

Fashathon 30th June – 1st July

London College of Fashion
272 High Holborn
WC1V 7EY

OBJECTIVES

1. Learn how to develop a business idea into a compelling business pitch
2. Develop team working
3. Select 5 or 6 winners to pitch to investors in the Autumn

PROGRAMME

Friday 30th June

09:30 Introduction to Fashathon

09:45 Introduction to the Elevator Pitch – Simon Bond

10:15 Elevator Pitch – Group Practice

10:45 Elevator Pitches – each participant to ‘pitch’ for 90 seconds

12noon Voting

12:30 The Winning Pitches Announced CEO’s pitch for team members Team members pitch their skills

13:30 Lunch & Team Formations

14:00 Developing a compelling proposition – What is achievable in 24 hours?

14:30 Teams work on their pitches & propositions

18:30 – 21:00 Team coaching appointments with SETsquared

(Mentors available from 16:00 – 21:00)

Saturday 1st July

9:30 Wake up and smell success – exercise to energise the teams

10:00 Outline for the day

10:15 Teams continue to work on their pitches & propositions

(Mentors available 10:00 – 15:00)

The afternoon will be devoted to each of the teams giving a 5-minute elevator pitch followed by 5 minutes Q&A and feedback from the judging panel.

14:30 Pitches

15:30 Coffee Break

16:00 Pitches

17:00 Drinks

17:30 Winners announced and next steps

18:00 Feedback

19:00 Close