ASPIRE

Business Start-Up Journey

Programme 2026/27

ASPIRE
University of Kent

Wednesday 21 October 2026 13.30 - 15.30 LT1 Sibson	**Business Start-Up Journey Launch** Meet successful University of 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. Networking and buffet reception provided, **booking required, sign up now!**
Wednesday 28 October 2026 14.00 - 15.30 LT2 Sibson	**Turn Problems into New Business Ideas** Learn creative ways to spot opportunities, think differently and turn real-world problems into exciting business ideas. Use creativity, AI and Design Thinking to find an idea worth exploring.
Wednesday 04 November 2026 14.00 - 15.30 LT2 Sibson	**Find Out What Customers Really Want** Learn how to talk to potential customers, ask the right questions and uncover their real needs, frustrations and motivations. Test whether the problem you're solving really matters to your target customer.
Wednesday 11 November 2026 14.00 - 15.30 LT2 Sibson	**Stay Ahead of the Competition** Using practical tools and techniques you will analyse your competitors. Then, using the Blue Ocean Strategy, you'll discover untapped markets and Learn what really sets your business apart from the competition.
Wednesday 18 November 2026 14.00 - 15.30 LT2 Sibson	**How Start-ups Can Make AI Work for Them** AI is everywhere, but how useful is it when you're trying to run a business with a small team and a tight budget? Celebrate Global Entrepreneurship Week 2026 and join start-up founders and entrepreneurs for an open, practical discussion about how they're using AI, what they've learned and how it could help businesses grow.
Wednesday 25 November 2026 14.00 - 15.30 PC1 Sibson	**Build an App in 1,5h using AI and No Coding Experience Needed!** Whether you've got a business idea or are just looking to build a prototype, discover how AI no-code tools can help you build an app in less than 1.5 hours. Get hands-on with AI tools that can help you turn your idea into reality faster. **Limited spaces, Booking required Sign up now!**
Wednesday 13 January 2027 14.00 - 15.30 LT2 Sibson	**Create a Successful Marketing Strategy** Join an industry expert and learn how to use the SOSTAC methodology to craft an effective marketing strategy for your start-up. Get to grips with current marketing tools to drive the business results you want. You'll also have the opportunity to connect with the expert and ask any marketing questions you have.
Wednesday 20 January 2027 14.00 - 15.30 LT2 Sibson	**Social Media Marketing** Join us for this practical workshop and learn from a social media entrepreneur how to plan, create and execute an effective social media marketing campagin. Get practical insights into the latest trends and strategies and ask any questions you have about social media marketing.
Wednesday 27 January 2027 14.00 - 15.30 LT2 Sibson	**Money Talks. How to Secure Funding for Your Business** Meet angel investors and start-up investment experts who have raised millions of pounds in funding and are now helping businesses do the same! Hear their real-world experiences, learn what investors look for. Get your questions answered in a conversation about raising funding for your business. **Limited spaces, booking required, sign up now!**
Wednesday 03 February 2027 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 have an opportunity to practise building a personalised plan tailored to your unique business goals.
Saturday 06 February 2027 13.00 - 15.30 Colyer-Fergusson	**Fashion Show** In collaboration with Fenwick, ASPIRE brings you a fantastic opportunity to take your fashion business from the studio to the catwalk! You can also take part in a fashion pop-up market alongside prestigious brands. This is your chance to get noticed, showcase your brand and make your name shine! No fashion business? Perhaps you're interested in developing your event management skills? Get in touch and find out how you can get involved!
Wednesday 10 February 2027 12.00 - 16.00 LT2 Sibson	**Get Your Product Market Ready** Already running a business or looking to grow your side hustle? Learn how to use branding and marketing tools effectively and plan the next strategic steps for your business. Put it into practice by designing the complete customer experience, from packaging and branding to the checkout and beyond.
Wednesday 17 February 2027 14.00 - 15.30 LT2 Sibson	**Take your business to next level using your Network** Learn how to network like a pro! From building a networking strategy to identifying opportunities and leveraging your connections to achieve your goals faster. Discover how the right relationships can open doors, create opportunities and turn your network into real business value.
Wednesday 24 February 2027 14.00 - 15.30 LT2 Sibson	**Master Your Start-up Finances** Make sense of the numbers behind your business. Learn about revenue, costs, profit, cash flow, break-even and financial forecasting. Most importantly you will understand what your numbers are telling you about your startup.
Wednesday 03 March 2027 14.00 - 15.30 LT2 Sibson	**Set Up Your Business the Smart Way** Get your startup legally ready, 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 06 March 2027 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 28 April 2027 13.00 - 16.30 LT2 Sibson	**Pitching Finals + ASPIRE pop-up market** This is your moment to shine! Pitch your start-up to our panel of judges and compete for cash prizes. Showcase your business to wider ASPIRE network and Connect with entrepreneurs, investors and startup community

Contact us

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