

The StartUp Hive Programme 2023



BEETLE PURPLE SUMMER SCHOOL

	Monday, 12 June 2023	Tuesday, 13 June 2023	Wednesday, 14 June 2023
	IDEATING, VALIDATING & COMMUNICATING YOUR IDEAS	FINDING YOUR CUSTOMERS & MARKETING	MANAGING YOUR MONEY & KEEPING IT LEGAL
	<i>Introductions, speed-networking and ice-breaker exercises</i>	<i>Introductions, speed-networking and ice-breaker exercises</i>	<i>Introductions, speed-networking and ice-breaker exercises</i>
10:00am - 11:30am	W: How to make your ideas happen (Part 1) <i>Delivered by Clare Griffiths and Helen Carley</i>	- W: How to market as a startup (Part 1) <i>- Delivered by Alice Reeves, The Joyful Academy</i>	W: How to price your work and manage your finances <i>- Delivered by Neema Amin, Escape Strategist</i>
11:30am - 11:45am	<i>Break</i>	<i>Break</i>	<i>Break</i>
11:45am - 12:30pm	W: How to make your ideas happen (Part 2) <i>Delivered by Clare Griffiths and Helen Carley</i>	- W: How to market as a startup (Part 2) <i>- Delivered by Alice Reeves, The Joyful Academy</i>	AMA: How to register for self-employment <i>- Delivered by Laurel Giles, Plus Accounting</i>
12:30pm - 1:00pm	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
	BEING A BUSINESS FOR GOOD	FINDING YOUR CUSTOMERS & MARKETING	PITCHING COMPETITION
1:00pm - 2:00pm	W: How to be a business for good (Part 1) <i>Delivered by Louise Graham, Independent Consultant</i>	- MTF: A panel of UoB alumni in business	Pitching competition
2:00pm - 2:15pm	Break	Break	Pitching competition
2:15pm - 3:00pm	W: How to be a business for good (Part 2) <i>Delivered by Louise Graham, Independent Consultant</i>	- AMA: How to market effectively, whilst on a tight budget! <i>- Delivered by Clare Griffiths and Helen Carley</i>	Announcement of winners of the pitching competition
Key	W = Workshop		
	MTF = Meet the Founder (Q&A session)		
	AMA = 'Ask Me Anything' session with a subject expert		