

SETsquared Entrepreneurship Programme

Road Map to Business Success

2nd & 3rd Feb, Basingstoke

Day 1: Turning Ideas into a Business

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| 9.00 - 9.30 | Introductions |
| 9.30 - 11.00 | Session 1: The Power of Why |
| 11.00 - 12.30 | Session 2: Building a Solution |
| 12.30 - 1.30 | Lunch & Stories from the “Entrepreneurial Coal Face” |
| 1.30 - 3.00 | Session 3: Understanding the Problem |
| 3.00 - 4.30 | Session 4: How Big Is The Opportunity? |
| 4.30 - 6.00 | Session 5: Customer Discovery Validation |

Day 2: Turning a Business into Money

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| 9.00 - 9.30 | Session 6: Introduction to The Business Model Canvas |
| 9.30 - 10.30 | Session 7: Understanding the Numbers |
| 10.30 - 10.45 | Session 8: Next Steps |
| 10.45 - 11.00 | Session 9: Presentation Brief and Tips |
| 11.00 - 1.00 | Pitch Preparation & Lunch |
| 1.00 - 3.00 | Pitching Sessions |
| 3.00 - 5.00 | Speed Mentoring |
| 5.00 - 6.00 | Awards Presentation |