



The Budding Entrepreneur HQ, 2-10 Balham Station Road, Balham, London, SW12 9SG

Time	Programme
10.00 - 11.30	<p><b>Starting your own company - How to start a business, creating a business plan, market research, taking it to market, the importance of market research</b></p>
11.30 - 12.30	<p><b><u>Legal:</u></b></p> <ul style="list-style-type: none"> <li>○ The legal side of raising capital</li> <li>○ How do I trademark my company</li> <li>○ How to deal with varying legal situations</li> <li>○ How do shareholders agreements work</li> <li>○ How do I ensure my company is fully protected</li> </ul>
12.30 - 1.30	<p><b>Lunch</b></p>
1.30 - 2.30	<p><b><u>Marketing:</u></b></p> <ul style="list-style-type: none"> <li>○ How do I raise brand awareness</li> <li>○ How do I grow my online presence</li> <li>○ How do I go about receiving high-profile testimonials               <ul style="list-style-type: none"> <li>○ How do I receive publicity in the media</li> </ul> </li> <li>○ How should I be growing my social media channels</li> <li>○ How can I make my brand known in the market place</li> </ul>
2.30 - 3.30	<p><b><u>The purpose of your business</u></b></p> <ul style="list-style-type: none"> <li>○ How to use event to grow your business and position your brand               <ul style="list-style-type: none"> <li>○ What to focus on when starting a business</li> </ul> </li> <li>○ How to leverage your personal brand and grow your business</li> </ul>



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	<i>By Simone Vincenzi, known as The Italian Stallion of the speaking industry, is the co-founder of GTeX Community.</i>
<b>3.30 - 3.45</b>	<b>Break</b>
<b>3.45 - 5.00</b>	<p><b><u>How to be better than your competition and raising capital</u></b></p> <ul style="list-style-type: none"> <li>○ Presentation, pitching and public speaking skills</li> <li>○ Having an understanding of what investors might ask you</li> <li>○ How much capital do I need to raise and when should I be looking to raise it             <ul style="list-style-type: none"> <li>○ How do I raise capital</li> </ul> </li> <li>○ What investors are looking to see in a business             <ul style="list-style-type: none"> <li>○ How do I connect with investors</li> </ul> </li> </ul>
<b>5.00 - 6.00</b>	<p><b><u>Networking:</u></b></p> <ul style="list-style-type: none"> <li>○ How to network and how to build your contacts             <ul style="list-style-type: none"> <li>○ How do I connect with the right people</li> <li>○ Why you should be networking</li> </ul> </li> <li>○ How to keep in touch with them and how to build long term relationships with them             <ul style="list-style-type: none"> <li>○ How to build your personal profile up</li> </ul> </li> </ul>
<b>6pm</b>	<b>Networking</b>

If you wish to receive the full programme layout, please email - [tbea@tbeclub.com](mailto:tbea@tbeclub.com)

For further information, visit [www.tbeclub.com/tbeacademy](http://www.tbeclub.com/tbeacademy)