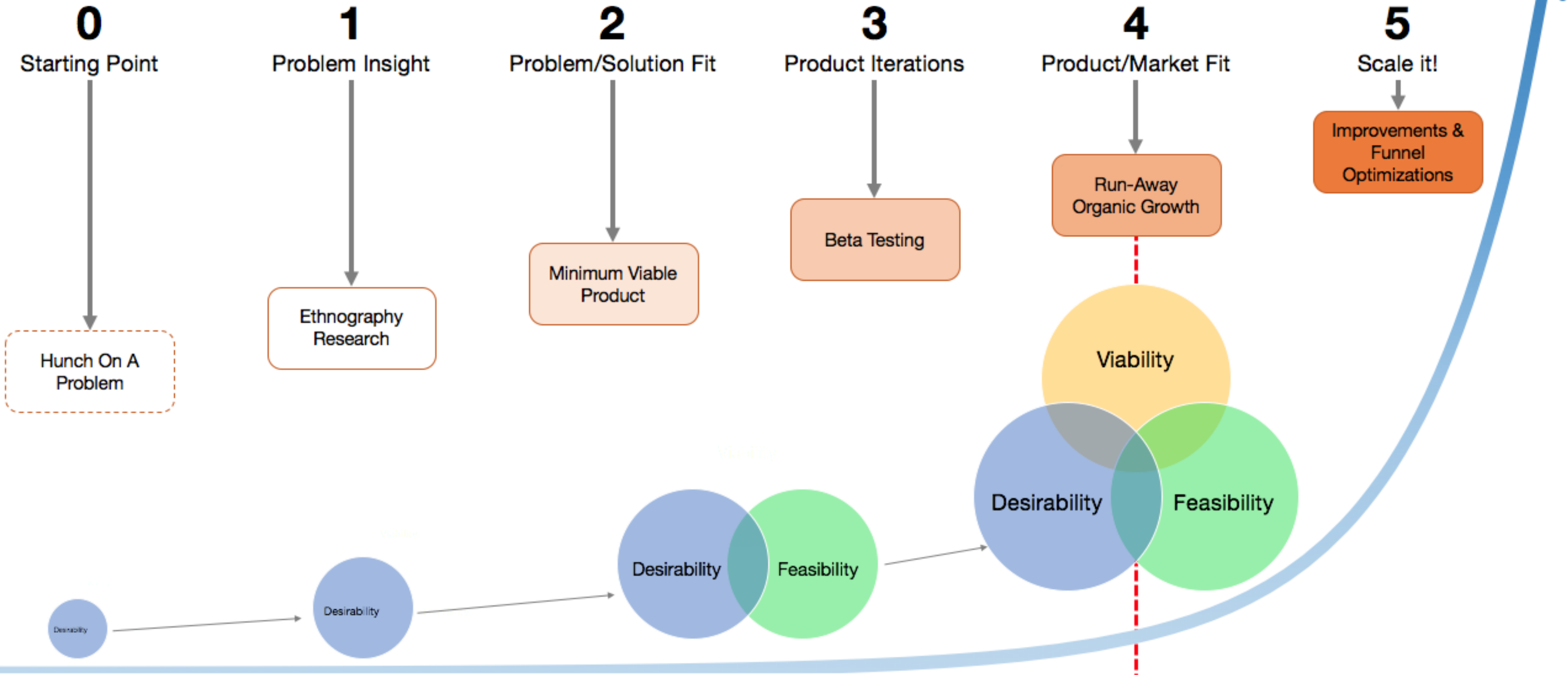
Product/Market fit
is the
bare minimum
you need to have
any chance in
business



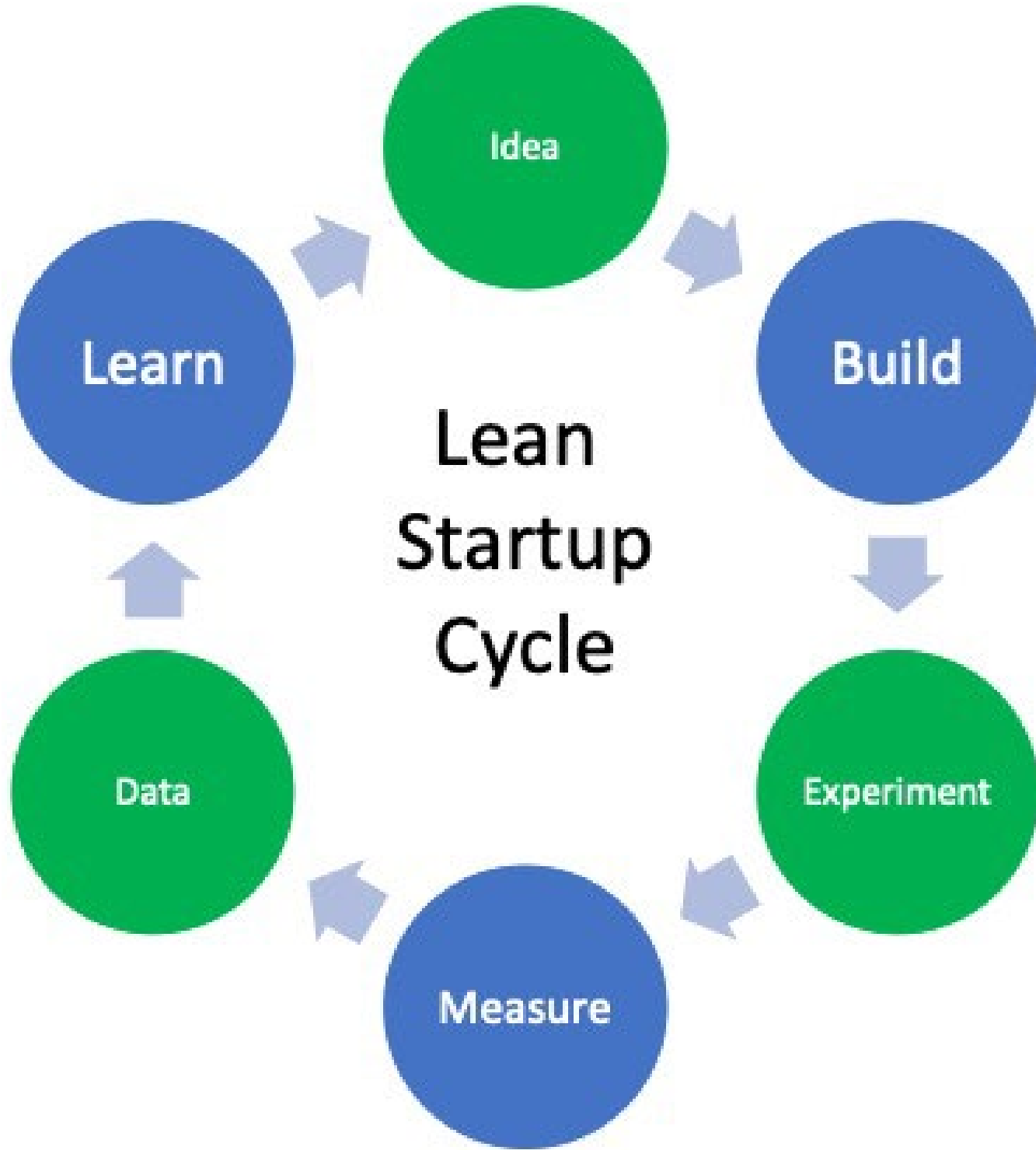
Defining PMF



The Process Towards PMF



Minimising risk. Maximising product.





Break

Enterprising
Futures atLSBU

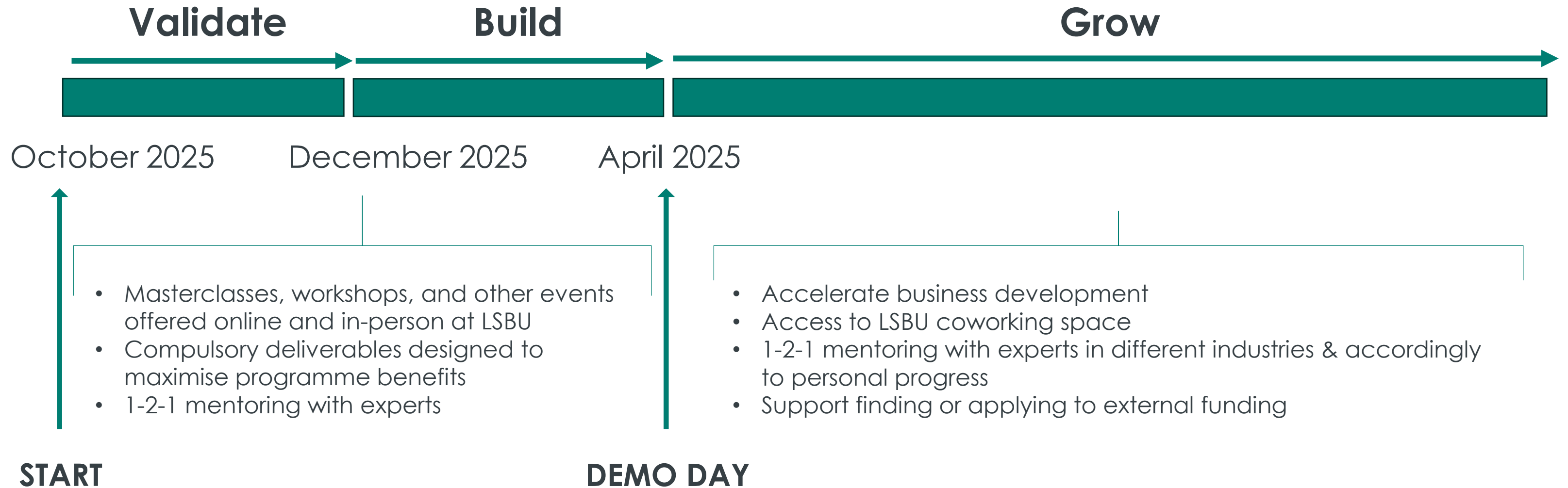


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Programme Overview

2025-2026 Programme Overview



2025-2026 Programme Overview

1

VALIDATE

(October-December 2025)

- Find out your unique Value Proposition. **Sell and grow!**
- Understand your competitors & market. **Stand out!**
- Build a website in one day. **Ready to target your market**
- Build your Business Model Canvas. **Build your one-page business vision**

2

BUILD

(January-April 2026)

- Branding & Digital Marketing. **Tell your story, grow your impact**
- Knowledge in Cash flow and Finance. **Lead your business**
- Legal Advice for Startups. **Build with confidence**
- Understand Funding. **Unlock opportunities**
- Pitching Skills. **Be unforgettable!**

3

GROW

(July 2026-July 2027)

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

Communicating Your Solution Visually: Build a Website in a Day

Masterclass 24/11/2025 - K2 Building Room V502

2 groups: 10:00-13:00 or 4:00-17:00 – Tim Fransen

Hello Entrepreneurs!



I'm **Tim Fransen**, a freelance **Graphic Designer** and **Technical Tutor** and **Researcher in Generative AI, Web Publishing, and Graphic Design** at **LSBU**.

Masterclass: Communicating Your Solution Visually: Build a Website in a Day (Week 7)

WHAT TO THINK ABOUT AND BRING TO THE SESSION:

1. **Website Title (3–5 words):** Brand + what it is (e.g., *Fern & Fable – Florist*).
2. **Website Tagline:** A 6–12 word line that clarifies what you do and for whom. **Pattern** [Service/offer] for [audience] that [benefit] (e.g., *Bespoke furniture for small spaces, delivered in four weeks*).
3. **Website About Page:** Write a short draft about your business (150–250 words).
4. **Photos:** Bring 2–3 on-brand images (people/product/space).
5. **Website Colour:** Choose one light/neutral and one dark colour for a strong contrast. Example pairs:

Don't miss this! [Hello Entrepreneurs! – Tim Fransen / 2025–26](#)



Demo Day – March 2026

- **Pitch** your business idea and progress.
- Connect with the **judges of industry experts and investors.**
- **Support** your peers.



Win!
Prize Pot of £1,000

- Open to all cohort members who **complete the deliverables.**



Your Portfolio

- **Complete one deliverable** after each Masterclass to **build a portfolio** by the end of the year.
- **Apply the knowledge** you acquired in the Masterclass to develop your business.

First deadline: 15/11/2025

Final deadline: 22/12/2025

- **Send deliverables** to monica.maurici@lsbu.ac.uk
- **Join weekly meetings on Mondays, from 12pm to 2pm (DC209)** for support completing the deliverables and with your business development.



- **What:** Each masterclass includes a deliverable (a short document answering questions linked to that session).
- **When you can submit:** You may submit each deliverable the same week as the class or in the following weeks.
- **Checkpoint (mandatory):** 15 November 2025, submit all deliverables for masterclasses held up to that date.
- **Final deadline:** 22 December 2025, all deliverables must be submitted by this date.
- **How to submit:** Email the completed documents to the Startup Manager at monica.maurici@lsbu.ac.uk
- **Drop-in support:** After each masterclass we will be at the coworking space from 12:00 pm to 2:00 pm (UK time) to answer any questions about the deliverables or your business.

Tip: try to complete each deliverable soon after the masterclass so you don't build up work for the checkpoint or final deadline.

Don't forget! you need to complete all the deliverables to take part in the Build Sprint.

Validate Sprint (October – December 2025) Masterclasses

Date	Activity
13/10/2025	Masterclass: Identifying the Problem
20/10/2025	Masterclass: Validating the Problem with Customers
27/10/2025	Masterclass: Defining Your Solution
3/11/2025	Masterclass: Validating Your Market Size @ SBREC
10/11/2025	Masterclass: Analysing Your Competitors & Defining Your Competitive Edge
17/11/2025	Masterclass: Value Proposition + Analysing the Barriers to Enter the Market
24/11/2025	Masterclass: Communicating Your Solution Visually + Build a Website
1/12/2025	Masterclass: Adoption and Willingness to Pay for Your Solution
8/12/2025	Masterclass: Business Models
15/12/2025	Internal Demo Day

Stay up-to-date online <https://bit.ly/works-cohort>

Dates to Remember

Validate Sprint	
Date	Activity
13/10/2025	First Masterclass
17/11/2025 - 28/11/2025	Second meeting to check progress and provide feedback about Meet the Founders' Event *
15/11/2025	First deadline Deliverables
15/12/2025	End of Sprint and internal Demo day
22/12/2025	Final deadline Deliverables
09/01/2026	Confirmation that you can join the Build Sprint
Build Sprint	
19/01/2026	First Masterclass
19/01/2026 - 31/01/2026	First meeting to define milestones
23/03/2026	End of Sprint and Demo Day
30/03/2026	Demo Day review
15/04/2026 - 30/04/2026	Second meeting to review milestones

* First meeting with Startup Manager (02/09/2025 - 26/09/2025)

2025-2026 Programme Structure

Activity	Description	Schedule	Duration
Masterclass	Dynamic sessions with hands-on practice on discussed topics (50 theory/50 practice)	Mondays (10am-12pm)	2 hours
Deliverables	Apply the knowledge of the Masterclass in your business	Masterclass on Mondays/ During the Week	Varies
Follow-Up Monthly Meeting*	Check your progress in your business and review your deliverables	(2 times in every sprint)	30-60 minutes
Setting Milestones For Your Business*	Create milestones to achieve your goals	January 2026, Sprint 2	30-60 minutes
Reviewing Milestones For Your Business*	Check and analysis of milestones for successes, challenges, and learnings	April-May, Sprint 2	30-60 minutes
Appointment with EiRs**	1-2-1 appointments with experts in different fields	Check the calendar	30 minutes

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

** Contact the Startup Manager to know if online bookings are required in Careers Hub in advance



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Opportunities Not to Miss!



1-Year Use of Clarence Centre Co-Working Space Valued at £7.5K

FREE





lsbu.ac.uk/ignite



Spark Your Idea!
Apply by
5 January





PRODUCT OF SOUTH BANK MARKETPLACE

Supporting LSBU Entrepreneurs to:

- Create
- Sell
- Grow

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STARTERS

£500

Start-Up & Freelancer Fund

SEND US YOUR RECEIPTS





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Save These Links



Useful Links

Name	Description	Link
Careers Hub	Platform for booking appointments & meetings	https://bit.ly/starters-appointment
South Bank Works Incubator Cohort Resource Page	Resources, slides, & tutorials for the programme. Source for all the latest news & updates.	https://bit.ly/works-cohort
Product of South Bank Marketplace Interest Form	Sell your product or conduct market research in a Market	https://bit.ly/posb-market-interest
South Bank Ignite	Competition for LSBU student & recent grads. £24K prize pot!	www.lsbu.ac.uk/ignite
Start-Up and Freelancer Fund	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

Join the WhatsApp Group

Stay up to date with all the news about:

- the programme,
- changes,
- reminders,
- event announcements,
- and much more!!!

Scan the QR code or use the link below to join

<https://bit.ly/workswatsapp25>



South Bank Works Incubator
25-26
WhatsApp group



LET'S CONNECT



bit.ly/SE-sign-up



www.lsbu.ac.uk/starters



linkedin.com/showcase/sbi-student-enterprise



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