

START-UP LAUNCHPAD

Start Date - 14th January

Venue - St Andrews Brewing, 2-3 Shore Terrace, Dundee DD1 3AH

JAN
14

9.30am – 12.30pm

- **Idea v Opportunity** – Identifying opportunities to turn your dreams into reality.
- **Market Research** – Basics of start-up market research, including competitor analysis and customer profiling.

JAN
21

9.30am – 12.30pm

- **Legal Structures** – Learn about different business legal structures and find out which one suits your needs best.
- **Cashflow Forecast** – Discover how to project your business's income and expenses for the first two years to ensure financial stability.
- **Pricing for Profit** – Ensuring you're not making a loss on your products/service from the start.

JAN
28

9.30am – 12.30pm

- **Marketing and Advertising** – how will you manage yours?
- **Business Model Canvas** - creating a structure for your business

FEB
3

w/c 3 February

Attendees will be able to work on creating a Business Plan and Cashflow Forecast in their own time.

FEB
11

Tuesday 11 February

Meet with one of the Outreach Advisers for a 1-2-1 to discuss your progress so far.

FEB
18/25

Tuesday 18 February & Tuesday 25 February | 9.30am – 4.30pm

Our Expert Consultants will be in to deliver practical workshops to help you on your way, topics covered will be **Time Management**, **Bookkeeping**, **Marketing Strategy** and **Online Presence**.

Note: This programme is open to Dundee residents only. Interested attendees will be asked to submit a short application form. Attendees must be able to commit to attending all sessions and working on their business between sessions.



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