



ICEBREAKER

**Top 3 learnings at
StartUp London so far**





**Everything I did wrong when
starting my first business —
And how to do it right**





Senior Lecturer
(Associate Professor)
in Strategic Marketing

(BSc Business Management, 2020)
Founder of Unlock Consultancy



WOMEN @ BUSINESS
LONDON

International
Women

Speaker Introduction





1000+

Creative nannies

4000+

Families

£500k

Funding raised



How did Léa mess up



- Focusing on the wrong tasks
- Underpricing products/services
- Not researching the target audience
- Didn't seek support on legal structures
- Ignoring feedback from potential customers
- Ignoring cash flow management
- Trying to do everything yourself
- Investing in unnecessary tools or resources
- Not setting clear business goals





The business core

The Offer: What are you selling? (Product vs. Service)

The Money: How do you price it?

The Legal Setup: What business structure fits?





Hair Salon



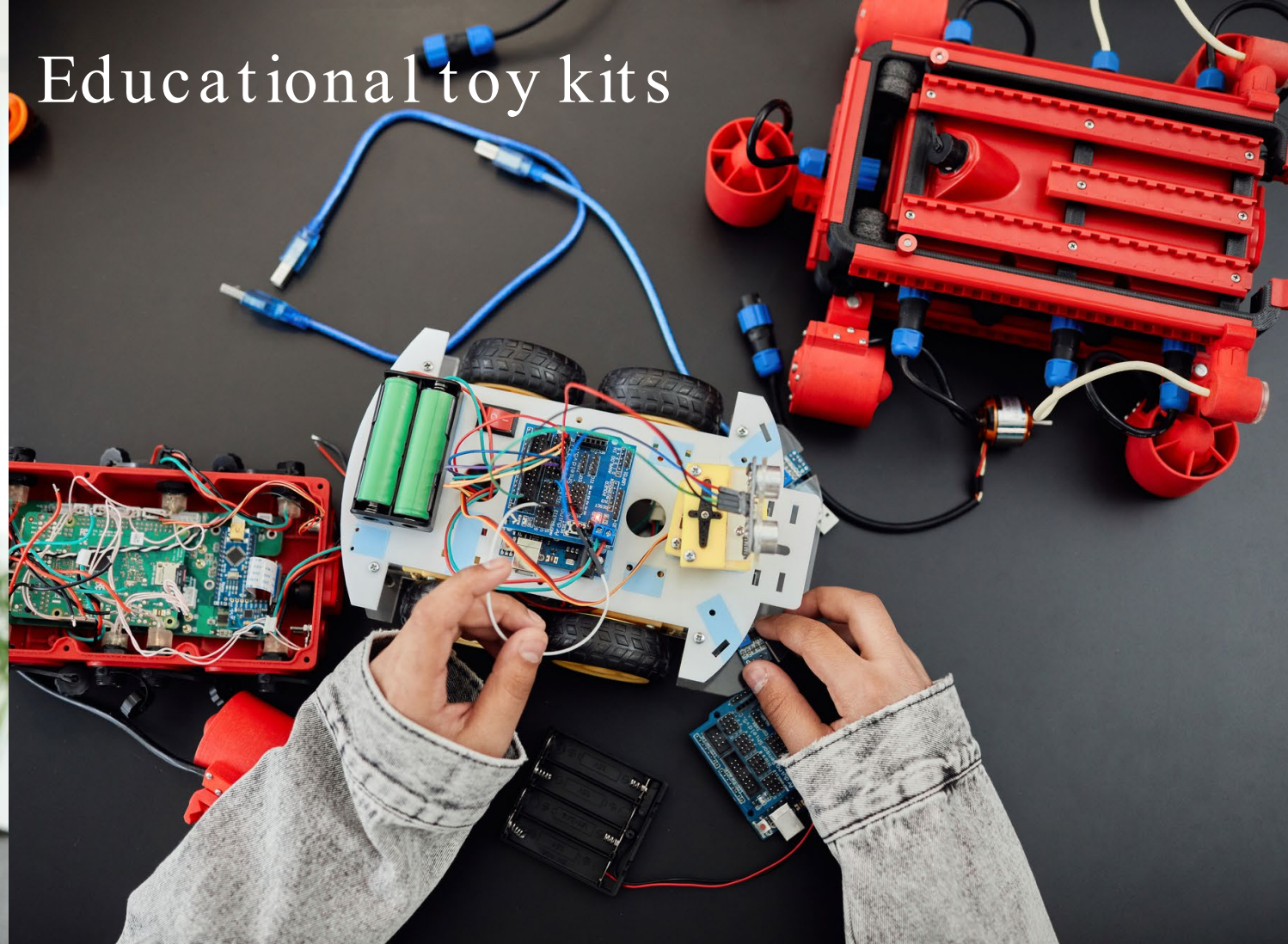
Hair Salon



Clothing line



Hair Salon



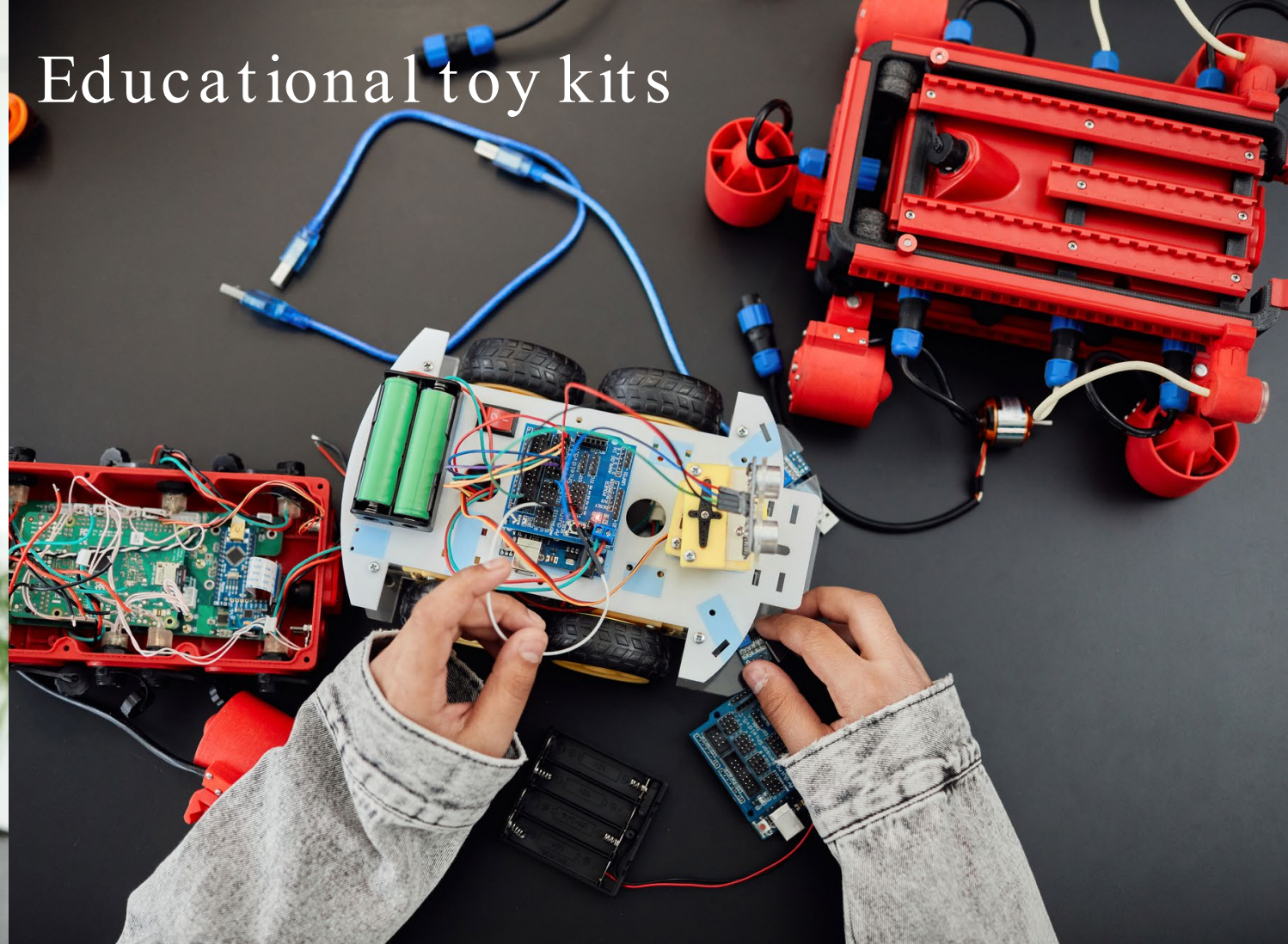
Educational toy kits



Clothing line



Hair Salon



Educational toy kits



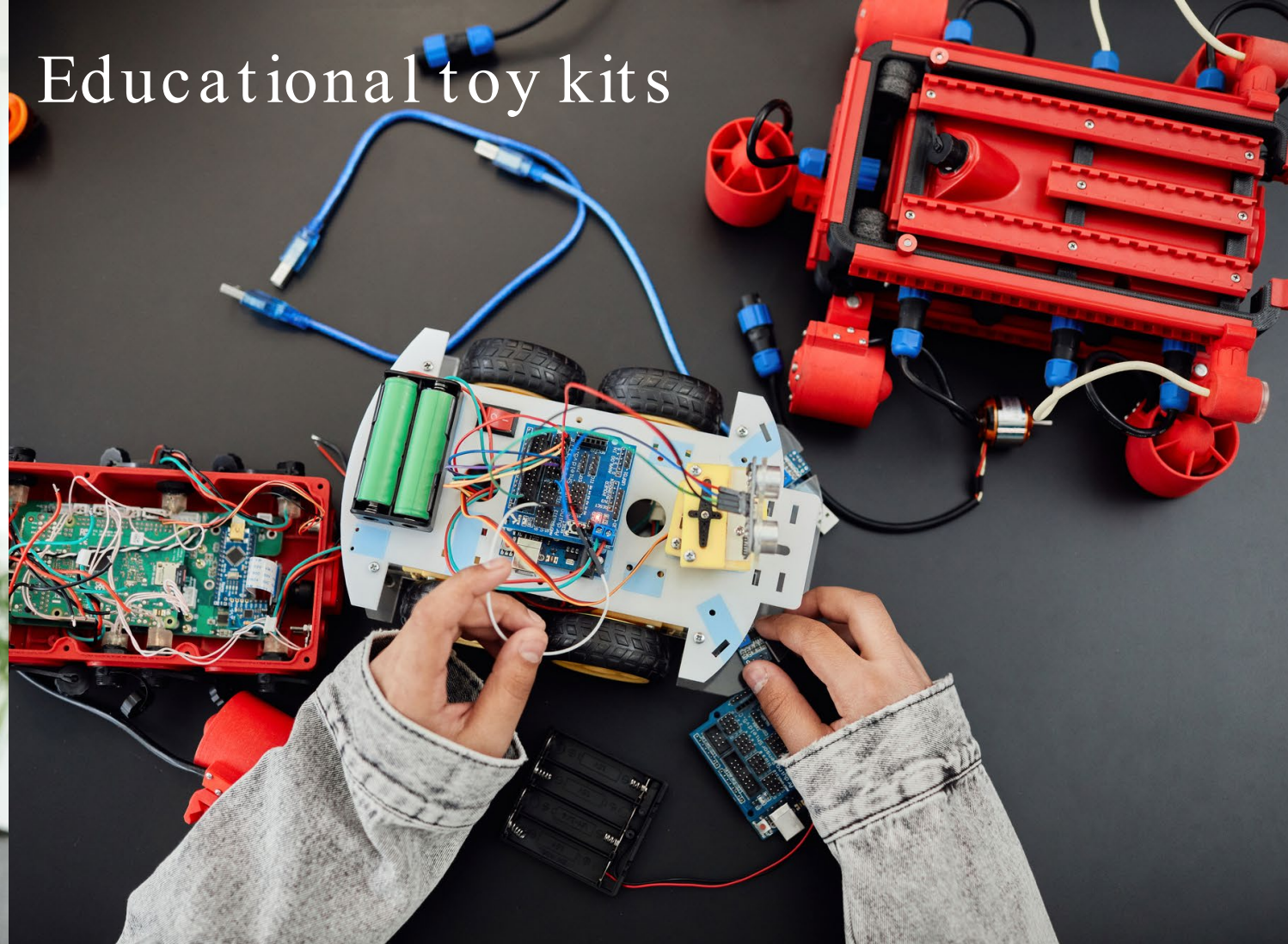
Clothing line



Baker



Hair Salon



Educational toy kits



Photographer



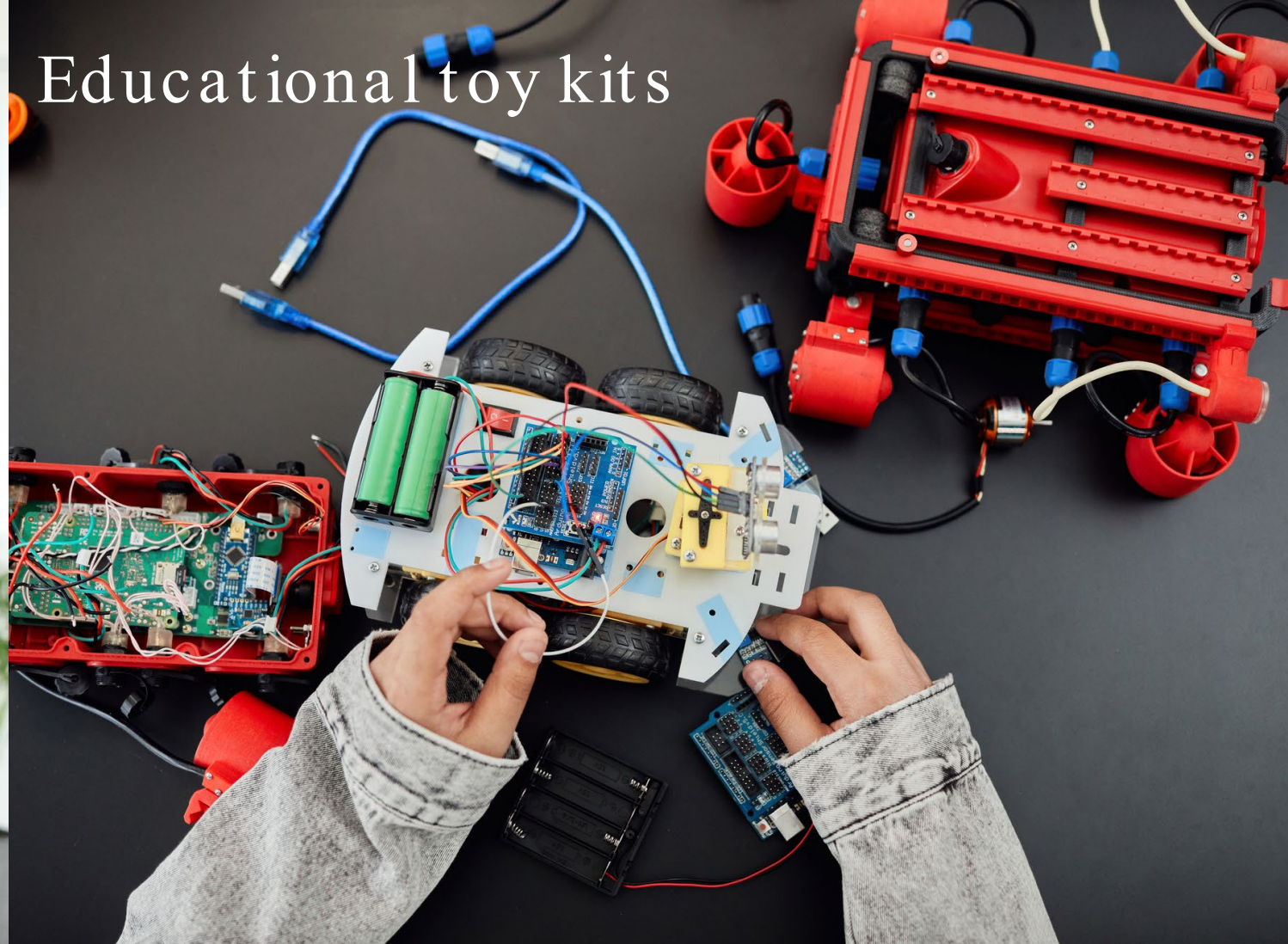
Clothing line



Baker



Hair Salon



Educational toy kits



Photographer



Clothing line



Baker



Tutoring business



**What are your top 3
business activities?**





Pricing your product

Key Principles:

Cost-Based Pricing: Calculate costs and add a profit margin

Value-Based Pricing: Charge based on the value to the customer

Competitor Research: Find out what similar businesses charge





Common Pitfalls

Undervaluing time

Setting prices too low to attract
customers





Business type sprint

1. Sole Trader

One person owns and runs the business.
Simple setup, but unlimited liability for debts.

2. Partnership

Two or more people share the business.
Shared responsibility, but partners have unlimited liability.

3. Limited Company (Ltd)

Separate legal entity from owners.
Limited liability for owners, more complex setup.

4. Limited Liability Partnership (LLP)

Combines partnership and limited company.
Limited liability, flexible structure, suitable for professionals

5. Public Limited Company (PLC)

Shares listed on the stock market.
Limited liability, but high regulatory requirements.

6. Community Interest Company (CIC)

Non-profit business benefiting the community.
Limited liability, profits reinvested in the community.



Group challenge

Which legal structure fits best?

Freelance graphic designer

Coffee shop

Legal consultancy firm

Charity





Feedback

Take two minutes to fill out the feedback form before lunch





Ask our team for support!

What's your business structure blueprint?

What's your business idea? (Product or service?)

How would you price it?

What legal structure would work best?





Find me on LinkedIn





Haider Shah

Enterprise and Innovations Officer York St.John's University
Ask me about: Developing your entrepreneurial skills,
content creation and branding



Kadeza Begum

Enterprise Advisor Loughborough University
Ask me about: Marketing research, marketing,
product market fit



Rose Reejo

Enterprise and Events Assistant University of Greenwich
Ask me about: Social enterprises, leadership, being a
student entrepreneur



Léa Henry

Enterprise Advisor University of Greenwich
Ask me about: Marketing, imposter syndrome,
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Ask me about: Finance, general business advice, doing
business overseas