

Validate Your Idea
Build Your Business
Grow As An Entrepreneur
LSBU'S INCUBATOR PROGRAMME





South Bank Works

Embark on your entrepreneurial journey with **South Bank Works**.

Customised to fit your unique needs, LSBU's Incubator Programme provides expert-led masterclasses, personalised mentoring, and a welcoming network to fuel your future.

With the time, space, and structure to set and achieve milestone goals, your idea—whether it's a business startup, freelancing endeavour, or side hustle—will become a reality.

In one year, with the option to extend to two, you will:

- Secure real (paying) customers,
- Identify the right business model,
- Create a robust marketing strategy,
- Navigate legal and financial essentials,
- Access funding avenues and be awarded funds,
- Gain confidence to perfect your pitch,
- Connect within a vibrant community,
- **And expand your horizons far beyond what you imagined!**

Embrace this opportunity to shape your future, redefine your possibilities, and achieve the extraordinary.



A Unique Incubator Ecosystem

The South Bank Works Incubator Programme is unique to other start-up incubators:

- Training and support are created for both starters and established entrepreneurs, no matter the stage of the idea, the field, or the size of the business.
- Gain confidence in diverse topics, including getting customers, setting up the business legally and financially, building a brand, and growing as an entrepreneur.
- Have a team working for you. Mentors, coaches, and experts support the learning process while working with each founder to set personalised, achievable, and track-able milestones.
- Success looks different for everyone; effort, progress, and growth (in any form) are celebrated! Resources and advice help each entrepreneur find the best way to validate ideas, build the business, and grow as a founder or freelancer.
- Be surrounded by community and build a network from within LSBU, the greater London area, and internationally - starting as a new entrepreneur to a future mentor role.

PROGRAMME SUPPORT



£7.5K

SPACE & COMMUNITY



£7.5K



FREE

- 12 Expert-Led Masterclasses
- Weekly Masterminds
- 1-2-1 Coaching, & Sign-Posting with Industry Experts
- Central London Location
- Hot Desk & Meeting Rooms
- Networking & Community Building

You get as much as you put into the programme. Come with an open mind & support for yourself & your community!

Offering

Value



South Bank Works Schedule

Validate Sprint (October - December 2024)	
Week 1 Monday, 7 October	Masterclass & Programme Intro Setting You Up For Success
Week 2	Discovering Your Customer
Week 2	Appointments with Peter Harrington
Week 3	Validating Your Customer
Week 3	Appointments with Neil Whitehead
Week 4	Business Models
Week 5	Your Entrepreneur Identity
Week 6	Practical Ways To Get Your First Two Customers
Week 6 13 - 14 November	UK Business Show
Week 7	Demo Day: Meet The Founders
Week 8	How To Package Your Value As A Business
Week 9	Marketing With No Budget
Week 10	Is Your Business Worth Doing?
Week 11	Business Model Canvas Variants And Actionable One-Page Business Plans
Weekly	Peer-Supported Masterminds Available 1-2-1 Appointments With Start-Up Manager
Ongoing	Social, Networking, And Community Events Milestone Evaluations With Start-Up Manager

South Bank Works Schedule

Build Sprint (January - April 2025)	
Week 12	Create Lab: Creating Your Brand And Visual Identity In A Day
Week 13	Create Lab: Creating Your Website In A Day
Week 14	Getting Out Of Jail For Free - 'Preparing For Directorship'
Week 15	Social Media Selling And Paid Advertisements
Week 16	Demo Day: How I'll Grow My Business With £100
Week 17	How To Form And Manage Teams
Week 18	Sources Of Finances And Getting Investment
Week 19	Scale Up Methodology And Processes
Week 20	Utilising AI For Start-Ups
Week 21	Pitching For Investment
Week 22	Perfecting Your Pitch
Week 23	Demo Day
Weekly	Peer-Supported Masterminds Available 1-2-1 Appointments With Start-Up Manager
Grow Sprint (July 2025 - July 2026)	
Ongoing	Social, Networking, And Community Events Milestone Evaluations With Start-Up Manager
Ongoing	Personalised Support And Appointments With Industry Experts And Entrepreneurs-In-Residence

In Their Own Words



“

LSBU helped me to grow my business from my [initial] business idea. They provided me all the support I need to find first customers.

BILGE KIVRAK
CO-FOUNDER OF GROUND ME

”

“

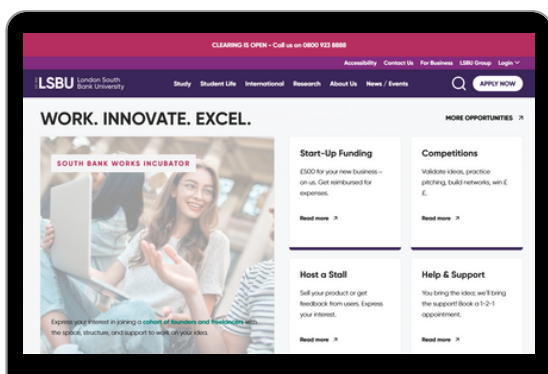
LSBU was my first starting point to have a business plan and realised my business was not only a dream.

CANDICE DAVIS
FOUNDER OF
AFTER BIRTH LONDON

”



Submit Your Application



VISIT
[LSBU.AC.UK/WORKS](http://www.lsbu.ac.uk/works)

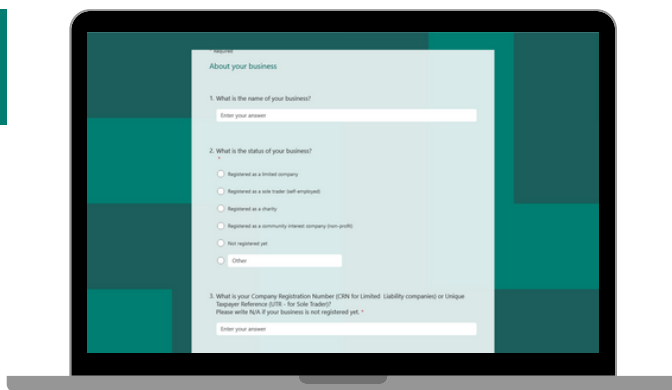
Visit the South Bank Works website at www.lsbu.ac.uk/works.

Click on the relevant links to begin your application and express your interest.

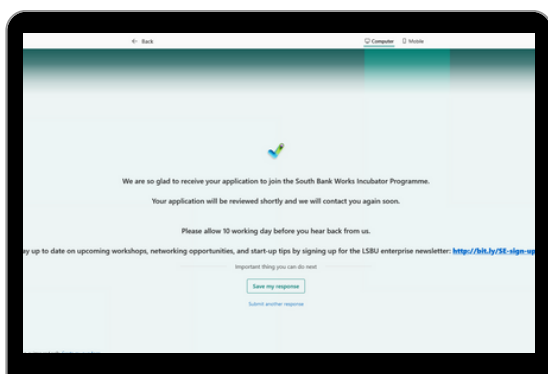
COMPLETE YOUR APPLICATION

Tell us about your idea, your goals, and yourself in the online application form. Requested details may include:

- Your business name and status
- Your skills and experience
- Your personal information
- Confirmation of programme details



Important Note: The system will not automatically save your application once you start. We recommend downloading a copy of the application questions to work on your answers on Microsoft Word: bit.ly/works-incubator-app-doc Then copying and pasting your answers into the form.



APPLICATION COMPLETED!

Well done! You completed the South Bank Works Incubator application.

Your information will be reviewed and you will be notified about next steps.

Email studententerprise@lsbu.ac.uk for support completing your application.



MOHAMMED ALI HEAD OF ENTREPRENEURSHIP

A leader in growing, fostering, and innovating the entrepreneurial spirit within UK universities, founder-business communities, and global networks.

Ask me about: Anything about starting or growing your idea, personal + business finance, and resources (in and outside LSBU)



RUI BARROS SILVA ENTREPRENEURSHIP MANAGER

A seasoned enterprise educator, passionate about helping people develop ideas, and guiding them through the initial phases of business.

Ask me about: Brainstorming, turning your early stage ideas into viable businesses



MONICA MAURICI START-UP MANAGER

A civil engineer and business founder; an expert evaluator of innovative projects to help small businesses build a foundation and grow.

Ask me about: Business advice at any stage of your business to successfully achieve your business goals



PAIGE MCKINNON ENGAGEMENT & ENHANCEMENT MANAGER

A passionate communicator, looking to tell stories, inspire entrepreneurs, connect communities, and encourage people to create a better future for all.

Ask me about: Sharing your personal and entrepreneurial journey authentically, and having a positive social impact



SYEDA RAHIMUNNESSA ENTERPRISE EDUCATION MANAGER

An experienced enterprise educator working closely with academics to champion those with ideas to confidently take the next steps in their entrepreneurial journey.

Ask me about: IP guidance, marketplace trading or customer research, and integrating enterprise education into academia

KADEZA BEGUM CO-FOUNDER AT ARDH

A previous LSBU student-business founder and current enterprise trainer, mentor, and coach with over 10 years of experience supporting start-ups

Ask me about: Ideation and strengthening your value proposition, market research, research, branding, pitching, and more



MICHAEL BUCKWORTH MANAGING PARTNER AT BUCKWORTHS

A solicitor and founder of Buckworths, a law firm working exclusively with start-ups and growth companies across a range of sectors.

Ask me about: Optimising your business from a legal perspective and supporting fundraising or investment



PETER HARRINGTON CEO AT SIMVENTURE

An expert in developing and supplying learning solutions, developing entrepreneurial talent, and fostering idea generation and culture at universities.

Ask me about: Market and social research, marketing, pitching, social media, and design and branding



NEIL WHITEHEAD CO-FOUNDER AT RUNGREEN

A serial entrepreneur and the creative director at one of the largest global design agencies, offering valuable insights on differentiating yourself from your business competitors.

Ask me about: Delivering commercial success through architecture, design, and branding



Entrepreneurs- in-Residence

Industry, training, and start-up coaching experts.



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Join In!

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