



Wednesday 22 October 2025 13.30 - 15:30 LT2 Sibson	 Business Start-Up Journey Launch Meet successful Kent start-up founders and your entrepreneurial community. Find out what business support is available via ASPIRE. Enjoy free food and build connections during the networking session.
Saturday 25 October 2025 11.00 - 16.00 MBA Suite Sibson	 The Ideas Lab: Find and Shape Your Business Idea Start your journey with an ideas hack inspired by the Sustainable Development Goals. You'll use biomimicry and AI to spark creativity and find new solutions to problems and improve your business idea.
Wednesday 29 October 2025 14.00 - 15:30 LT2 Sibson	 Innovation Sprint 1: How to Find New Business Ideas Your introduction to Design Thinking. Discover the approach behind Google Apple and Airbnb's most impactful products and use it to generate your next business idea.
Wednesday 05 November 2025 14.00 - 15:30 LT2 Sibson	 Innovation Sprint 2: Create a Business Your Customer REALLY Wants Master Agile and Lean start-up techniques to understand real needs of your customers and create products your customers can't live without.
Wednesday 12 November 2025 14.00 - 15:30 LT2 Sibson	 Stay Ahead of the Competition Learn how to win in business by evaluating your competitors' strengths and weaknesses and build a strong USP for your business.
Wednesday 19 November 2025 14.00 - 15:30 LT2 Sibson	 Panel Discussion - Inside the Startup: Real Entrepreneurs Talk Join our inspirational panel of successful Kent entrepreneurs in Global Entrepreneurship Week and find out what it's really like to be a start-up founder.
Saturday 22 November 2025 11.00 - 15:30 Canterbury	 High Street Challenge: How to Spot a Gap in the Market How do you start a business wherever you are? Work in teams to explore Canterbury city centre spotting gaps, testing assumptions and observing customer behaviour in real time.
Wednesday 26 November 2025 14.00 - 15:30 LT2 Sibson	 Master Market Research and Trend Spotting You'll use practical tools to validate customer demand, find emerging markets and quickly assess your competition. Get ready to spot the next big thing!
Wednesday 14 January 2026 14.00 - 15:30 LT2 Sibson	 Prototyping: Turn Your Idea into Reality Without Breaking the Bank You'll learn how to test your business idea and gather valuable feedback without spending much, or any money.
Wednesday 21 January 2026 14.00 - 15:30 PC1 Sibson	 Build a \$uccessful E-Commerce Website In this hands-on workshop with ASPIRE's Tech Entrepreneur in Residence, you'll learn step-by-step how to set up an e-commerce site and get it ready to sell.
Wednesday 28 January 2026 14.00 - 15:30 LT2 Sibson	 Create a Successful Marketing Strategy Learn directly from industry experts how to craft a marketing strategy for your start-up that drives the results you want.
Wednesday 04 February 2026 14.00 - 15:30 LT2 Sibson	 Plan an Effective Social Media Campaign This practical session you'll learn how to create an impactful social media campaign for your business.
Wednesday 11 February 2026 14.00 - 15:30 LT2 Sibson	 Build a Brilliant Business Plan Gain a complete understanding of all aspects of a successful business plan. You'll practise building a personalised plan tailored to your unique business goals.
Wednesday 18 February 2026 13.00 - 16:00 location TBC	 ASPIRE Fashion Show Gain hands-on experience in running a successful event by joining the amazing ASPIRE Fashion Show! Discover start-ups racing to set future trends enjoy an inspiring panel discussion with fashion entrepreneurs.
Wednesday 25 February 2026 14.00 - 15:30 LT2 Sibson	 How to Use AI in Marketing Discover how to leverage AI to streamline and enhance your marketing efforts during the critical early stages of your start-up.
Saturday 28 February 2026 11.00 - 16:00 PC1 Sibson	 Build an App Without Knowing a Single Line of Code Build your own app without writing a single line of code. Work through the step-by-step process using no-code platforms and AI building tools to design a user-friendly app.
Wednesday 04 March 2026 14.00 - 15:30 LT2 Sibson	 Master Your Start-up Finances An easy fun and practical workshop where you'll understand and fall in love with numbers and create financial forecast for your business.
Wednesday 15 April 2026 14.00 - 15:30 LT2 Sibson	 Set Up Your Business the Smart Way Get your start-up ready to go from company registration to tax, IP and contracts. A practical session that walks you step-by-step through setting up your business and avoiding costly mistakes.
Saturday 18 April 2026 12.00 - 16:00 MBA Suite	 Build an Outstanding Pitch Deck Working with ASPIRE's Investor in Residence you'll learn how to create a compelling pitch deck designed to impress and attract investment.
Wednesday 22 April 2026 14.00 - 15:30 LT2 Sibson	 Make Your Start-up Investor Ready Understand what investors are looking for and how to connect with them. Learn how to approach investors and grab their attention with your funding pitch.
Wednesday 29 April 2026 14.00 - 15:30 LT2 Sibson	 Networking to Take Your Business to Next Level In a hands-on session, you will learn how to build a powerful network that will take your business to the next level and open the door to new opportunities.
Wednesday 20 May 2026 13.00 - 16:30 LT2 Sibson	 Pitching Finals + Start-Up Expo ASPIRE 10th Birthday This is your moment to shine! Pitch your start-up to our panel of judges and compete for cash prizes. Connect with the ASPIRE start-up community and showcase your business at the Start-Up Expo.