

The Business Start-Up Journey: Launch

2 October 14:00-16:00
LT1 Sibson, Canterbury

Be inspired at the launch of this year's Business Start-Up Journey and hear from two University of Kent alumni about how they founded their businesses.

KBS graduate, Nadia Simpson, founder of London-based From Amora, a fragrance and wellness brand that specialises in cruelty-free and alcohol-free perfume oils. From Amora has 25k followers on TikTok and over 10k on Instagram.

Business and Computer Science graduate, Alex Ford, a serial entrepreneur and co-founder of Claro Wealth, a London-based fintech company. Alex secured over £7 million in funding, expanding the team to 32 professionals. The company was featured on national television and had over 40,000 app users, with more than £6 million deposited.

Also at the launch, learn more about The Business Start-Up Journey, an inspiring 15-week programme of interactive and practical workshops guiding you through all the stages of starting a business – from finding an idea and testing it to marketing, start-up finance and pitching to investors.



↓ TO REGISTER SCAN
THE QR CODE OR EMAIL:
ASPIRE@KENT.AC.UK

FREE BUFFET



The programme

Workshops

Get all the business knowledge you need in exciting 90-minute workshops followed by FREE PIZZA and networking with fellow student entrepreneurs. The workshops are on Wednesdays at 14:00. To sign up email ASPIRE@kent.ac.uk

Ideas and innovation

Learn how to unlock innovation in the ideation stage. Find a business idea, or develop and improve an idea you already have. Focus on sustainability to solve problems in the world around us.

Market research

Understand how to conduct market research and really understand what your customers want, and how you can beat the competition with your business idea.

Business planning

Find out how to plan for your business to succeed from crafting a standout business plan to preparing financial forecasts and costing your business.

Sales and marketing

Develop creative sales and marketing strategies to help you stand out from the crowd and explore the latest AI tools used by marketers.

Investment and networking

Find out what investors are looking for and how to build a brilliant pitch deck. Learn how to network like a pro and get connected.

Pitching finals

Star in a Dragon's Den-style pitching competition with a chance to win a £1,000 prize.

Bootcamps

Take a deeper dive into essential business skills in our whole day workshops working with fellow entrepreneurs. Enjoy free lunch.

The ideas hack: How to find a business idea

In a group, use the Sustainable Development Goals as inspiration to come up with new sustainable business ideas.

How to build an APP bootcamp

Work with our tech entrepreneur in residence to learn how to build an app, for free!

How to build a \$uccessful e-commerce website

Build an ecommerce website in a day, working with our tech entrepreneur in residence.

How to find a business idea on the high street

Explore how to uncover business opportunities in your town or city in our fun day out in Canterbury.

How to build an outstanding pitch deck

Learn from our investor in residence how to create a professional pitch deck and practice presenting.