

LaunchPad

A unique 12 hour Startup Accelerator and Dragon's Den Type Session with Coventry University Enterprises.

- Are you planning to launch a new service or product?
- Are you looking for your first customer?
- Do you need investment?
- Even if you do not have an idea, would you like to work in a startup?

We will help you launch during a unique program that lasts only 12 hours. The accelerator for early-stage startups will focus on learning how to build a Minimum Viable Product or Service and how to talk to your customers. At the end of the event, you will get to pitch your idea to investors!

During the event, you will meet mentors who will support you in your future ventures, you will find potential partners for your startup, and you will pitch in front of investors. The mentors have international experience in setting up startups and will provide insights to your idea as well as its execution. The investors will assess your progress at the end of the workshop and will decide if they are going to invest.

Mentors and Investors include

- Paul Muston, CEO of Musoft
- Dr Constantina Katsari, CEO of Startdoms
- Jim Johnston, CEO of Access2View
- Jagvir Purewal, IP Solicitor at Forresters
- Aanisah Begg, Investment Manager in Midven Fund

The accelerator is FREE if you have an **innovative Technology-based business idea** and have not yet or recently started your business.

Apply on a first come, first served basis. We decided to keep the numbers low so that you get our full attention. Will accept only 25 participants. Each applicant will be contacted to establish eligibility for the programme and to ensure this workshop offers you the best fit for your needs. If you wish to discuss the opportunity then please email startup@cueltd.co.uk in the first instance - giving your name, business idea and contact number and we'll call you back to discuss the workshop.

CUE Business Solutions is offering this fantastic opportunity through the Coventry and Warwickshire Business Support Programme, the workshop is part-funded by the European Regional Development Fund.

Program

8:00-8:30 Registration and chance for networking

8:30- 8:45 Welcome

8:45- 9:00 Pitches and Voting. Pitches last 3-4 minutes each (presentation of the idea and the founder). They are followed by 2-3 questions.

9:00-9:25 Lecture 1: Lean Principles

9:25- 9:40 Questions and Answers

9:40-10:00 Lecture 2: Lean Canvas

10:00-10:15 Questions and Answers

10:15-11:30 Exercise: During this time startups will get the chance to define the customer's problem and explain how they intend to solve it. The lean canvas should help them in this process. They have an hour to fill the boxes and talk to the mentors.

11:30-11:45 Lecture 3: How to make a Minimum Viable Product

11:45-12:00 Questions and Answers from Mentors

12:00-13:00 Exercise: Startups will start designing the demo or Minimum Viable Product they intend to offer to their customers. The demo may be a design on a piece of paper or something more elaborate.

13:00-13:45 Lunch and chance for networking

13:45- 14:45 Continuing the Exercise: Refine the solution startups will offer to the customer's problems. This solution may be presented in the form of a demo or MVP, depending on the stage of the startup.

14:45-15:05 Lecture 4: Basic Principles Customer Development

15:05-15:15 Questions and Answers

15:15-15:30 Real Exhibition of Customer Development

15:30-18:45 Exercise: Get out of the Building! We expect the startups to go out and find their customers. Alternatively, they could stay in the room to find customers over the internet. Each team should come back with 5-10 customer interviews.

18:45-19:45 The Pitch. This will be a simulation of a Dragon's Den. There will be no dragons, though! Just helpful people who would like to see the results of hard work!

19:45-20:00 Next step and closing remarks

To express your interest in this exciting programme:

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