



# The Entrepreneur Experience

- ✓ Plan your own business with expert consultants
- ✓ Obtain valuable work experience with exciting start-ups
- ✓ Kickstart your journey to UK residency

# Introduction

## Overview

You have a first-class education and a burning desire to become an entrepreneur. Your qualifications have taught you how to build a business *in theory*, but how do you harness everything you have to start a real, innovative business in the United Kingdom?

It's time to make your dream a reality with InvestUK Academy. Step-by-step, we'll help you take your innovative business from idea to execution and help you get the visa you need to make it all possible.

The Entrepreneur Experience Programme is an intensive 12-week programme designed to equip you with a set of core essential entrepreneurial skills and competencies, preparing you to take your innovative business through from idea to execution. The programme is designed specifically for those looking to successfully start, sustain and scale a new business in the United Kingdom.

## You will learn:

**Learn from UK entrepreneurs how to prepare, launch and grow a business**

**How to build the right team and when to outsource**

**How to design and develop your product**

**How to navigate legal documents, the UK tax system and your finances**

**Learn different sources of financing and how to create your pitch**



### WEEKLY MODULES

8-weeks interactive live online classroom lessons taught by entrepreneurship experts



### GAIN VALUABLE WORK EXPERIENCE

4 week virtual internship at a successful UK SME



### REAL WORLD APPLICATIONS

Insights and advice from industry experts and Founders



### LEARNING COMMUNITY

Support and feedback from peer group and mentor forums

# Programme Outline

The best way to learn entrepreneurship is by doing it. Being successful in a business venture means owning a combination of skills that enable you to manage, adapt and innovate. We take a data-driven approach, drawing on research from across our unique network of UK start-ups to teach you how to think big, grow big and accomplish big challenges.

## Programme outcomes:

Evaluate the opportunity for your business idea and determine the ideal business model required to bring the idea to market

Identify your ideal target audience and develop a top-level marketing and communications strategy to launch your new product or service

Evaluate and put together your early stage management team and grow your network

Understand the key issues to be aware of when setting up your business in the UK and the roles and responsibilities for business owners

Gain a solid understanding of financial management for your business, learn the different ways to raise finance for your venture and how to negotiate with investors

Master the techniques of creating a successful pitch and secure investment

Apply your learning to real world situations through work experience

# Core Modules

This programme is designed for entrepreneurs who want to bring their innovative idea to life. Taught by successful UK entrepreneurs, it covers all aspects of growing your business, from building a team to finding advisors and exploring financing options. The programme includes an internship with one of the partner companies to gain hands on experience and learn the secrets to building a successful company – helping to accelerate your eligibility for the UK's business visa categories.

## Module 1

### Developing Viable Ideas

Learn how to evaluate your business idea and bring it to market. We'll teach you how to:

- Develop a high-level strategy for your business and the ideal business model
- Beat the competitors who are playing in your chosen space
- Identify your value proposition and the activities required to deliver it
- Use a business canvas to innovate and pivot your business model

## Module 2

### Going to Market

Developing a top-level marketing strategy is critical to success. We'll teach you how to:

- Understand your user's needs, experiences, behaviours and goals
- Create reliable and realistic representations of your key audience segments
- Plan the optimum messaging and channels to deliver those messages
- Nurture the customer experience by mapping across different channels

## Module 3

### Conscious Entrepreneurship

What does it mean to be a Conscious Entrepreneur? We'll teach you how to:

- Consciously create your path of success as an entrepreneur and leader
- Decide your purpose, values, vision, mission and how your business will fit into your life
- Build awareness in the 5 foundational areas: strengths, weaknesses, mindset, personality preferences and self-sabotage tendencies
- Kick-start your unique personal and professional development action plan

## Module 4

### Find the Right Team

Running a successful business depends more on who you have. We'll teach you how to:

- Reflect on the capabilities, skills, mindsets and experience you should consider for potential team members
- Consider a co-founder partnership
- Approach common problems with hiring and understand hiring methodology
- Discover the importance of an 'inner circle'
- Discover best practices to increase the quality and size of your network exponentially

## Module 5

## Accountancy and Tax

What are your tax obligations when setting up a business in the UK? We'll cover:

- Private affairs, including personal tax
- Business affairs, including setting-up a limited company in the UK, compliance requirements and the details on various business taxes
- How to achieve effective financial management of a company and business

## Module 6

## Legal Considerations

How can you create the right company structure from the outset? We'll cover:

- Company formation, including types of business, registration and issuing shares
- Directors' and shareholders' roles and responsibilities
- Company Management
- Key Agreements
- Protecting IP
- Regulatory & Compliance

## Module 7

## Managing Fundraising

When do you fundraise and how do you negotiate with potential investors? We'll cover:

- The different types of investment
- Traditional sources of financing
- Alternative sources of financing: overdrafts and loans, angels, business grants etc.
- Investor terminology and key documents: due diligence, terms sheets etc.
- Finance rounds: seed, growth, A-E, preparing for exit

## Module 8

## Create your Pitch

What questions should be asked before fundraising? We'll cover:

- What to consider before taking on investors
- Different types of investors and their advantages and disadvantages
- What a fundraising process looks like
- When to raise funds and how much
- How to value your business
- How to tell a story using the story arc
- How to shape your messaging for potential investors



## What's unique about this programme?

InvestUK Academy is designed to bring entrepreneurship to life whilst supporting your UK visa and residency objectives.

- Developed in conjunction with leading UK businesses across all industries
- Industry-leading faculty with experience across entrepreneurship, immigration, corporate finance and government policy
- Designed to help you with the UK business-related visa requirements

# Advanced Modules

Our Advanced Modules are delivered by industry experts and provide a deep dive on specific challenges entrepreneurs commonly face when setting up a new business. Each module includes a presentation and live Q&A alongside the chance to include leading corporations in your growing professional network.

## Digital Marketing Fundamentals

**Buzzbar™**

Learn the fundamental principles of digital marketing including defining your value proposition, strategy and planning, building your brand, understanding your audience, choosing the right channels, harnessing data driven marketing and KPIs and driving content.

## Understanding Intellectual Property Protection



Understand the importance of intangible assets and in particular Intellectual Property, how to identify Intellectual Property in your business and the reasons for protecting these assets.

## How to make the most of LinkedIn

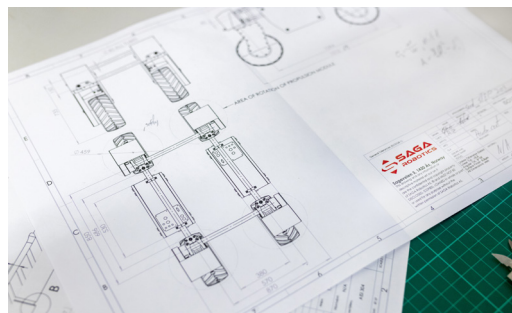
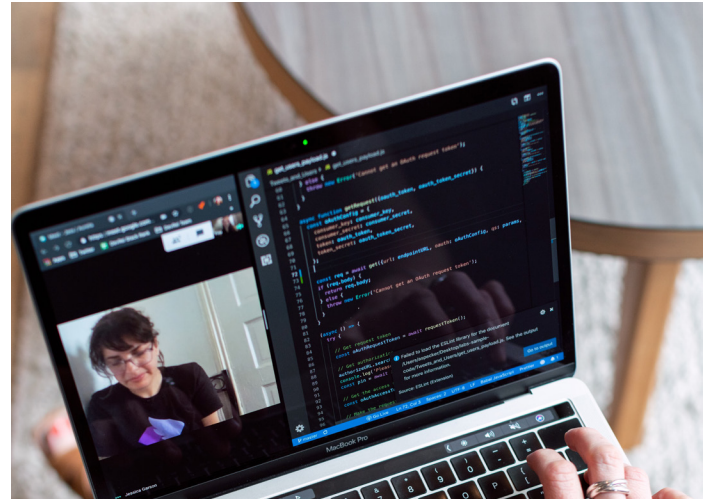


Learn how to setup and maintain a standout LinkedIn profile. The speaker has helped thousands of industry leaders optimise and create new opportunities using LinkedIn.

# Industry Examples

Technology, IT & Software  
Education  
Financial Services  
Healthcare

Environment & Green  
Fashion & Beauty  
Distribution  
Leisure & Entertainment



# Meet The Team

InvestUK Academy's team hold a wide range of professional experience and expertise and are always on hand to provide student services. In addition to the administrative team, our motivating and engaged Course Leaders have been selected for their rich experience, presentation skills to provide your business with the best possible start.

## InvestUK Academy Staff



### **Kevin Lee - Director**

Kevin is an experienced and enthusiastic educator with a wide range of experience providing tuition to students across a broad range of subjects in both Hong Kong and the UK. With his personal network and understanding of the education sector, he is uniquely qualified and positioned to run the InvestUK Academy.



### **Candice Moss - Head of Operations**

After many years living and working in Asia, Candice relocated to the UK and joined InvestUK Academy to set up the Academy's entrepreneurship programmes. Candice is responsible for the programme content, delivery and ensuring learning outcomes of the InvestUK Academy programmes. She also manages external expert partner relationships that form an important part of the programme.



### **Harry Eadie - Course Administrator**

Harry recently graduated from Oxford Brookes University with a degree in Business and Management. Harry has past experience working in London for start-ups as well as established businesses. Harry is the InvestUK Academy Programme Co-Ordinator and helps with content input, course development and programme administration.



## Course Leaders



### **Mark Farrer-Brown - Founder, Fit to Lead**

Mark is a coach and mentor for entrepreneurs and the founder of Fit to Lead. Having experienced the entrepreneurial journey from all perspectives - as an entrepreneur, director, mentor, coach and investor, Mark is uniquely placed to help entrepreneurs survive and thrive as they go on the roller-coaster ride.



### **Jonathan Bannister - Founder, Make Happy**

With 25 years of experience working with individuals and teams from start-ups to FTSE 100 companies, Jonathan helps entrepreneurs, business leaders and their teams exploit their creativity and collective intelligence to strengthen their business models, marketing and innovation programmes and organisational development.



### **Maria Fandrakis - Partner, Smith & Williamson**

With 22 years of experience, Maria co-ordinates Smith & Williamson's business outsourcing services to a wide range of clients, ranging from sole proprietors, entrepreneurs & scale-ups through to internationally owned UK companies.



### **Andrew Smith - Lawyer, Lawbite**

Adam has 17 years' experience in banking and finance, corporate and commercial law. Since 2012 Andrew has worked in the SME market in the West of England. His clients are generally owner managed and family businesses.

# The Learning Experience



## Keeping it Flexible



Our service is designed to meet the needs of businesses across all industry sectors and founders of all backgrounds. This is achieved through a user-friendly platform that enables participants to easily navigate the service content and access on-demand support.

## Keeping it Convenient

Access to programme content is flexible and available through multiple devices, allowing participants to easily manage schedules and learn remotely - anytime, anywhere. Participants enrolled in the programme obtain access to learning materials in a modular approach, with new content released weekly. Programme modules include a variety of teaching instruments, such as:

- Video lectures
- Discussions
- Class materials
- Surveys
- Assignments



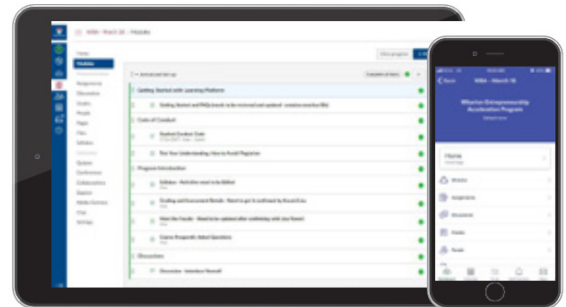
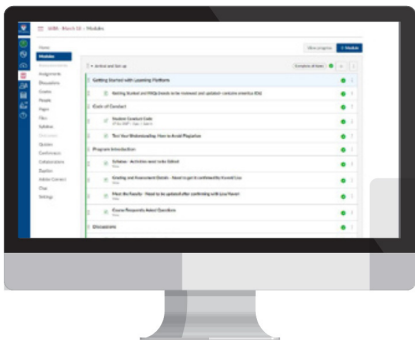
# The Learning Experience

## Programme Requirements

To access this service participants will need the following:

- Valid email address
- Computing device connected to the internet: PC/laptop, tablet or smartphone
- A copy of zoom installed and a compatible camera/microphone
- The latest version of your preferred browser to access the platform
- Microsoft Office and PDF viewer to access content such as documents, spreadsheets, presentation and PDF files

There is no requirements for participants to be in the UK as the programme is deliverable online.



## For your next steps...

For further information or to enrol on this programme please get in touch with the InvestUK Academy team.

**Email:** [info@investukacademy.com](mailto:info@investukacademy.com)

**Phone (worldwide):** +44 (0)20 7629 2522



**Candice Moss**  
Head of Operations



**Harry Eadie**  
Course Administrator

# The Entrepreneur Experience Programme

## Duration

8-weeks interactive live online classroom lessons (5-7 hours per week)

4-week virtual internship with a successful UK SME

## Schedule a consultation

Email: [info@investukacademy.com](mailto:info@investukacademy.com)

InvestUK Academy reserve the right to change the features and delivery of the service at any time in order to improve the participant experience.