

Start-Up London Programme

Designing your business to make money

February 2025



South Bank

STARTERS

Enterprising
Futures at **LSBU**



Today

10am-12pm

Intros & House Rules

Icebreaker

Mindset and Approach

Customer persona

12pm-1pm

Networking lunch

1pm-3pm

Value proposition

Validate Tool



Introducing

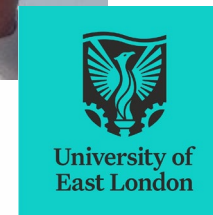
Intros

**Lea
Henry**



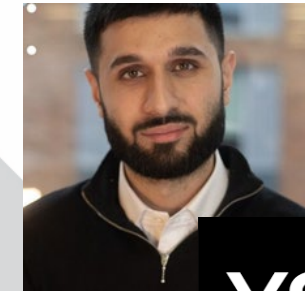
Enterprise Advisor

**Andrew
Okell**



Enterprise Advisor

**Haider
Shah**



Enterprise and Innovations Officer

Intros

**Rui
Barros Silva**



Entrepreneurship Manager

**Kadeza
Begum**



Entrepreneurship Consultant

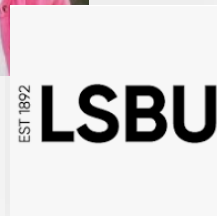
**Junior
Ogunyemi**



Enterprise Advisor

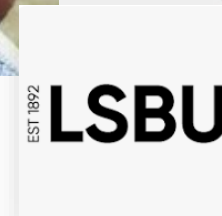
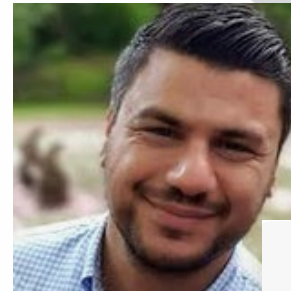
Intros

**Monica
Maurici**



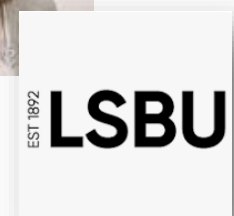
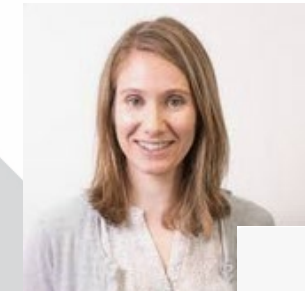
Start-up Manager

**Mohammed
Ali**



Head of Entrepreneurship

**Paige
McKinnon**

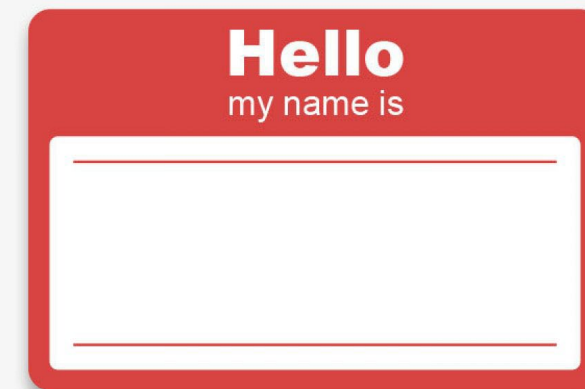


Engagement & Enhancement Manager

House Rules

Get a name tag

Hello, my name is...



House Rules

Check in please

If you haven't done so already, please check in!





House Rules

Have fun

You learn more and better when you're having fun.

Meet new people

Meet someone new, mingle, network with one another.

Be kind

And be polite. It costs nothing but highly-valued asset.

Be curious

Learn something new, don't be afraid to explore.

There's no 'i' in 'team'

And teamwork makes dreamwork right?!



House Rules

Going forward

Attend all 6 sessions to get a SUL certificate!

But where can I find...

Programme times, locations, links to presentations, recordings and other supporting materials on the cohort page.

Presentations and recordings will be available every Thursday afternoon, after each session.

Weeks ahead

Session	Dates	Location	Topic
Start-up London x1	22 Jan	LSBU	Designing your business to make money
Start-up London x2	29 Jan	York St John	Developing your business model
Start-up London x3	5 Feb	LSBU	Setting up the core of your business
Start-up London x4	12 Feb	Loughborough University London	Sourcing and managing finances
Start-up London x5	19 Feb	University of East London	Getting your first customers
Start-up London x6	26 Feb	University of Greenwich	Pitching like a pro
10am - 3pm			



For the full schedule, visit



www.bit.ly/ignite-startup-cohort

Start-up London Programme



is on WhatsApp



Now, put your hands together



and welcome our guest

Icebreaker





- Everyone in the room is part of the game
- A person can only be used for ONE box
- No shouting/screaming/hollering/crying/tickling
- Winner will be the first submission with all/the most completed boxes
- If your name is not on your sheet, you cannot win
- 11 minutes
- I will check your answers

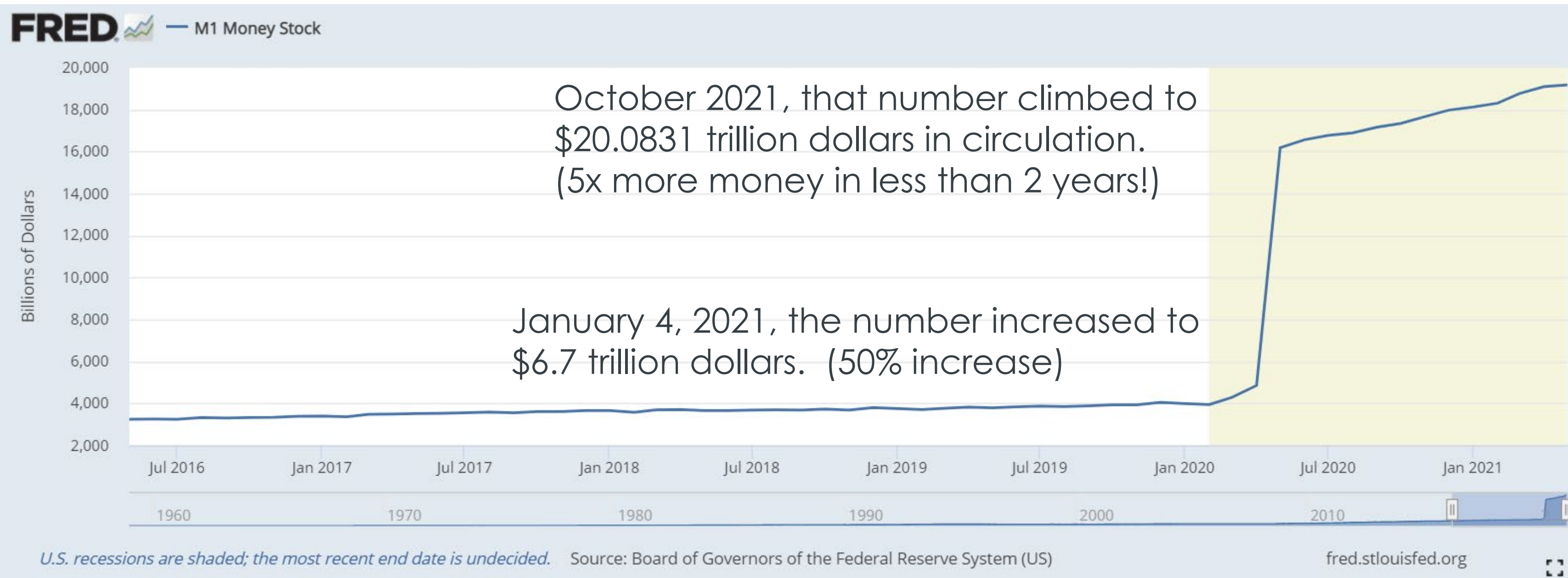
- GO!

**And the winner
is...**

MINDSET SHIFT, NOW!



An abundance of money?



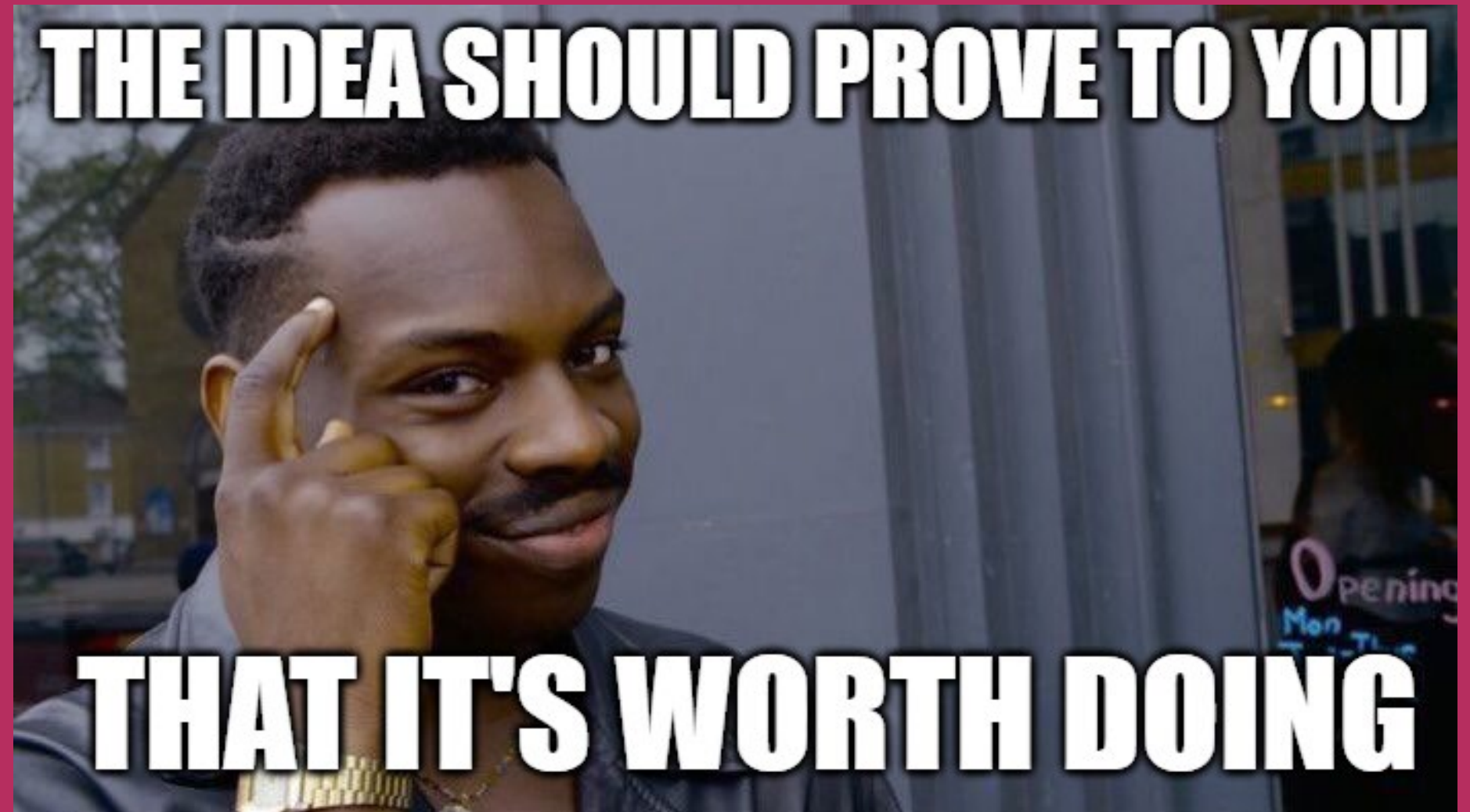
\$4 trillion (liquid) in circulation January 2020.

There is a methodology
to entrepreneurship.

**Hypothesis-driven
entrepreneurship** is the
most effective method
of discovering and
creating value.



Has your mindset shifted yet?



A photograph of two men sitting at a wooden table, looking at a laptop. The man on the left is smiling and looking at the screen, while the man on the right is looking down at the keyboard. The image has a purple and pink geometric overlay.

Let's learn

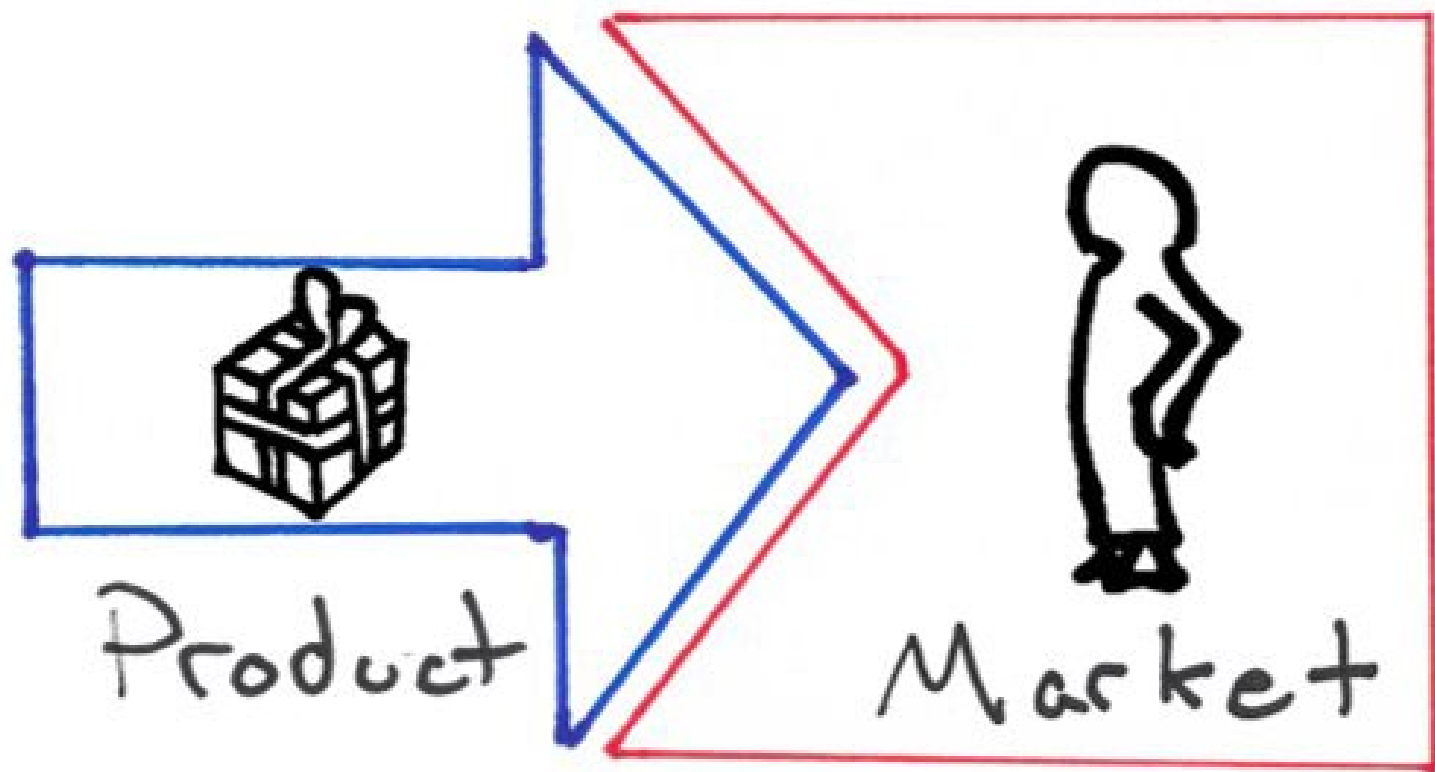
1. How value is created
2. Minimise risk
3. Value proposition and the customer
4. Business model
5. Validating

**YOUR IDEA,
ALONE,
HAS NO VALUE.**



How value is created





Product/Market fit

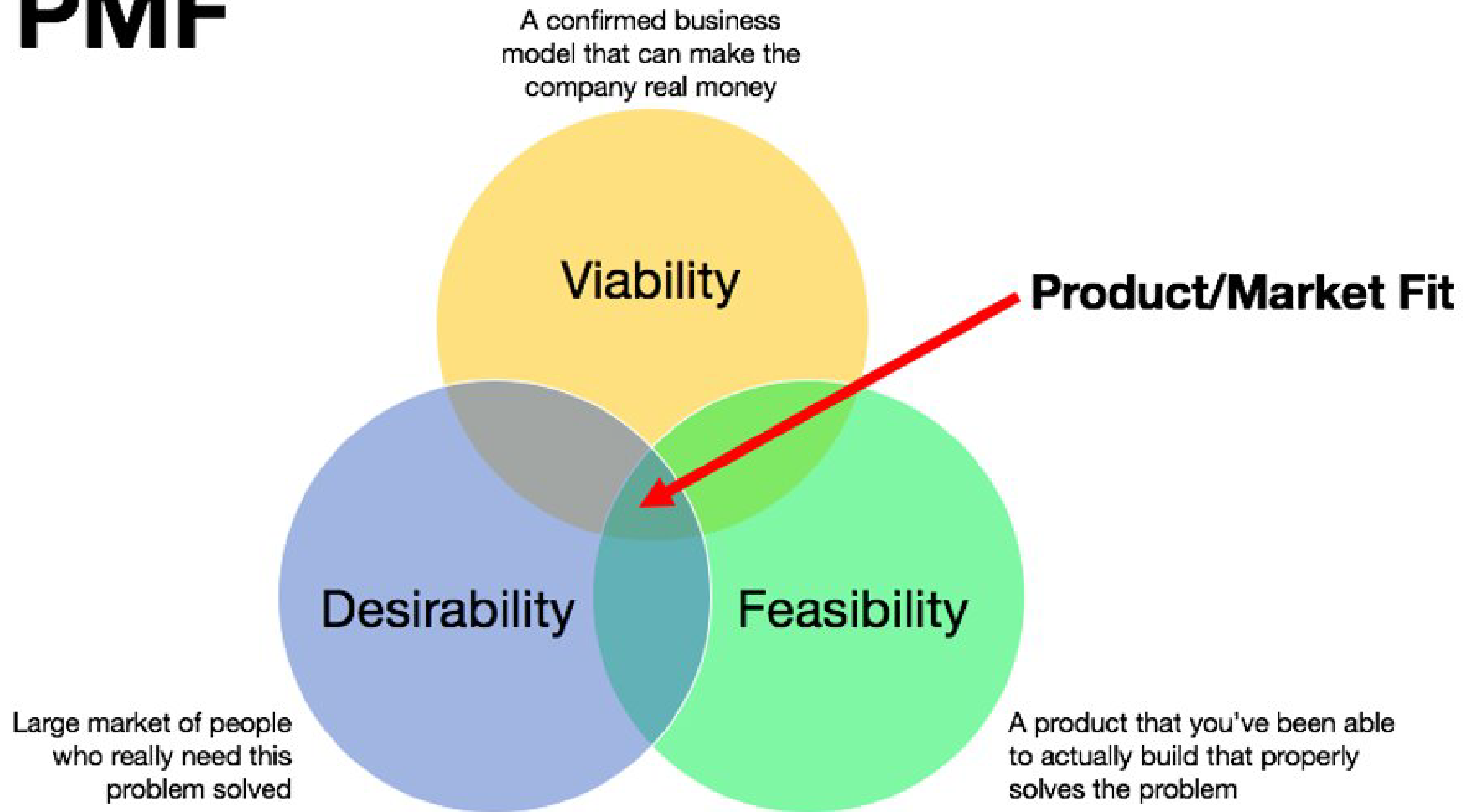
is the bare minimum

you need;

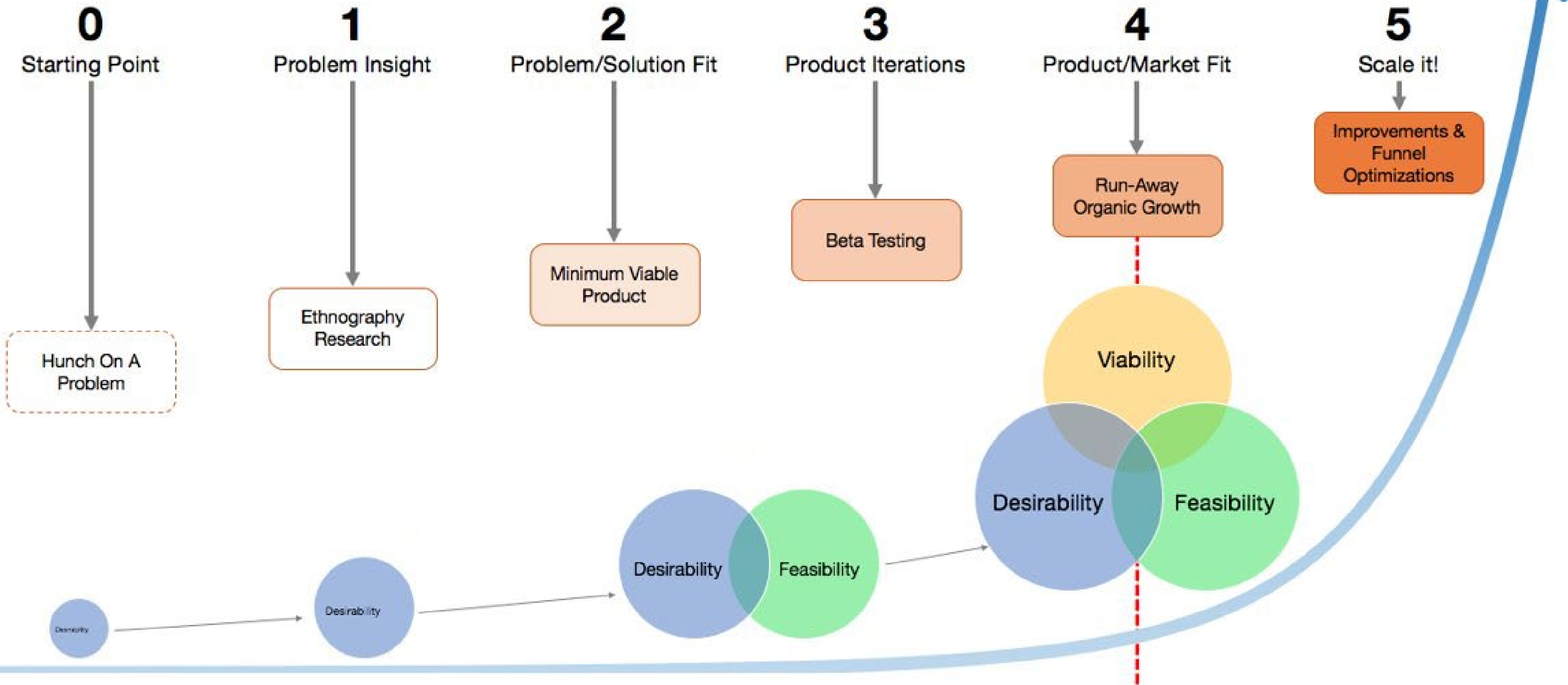
to have any chance

in business

Defining PMF



The Process Towards PMF



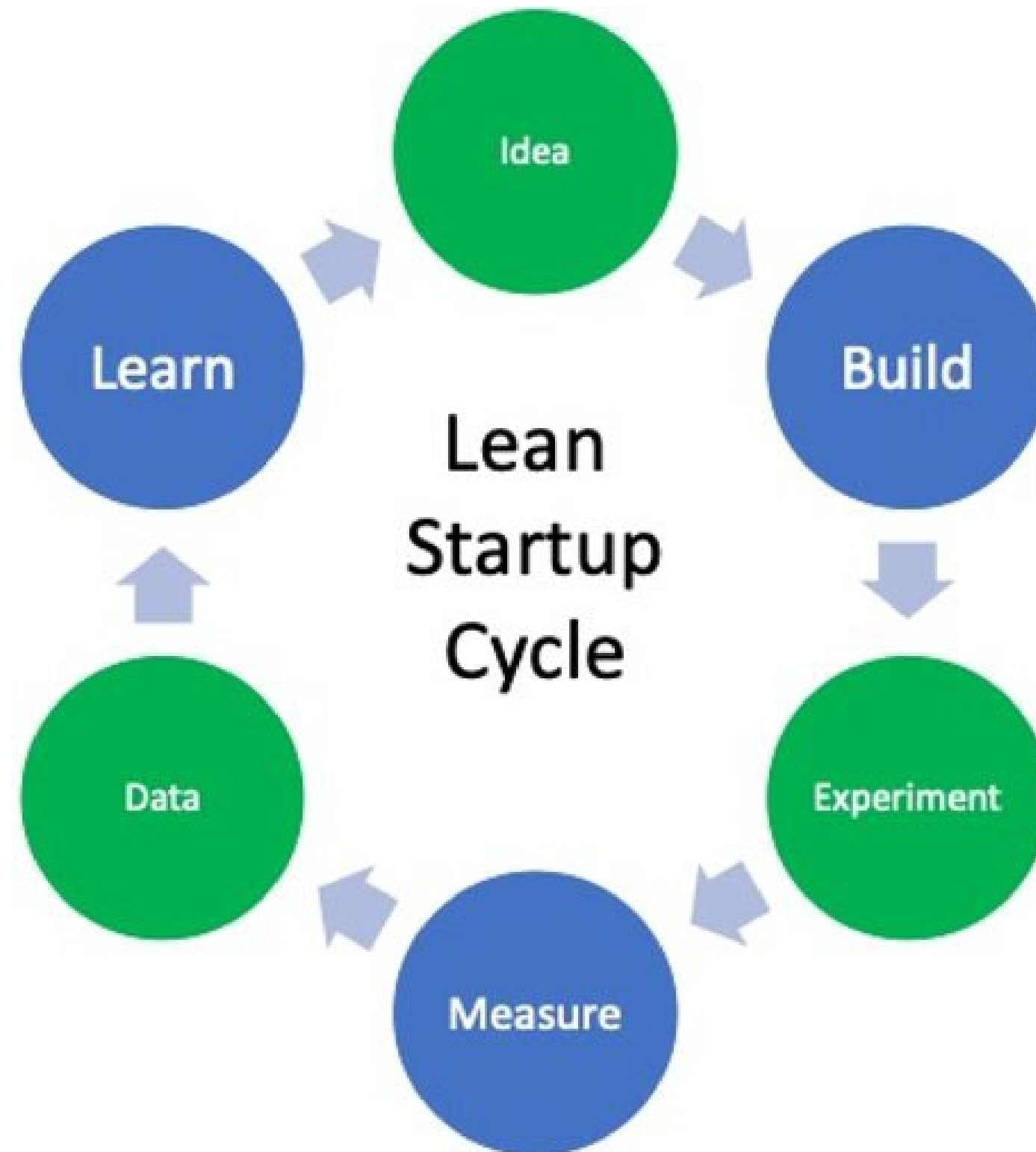
Entrepreneurial Cornerstone 1/4:

Minimising the risk
to discover the
upside.

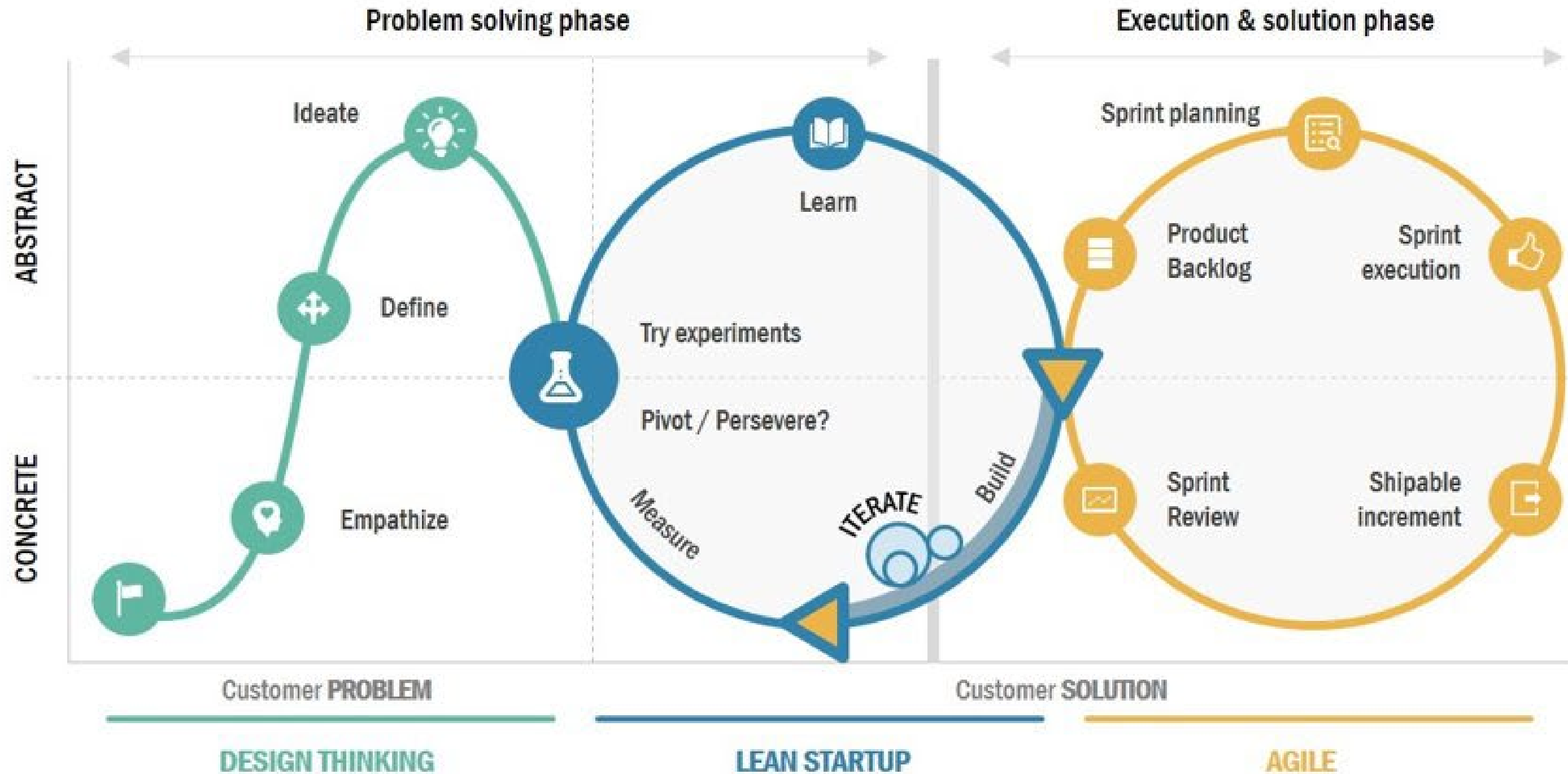
Quick break –
7mins



Minimising risk. Maximising upside.



Design Thinking + Lean Startup + Agile Diagram



Time for lunch

Welcome back

Entrepreneurial Cornerstone 2/4:

Hyper focus on
the customer.



Start with the end in mind

How do we achieve
product/market fit?

Problem/solution fit

How do we get
problem/solution fit?

Customer development

How do we develop a
customer?

Discover them first.

Customer persona task

Describe your ideal customer

Give them a name

Be specific

Try and remove as many people from this as possible

Consider:

Demographic

Age, gender, location

Psychographic

Beliefs/identity

Behaviour

What they do

And also focus on:

What are they trying to achieve/aspire to

What are they trying to fix/avoid

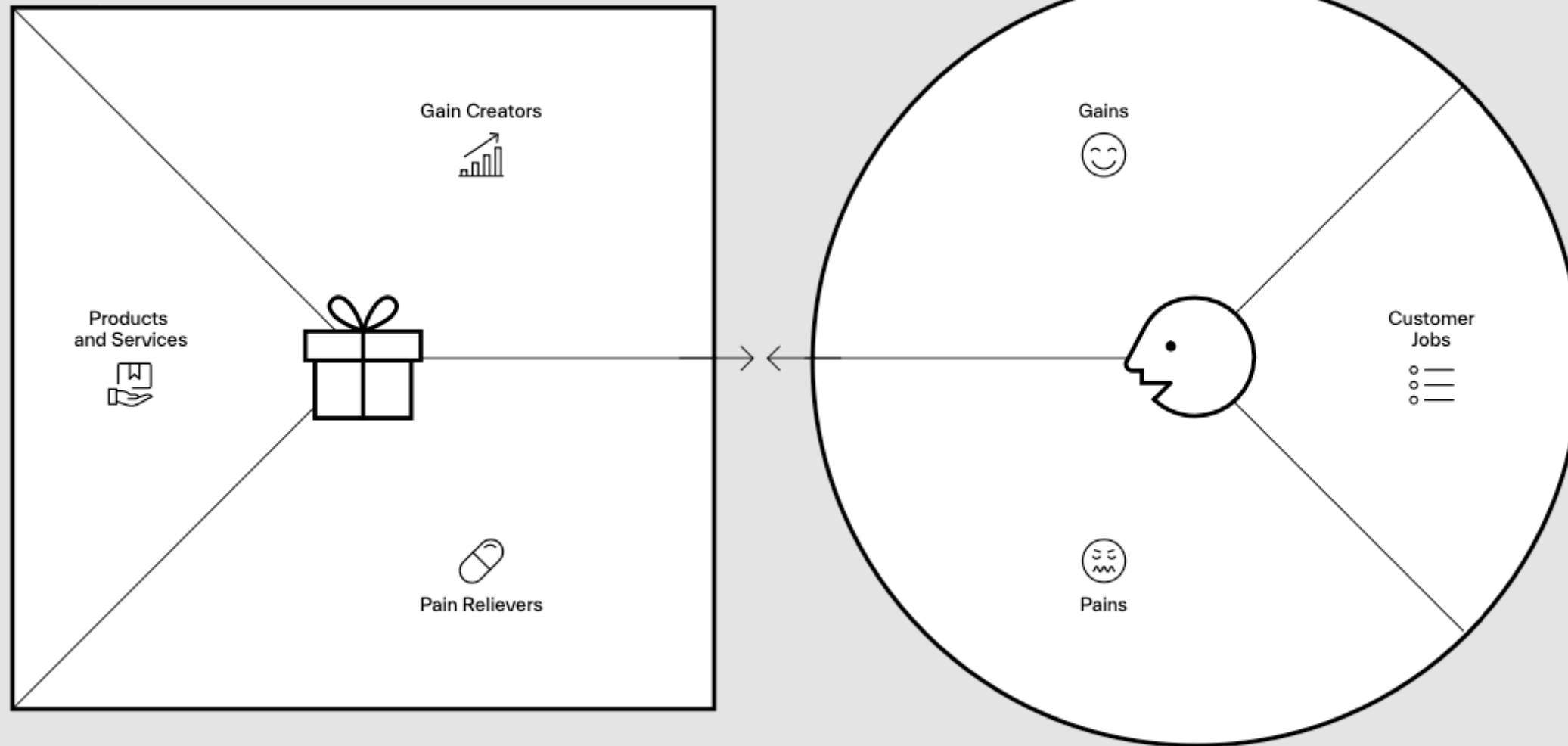
Give customers what they want – not what you have

The Value Proposition Canvas

Value Proposition:



Customer Segment:



Entrepreneurial Cornerstone 3/4:

Bringing it all
together



Build out the business model around the value proposition. Use the Business Model Canvas

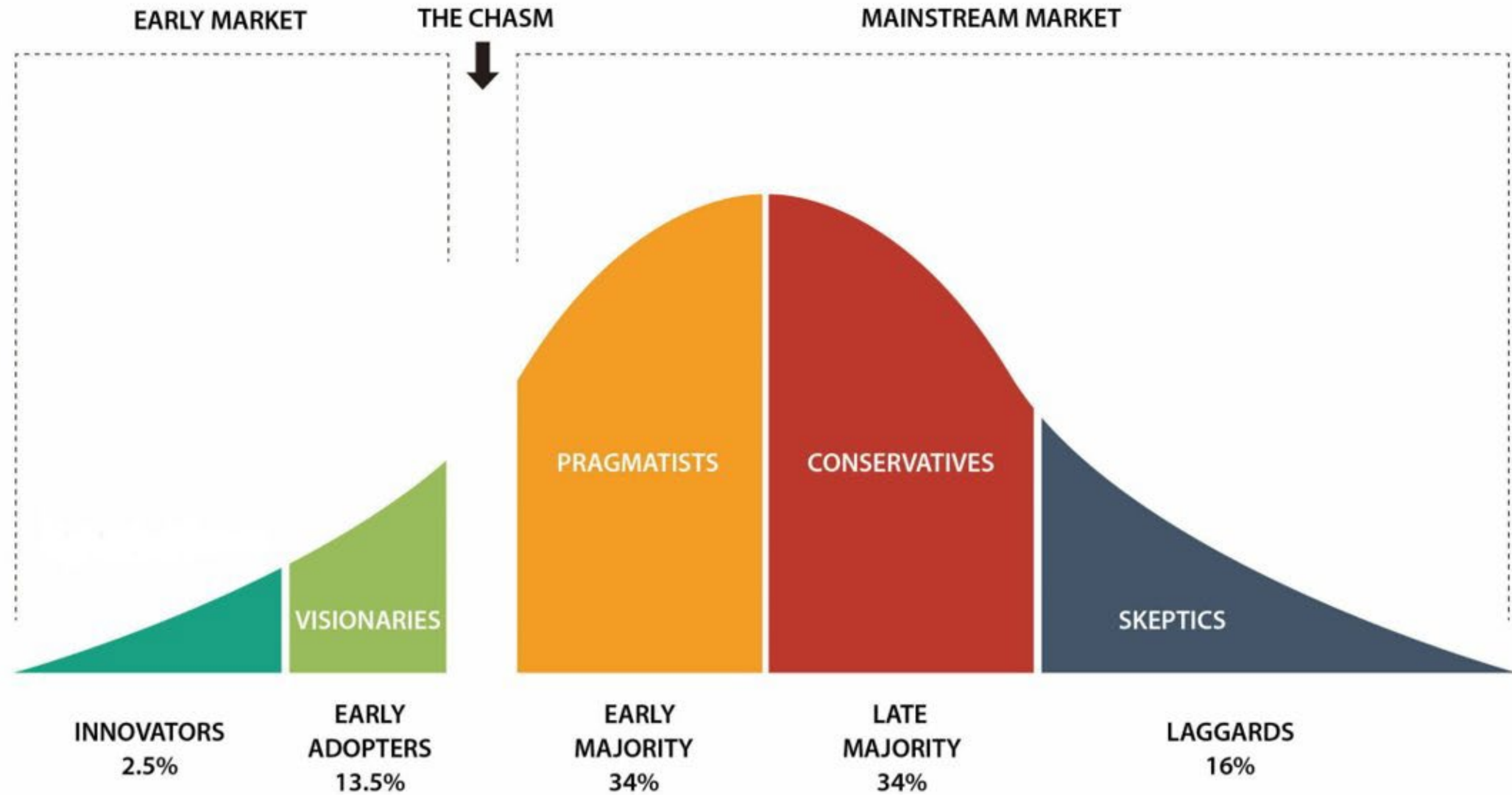
7. Key Partners	5. Key activities	1. Value propositions	4. Customer relationships	2. Customer segments
Who are the key partners required to support the value propositions?	What are the key activities based on the value propositions identified?	What is the value adding activities?	What type of relationships do you want to have with your customers?	What are the different types of customers?
	6. Key resources		3. Channels	
	What are the key resources needed to support the value propositions?		What are the communication channels for reaching the customers?	
9. Cost structure		8. Revenue Streams		
What are the types of costs?		What are the types of revenue streams and pricing strategies?		

Entrepreneurial Cornerstone 4/4:

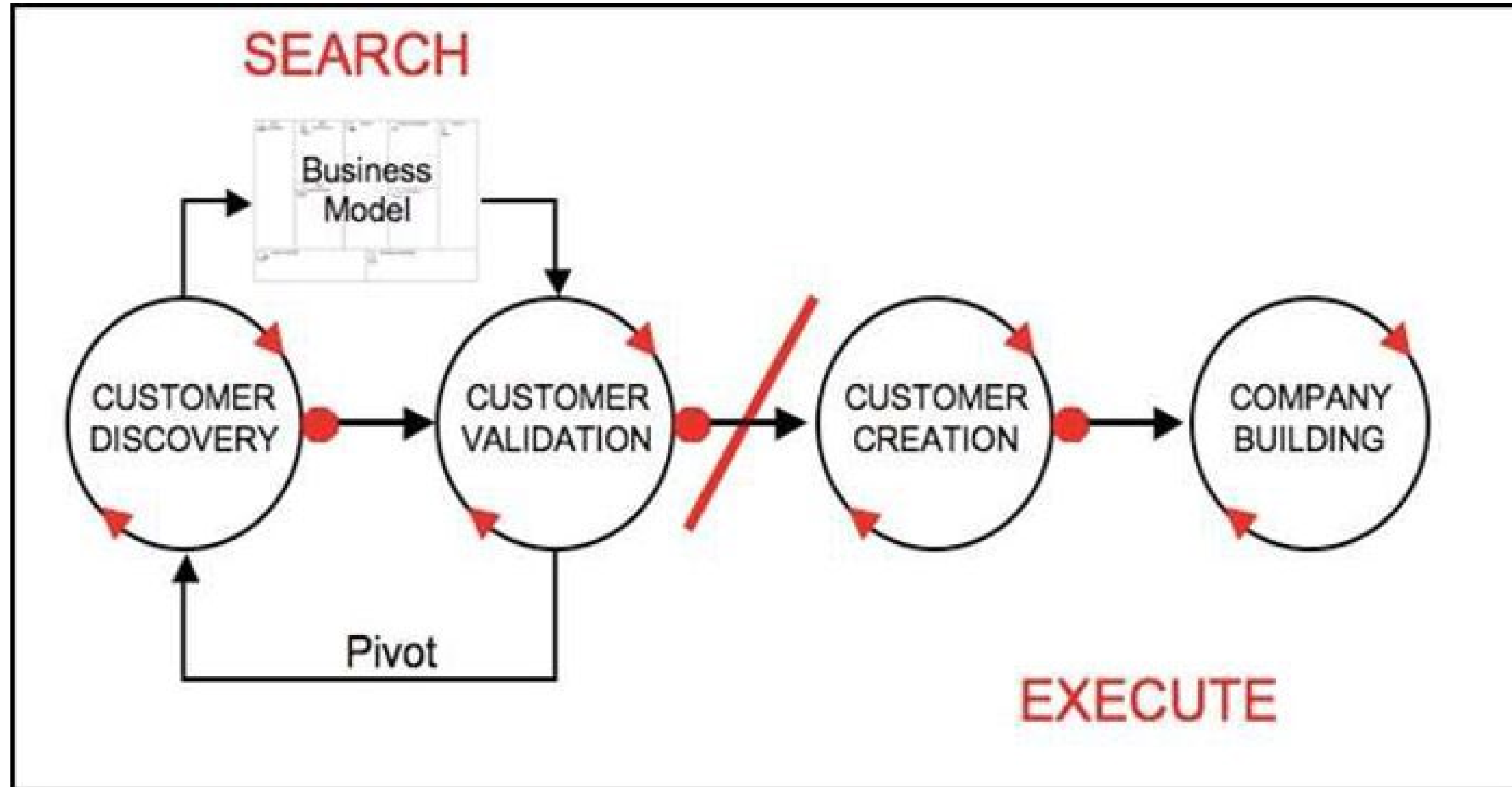
Validating



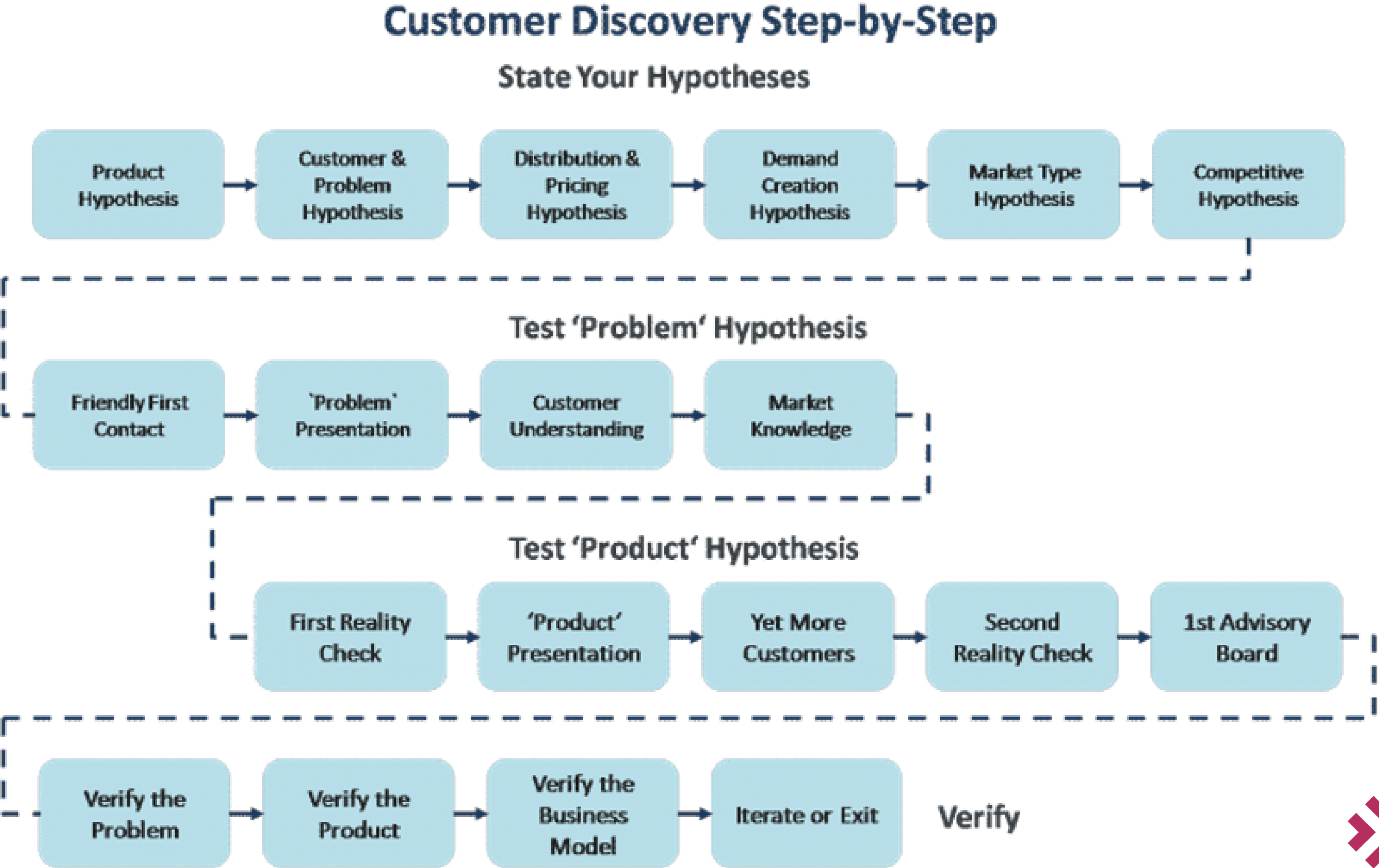
Ignore 97.5% of your market?

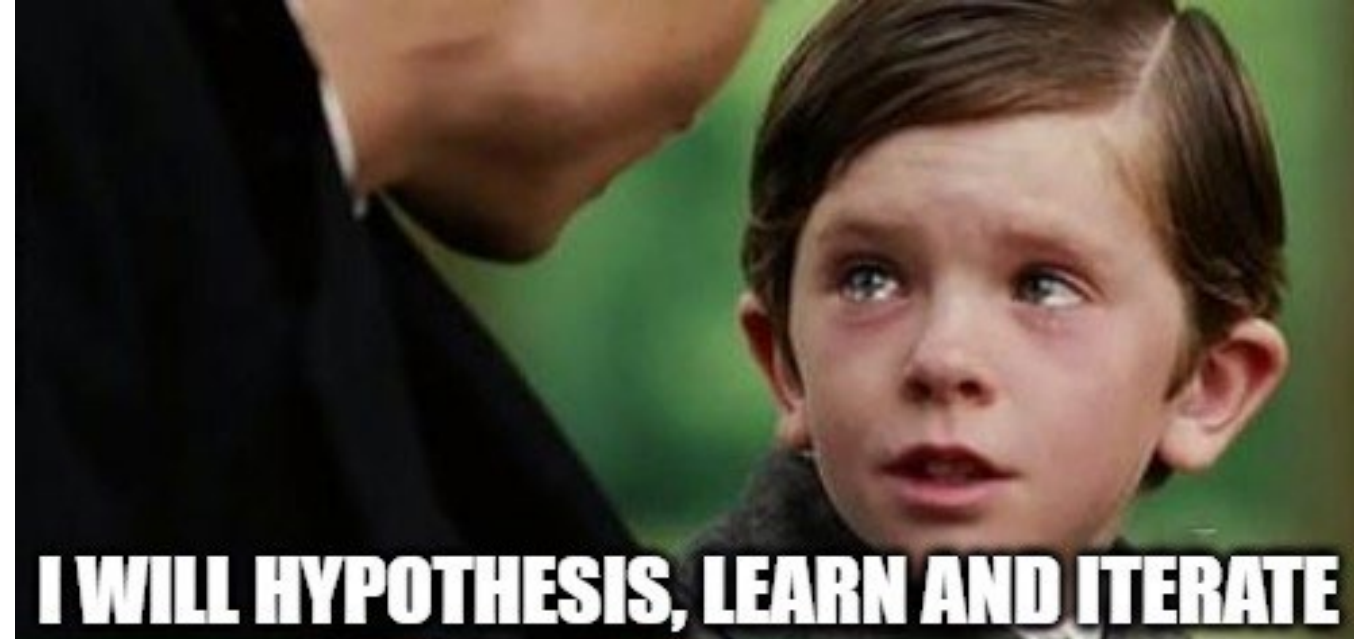


Customer development process

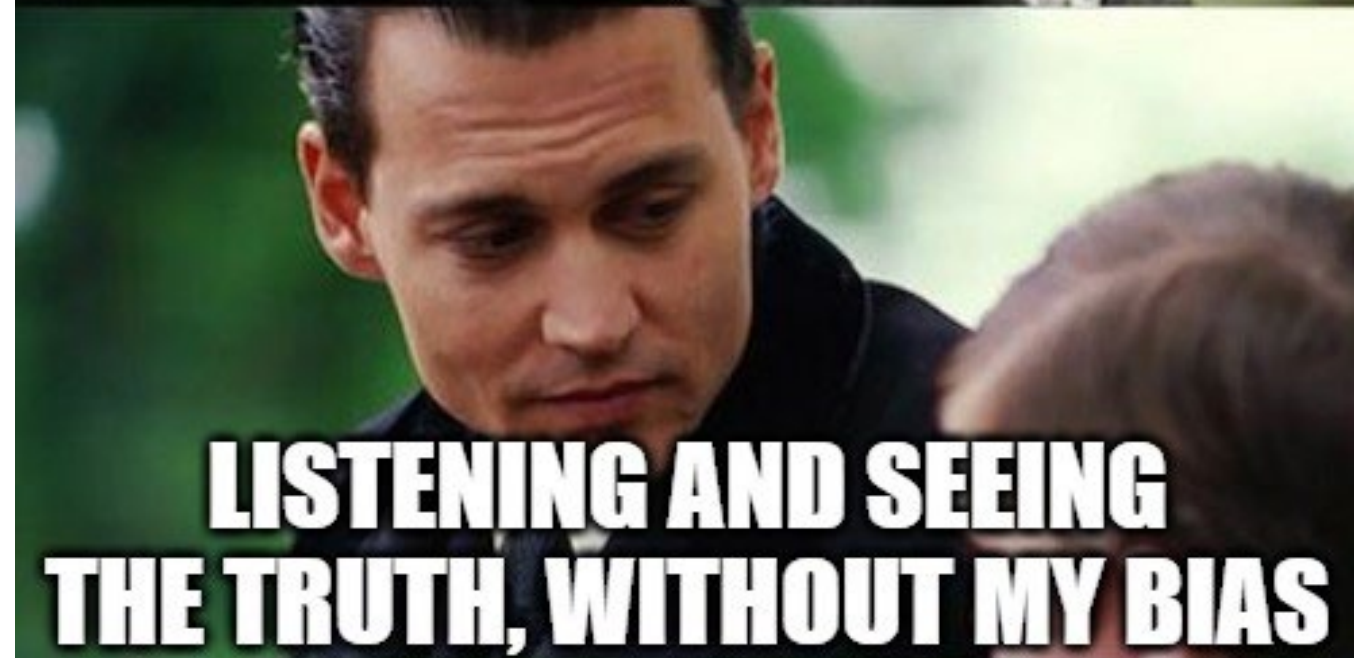


Customer discovery process





I WILL HYPOTHESIS, LEARN AND ITERATE



**LISTENING AND SEEING
THE TRUTH, WITHOUT MY BIAS**



**SO I CAN FIND PRODUCT
MARKET FIT AND BE SUCCESSFUL**

imgflip.com



[https://forms.office.
com/e/FXS2iusKpL](https://forms.office.com/e/FXS2iusKpL)

7-minute break

(then we have a free gift for you)



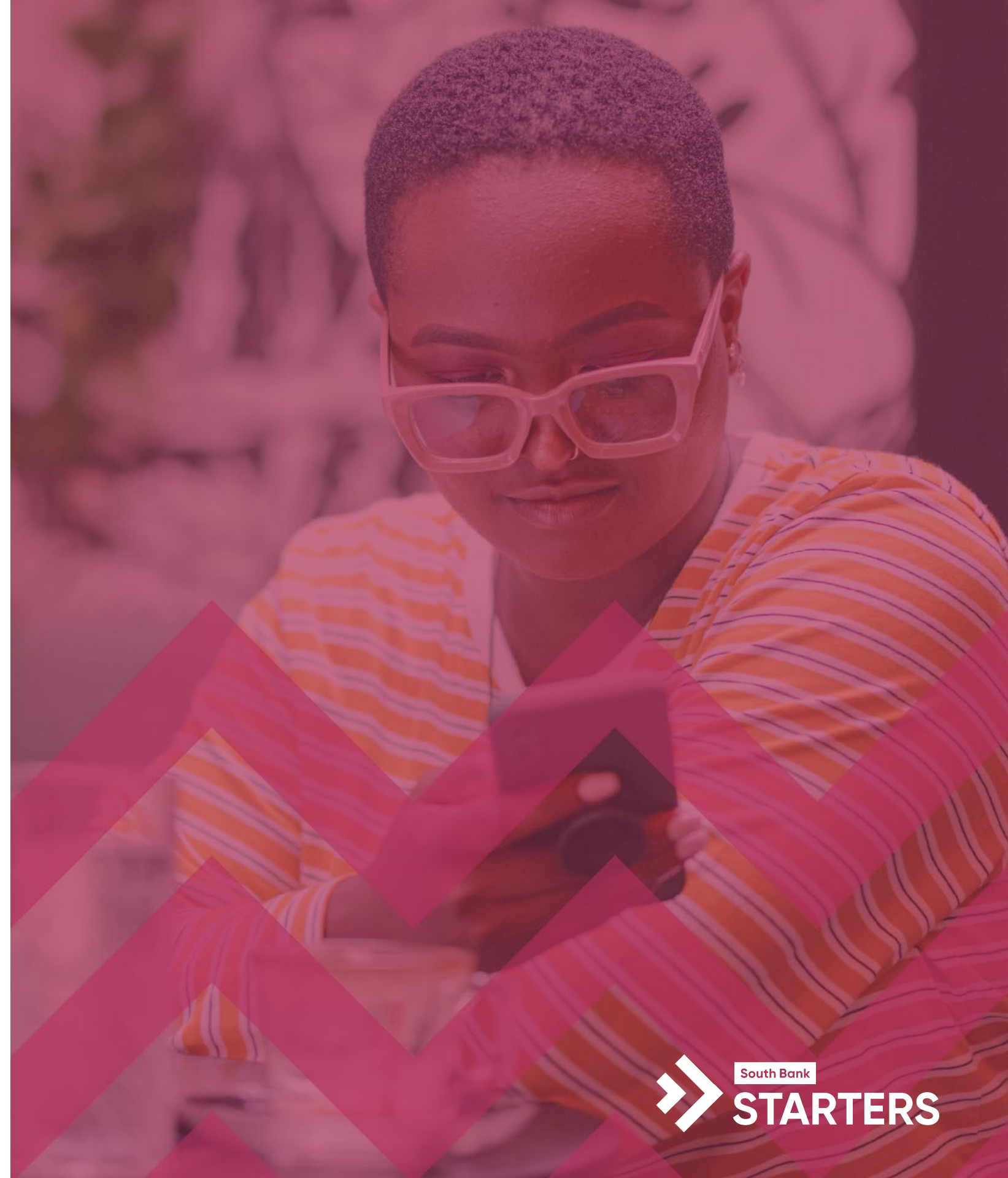
TOOL RULES

DON'T TOUCH THEM

DON'T MOVE THEM

DON'T BORROW THEM

**DON'T EVEN LOOK
AT THEM!**



Meet your favourite new tool...

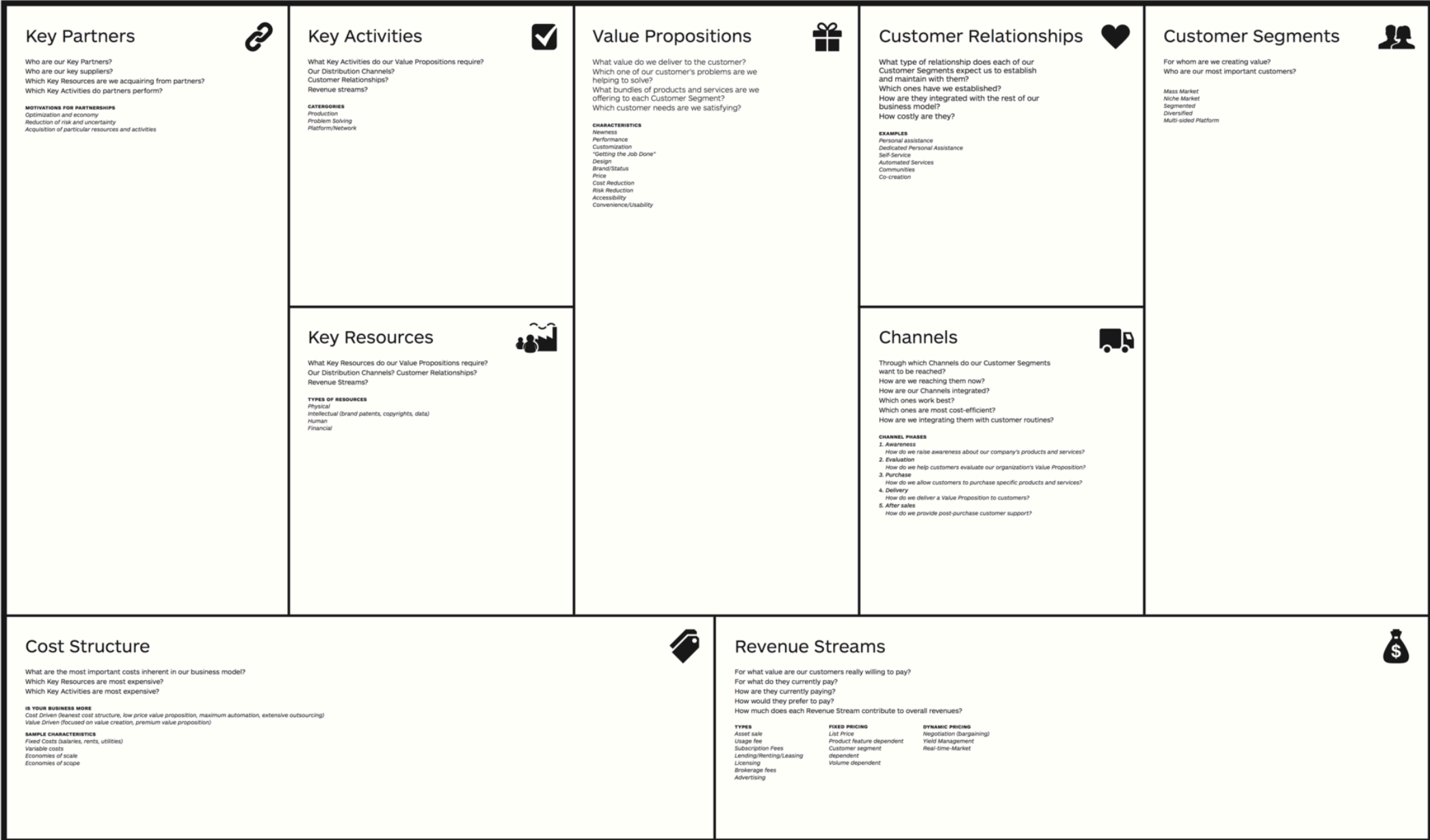
The Business Model Canvas

Designed for

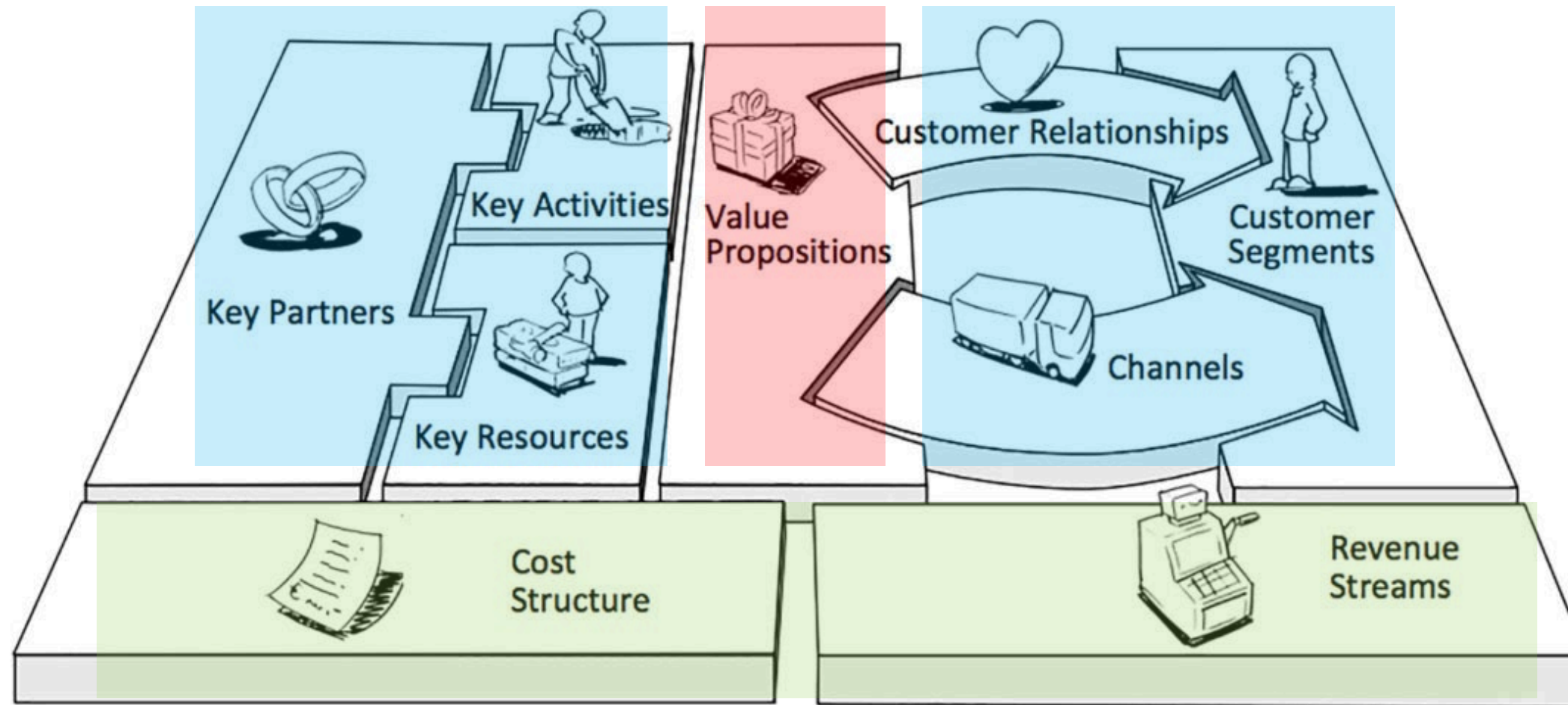
Designed by

Dat

Version



The Business Model Canvas

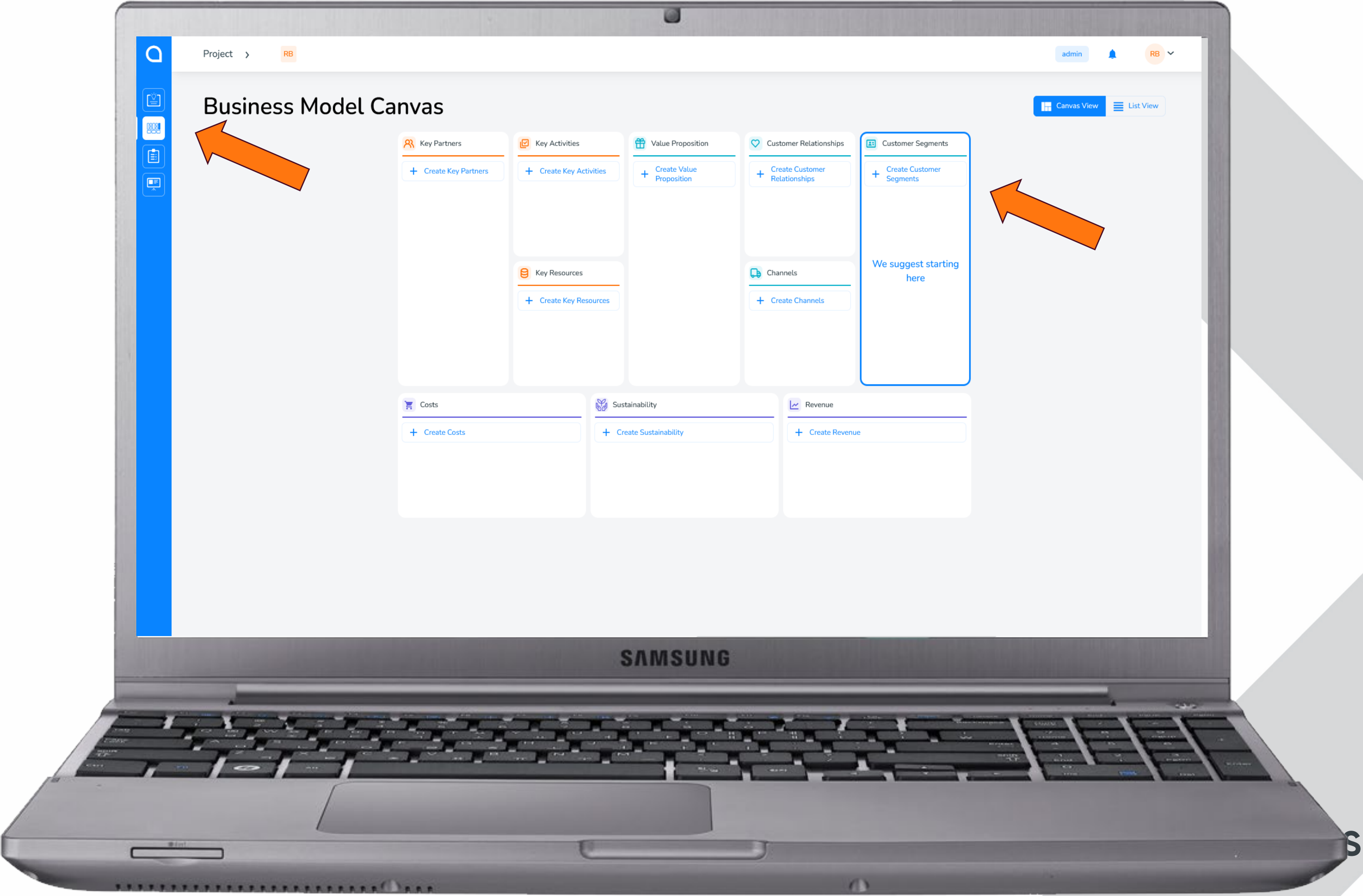


Adapted from 'Business Model Generation', Alexander Osterwalder, Wiley 2012.
www.businessmodelgeneration.com
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Validate



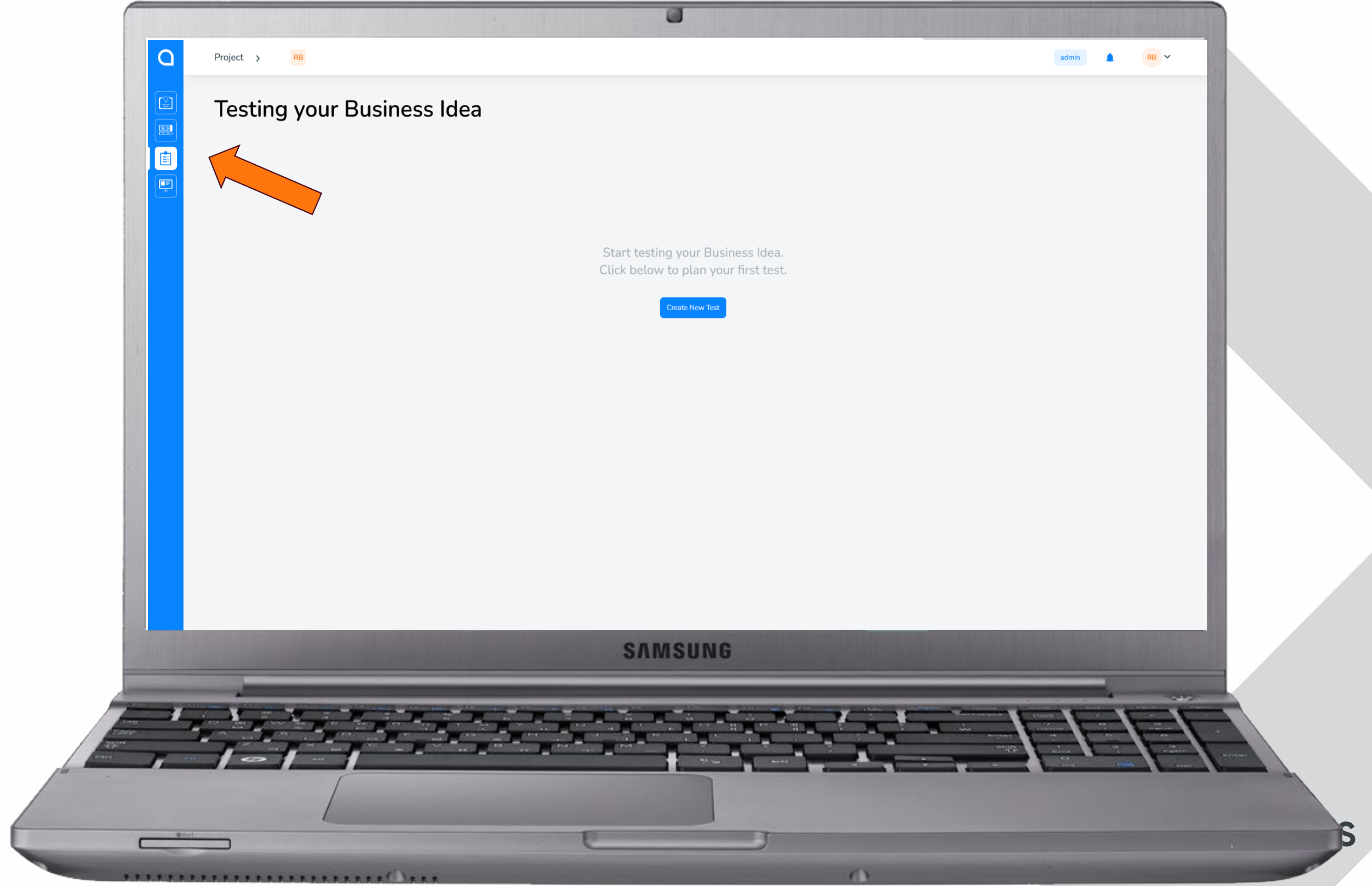
<https://bit.ly/lсбуvalidate>



Business Model Canvas

Canvas View List View

Key Partners + Create Key Partners	Key Activities + Create Key Activities	Value Proposition + Create Value Proposition	Customer Relationships + Create Customer Relationships	Customer Segments + Create Customer Segments We suggest starting here
	Key Resources + Create Key Resources		Channels + Create Channels	
Costs + Create Costs	Sustainability + Create Sustainability	Revenue + Create Revenue		



Project >

RB

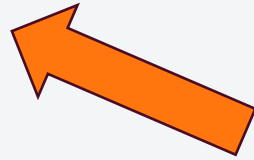
admin



RB



Testing your Business Idea



Start testing your Business Idea.
Click below to plan your first test.

Create New Test

Keep at it

Ask questions, take notes, repeat

Progress, not perfection

It's all about progress at this stage

A.B.C

Always be curious

The chosen path

Follow problems and you will find solutions

Just do it

Ask questions, take notes, repeat