

Business Development Accelerator

CUE Business Solutions is offering a programme of support through the Coventry and Warwickshire Business Support Programme, the programme is part-funded by the European Regional Development Fund.

If you have an innovative Technology-based business idea and have not yet started a business, or registered your business in the last 12 months, please see whether our FREE support would help you.

This programme will help you decide whether self-employment is right for you and give you the necessary skills to make your dream business a reality. You will be able, with the support of our business adviser, to choose the most appropriate support to help you start or grow your business.

You will need to commit to approximately 12 hours to gain a place on the programme.

The Programme Choices:

- 27-Apr-18, Start Your Own Business, 6hrs
- 10-May-18, General Data Protection Regulations (GDPR), 3hrs
- 17-May-18, Business Essentials for Start-ups - First Step for Starting Your Business, 3hrs
- 22-May-18, Planning, The Lean Business Canvas, Part 1, 3hrs AND 23-Jun-18, Planning, The Lean Business Canvas, Part 2, 3hrs
- 10-Jul-18, NPD, 6hrs
- Also available – Mentoring support

The programme in Detail:

Start Your Own Business

We'll look at whether self-employment is for you by examining the following:

- Personal budgeting
- Goal setting
- Analysing yourself and your ideas – and take a look at the gaps
- Look at how to register your business
- The different business structures in the UK and how to start them
- Basics of business planning.

General Data Protection Regulations (GDPR)

We'll deliver an overview to the whole GDPR regulations which come in to force later in May, although with its complexity, we'll break up the session into the most important need to know right now information, and how to safeguard any new business from future problems. This session is about the practical application of the GDPR Regulations. We'll look at understanding the:

- need for compliance, and the penalties of non compliance
- principles surrounding the GDPR
- requirements surrounding the processing of data
- data subjects rights
- Legitimate interests
- required supporting documentation for review and update

Business Essentials

Being successful in running your own business is very much about solving a genuine customer problem, so this workshop is centred on how you develop your business idea in a focused customer centric way.

You'll look at how to:

- Start researching your business idea
- Discover your customers pain points
- What skills you'll need to turn your idea into a viable business.
- Identify relevant access to finance avenues

There will be a practical and hands on focus to this workshop with the opportunity to present and refine your businesses ideas and start to formulate a one page plan of what your next steps should be.

Planning, the Lean Business Canvas Part 1 and 2 (2 x 3hr sessions)

The Lean Model Canvas is designed to capture and test your business ideas using a simple and easy to use one page plan, with the aim of using your time and money efficiently.

The focus will be to write your very own lean model canvas plans to then take away and develop.

Content in part 1

- Why is planning essential and basic principles of agile thinking?
- Focus on the areas of customer segment, customer problem and solution, the value proposition and channels.
- You'll design and complete your own A3 sized canvas.
- You'll discuss the importance of testing/validating your plan by going away and engaging with new customers to share on part 2.

Content in part 2:

- Discussing and sharing how you have changed your Lean Model Canvas plan based on new customer interactions.
- Focus on key metrics, unfair advantage, cost structure and revenue streams.
- Explore future support in developing your Lean Model Canvas plans.

New Product Development

This session will focus on the new product development journey and is ideal if you are starting a product business for the first time or are in the process of developing further products in your portfolio. The session will follow our new product development roadmap through the steps from idea generation to concept development and eventually commercialisation.

What you will learn:

- The product lifecycle and the implications on your products and business.
- Understanding of the 8 steps to going from an idea to commercialisation and some hints and tips along the way to make the process more successful.
- An idea of where new ideas for products come from.
- How your business can initially screen these ideas
- Developing and testing concepts.
- Planning a successful product launch

Please note - our workshops are interactive and you will need to participate in exercises to get the most out of the sessions.

Each applicant will be contacted to establish eligibility for the programme.

To express your interest in this exciting programme:

Contact Paul Bennett, Technology Business Startup Adviser, on 02476 236406 or email on businesssolutions@cuelttd.co.uk.