



Entrepreneur Hub

Take your business to the next level

Brunel Start-up
Incubator

2023/24
Programme



Brunel
University
London





Contents

About	4
Meet the Team	5
Overview of Programme	6
Is this Programme for you?	9
How to Apply	10
House Rules	12
Testimonials	13

ABOUT THE ENTREPRENEUR HUB

Are you looking to work freelance or start your own business or side hustle?

The Entrepreneur Hub provides tailored support, advice and guidance to students and recent graduates and helps develop the entrepreneurial and transferable skills you need.

students.brunel.ac.uk/career/be-your-own-boss

About the Programme

Take your business idea to the next level and explore your start-up potential with our specialised support services for early-stage ventures.

Brunel University London's Start-up Incubator Programme consists of free in-depth personalised support from a range of internal and external specialists who will work with you on an individual basis, designed to fast track your success and get you ready for the next stage of your entrepreneurial journey. This collaborative programme will help you as a budding entrepreneur to understand and develop all elements of your business; from exploring customer needs to how to protect your idea. Participating in this programme will also enable you to develop your transferable skillset, which will be of great value to you in any future career. Through one-to-one mentorship, the programme will guide you to see the big picture and to fill in gaps you may not have known were there. It will also help you to solve problems relating to your start-up.

Meet the Team

Mentors have been carefully selected to ensure that you are led by the very best, providing you with helpful, practical advice and suggestions to apply to your business and entrepreneurial skillset.

Internal Mentors



Emily Arnold
ENTREPRENEUR HUB
OFFICER

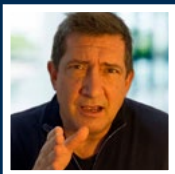


Emmy Botterman
ENTREPRENEUR HUB
CONSULTANT

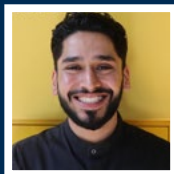


Farida Danmeri
ENTREPRENEUR HUB
CONSULTANT

External Mentors



Andrew Mossop
FOUNDER OF
THE TRAINING GROUND



Anil Puri
FOUNDER OF PETINSTINCTS



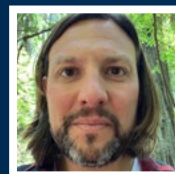
Erica Purvis
FOUNDER OF
TECHNICAL NATURE



Kay Kukoyi
FOUNDER OF
PURPOSEFUL GROUP



Stuart Hartley
FOUNDER OF INCREMENTA
CONSULTING



Warrick Harniess
FOUNDER OF
SCANDINAVIA STORIES

Further Support



Finance – auditing and accounting

IP – patent, trade mark and design

Legal – for start-ups and scale-ups

OVERVIEW OF PROGRAMME

Mentor support available

If you are accepted onto the programme, you will get one-to-one support in the following areas:

Planning and Personal Development

- Build a realistic plan to guide your development throughout the programme
- Uncover your personal strength and behaviours

Business Model Canvas

- Develop a high-level Business Model Canvas
- Refining your idea
- Understanding your customer

Funding

- Raising your first funding
- Creating and implementing a funding strategy
- Refining your market strategy from a founder & VC perspective

Pitching

- Develop your pitch deck and content optimisation
- Explore your delivery style and perfect your pitch
- Improve your communication and presentation skills

Sales

- Build your sales pipeline
- Learn how to get your first customer

Detailed Design

- Operating model and USP (unique selling points) design
- Profit & loss planning
- Team building
- Writing sales and marketing copy

Other Benefits...

- Regular check-ins with your very own Entrepreneur Hub experienced entrepreneurship advisor
- Access to workshops and training events where you will develop your transferable skills
- Make connections and build relationships with specialists
- Peer support groups and opportunities to learn from and grow with like-minded entrepreneurs
- Potential bursary funding; the Entrepreneur Hub with support from Santander have a small fund to help a few founders on a needs and fund availability basis
- Hot desk and potential access to 3D printers and other tools at the Central Research Laboratory.

Although, not included in the programme, there may be an opportunity to also gain (24/7) hot desk membership with the Central Research Laboratory to benefit from the community, facilities and access to regular networking events, expert talks and peer coaching sessions This support is provided free, without an exchange of equity, by Brunel University.

Support after Programme

After completing the initial Incubator programme, you (and all other members) can reach out to the Entrepreneur Hub for a further nine months to request more support if needed.

We want to ensure that you feel super supported whilst you test and hopefully implement everything you have learned throughout the 3 months on the programme, to really grow your business. Throughout these nine months, the Entrepreneur Hub will be in contact via Email if they come across any relevant opportunities they feel would specifically benefit your entrepreneurial journey.

Incubator Timeline

The Start-up Incubator Programme sees the most promising Brunel start-ups join the programme throughout the year.

You will decide when you start your sessions once your place on the programme has been confirmed by us here at the Entrepreneur Hub. However if accepted onto the programme, we recommend you start your sessions as soon as possible. Failure to start your sessions within 1 month of being accepted onto the programme may result in you being removed from the programme.

Key Dates

Based on your needs, the Entrepreneur Hub will allocate a specific number of hours for you to spend with each specialist mentor.

The programme is completely tailored to you; you will decide the frequency, times and days you work with our specialists at the beginning of the programme. However, note that the hours allocated must be used within 3 months of starting the programme.

Throughout the programme, you must also be available for regular check-ins with your Entrepreneur Hub business consultant – these will be confirmed with you based on your availability.

Take Part Anywhere

To ensure the programme is as accessible and flexible as possible, all mentoring sessions will take place online via Zoom or similar video platforms.

The workshops and other activities recommended throughout the programme will range from in-person live events on campus at Brunel University London or Zoom and will cover all aspects of building a business and validating your idea.

IS THIS PROGRAMME FOR YOU?

Brunel Start-up Incubator programme is available to early-stage start-ups with a viable business venture founded by a Brunel student(s), researcher or recent graduate.

Your business can be in any industry, and if you have a team, we allow up to 4 members to take part together.

There are limited spaces on the programme. These spaces will be awarded to the most promising ventures and entrepreneurial students and recent graduates.

For your best chance of getting a space on our incubator, you will already have researched your idea thoroughly. You are also likely to have completed a Business Model Canvas to a high level and be able to demonstrate that:

- You have shown passion and commitment in making your business happen
- You will be able to evidence your interest in entrepreneurship
- You have identified a gap in the market and researched competitors
- You have tested some features of your product or service with potential users to demonstrate demand
- You have taken steps to prepare yourself and establish the practicalities involved in developing your venture and or running your business

What the Entrepreneur Hub are looking for...

- You must have a desire, passion, time and energy to run your own business or social enterprise
- You must have a researched idea for a product or service which you can deliver to customers
- You must be organised and committed
- You must have the time to spend outside of your 1-1 sessions to explore, research and complete tasks discussed throughout sessions with your mentor
- You must be self-disciplined

HOW TO APPLY

Complete the following application form.

Online application link:
[brunel.onlinesurveys.ac.uk](https://brunel.onlinesurveys.ac.uk/start-up-incubator-application)
start-up-incubator-application



Top tip: Please prepare your responses before you start to complete the above online application form as you **CANNOT** save your answers as you go on the online platform.

All questions listed below on this information pack are listed on the online form in the exact order – we recommend you form your answers in advance using the below question guide and then copy and paste your answers into the online application form.

Any questions please contact **hub@brunel.ac.uk**.

About You

1. First name
2. Last name
3. Email address
4. Telephone number
5. Student ID number
6. Course
7. Are you a...
8. Which areas of the programme are you interested in taking part in?
9. Please highlight 1-3 key objectives that you hope to achieve by joining the incubator along with how you might measure progress or success in each one?
10. When would you like to take part in this programme?
11. Brunel University London currently have desk space (including use of facilities and workshops) at the Central Research Laboratory to help support start-ups, would this be something you would be interested in exploring further?
12. Why are you exploring your business idea now? What are the key motivating reasons?

About your Business

13. What have been your biggest achievements to date individually and/or as a team?
14. Business name (if you are yet to decide on this, make one up!)
15. Business idea summary
16. What is your business idea?
17. What is the problem or unmet need that your idea addresses for your customer?
18. Who is experiencing this problem or need? (who are your customers?)
19. Who are your competitors and how are you different?
20. How do you plan to make money from your idea? What's your business model?
21. Do you know what the key risk to your business is?
 - 21a. If you selected Yes, please tell us how are you going to test or overcome your biggest risk?

Please note, once you have applied to the programme you will need to book a 1-1 business consultation with your Entrepreneur Hub business consultant (if you have not yet had one). Within this 1-1, your business consultant will assess your readiness and suitability for the programme. If you have any questions or would like to request a 30-minute meeting with your consultant, please contact hub@brunel.ac.uk.

HOUSE RULES

What happens if i'm not proactive or meeting expectations of mentors (within sessions or outside of sessions)?

If your mentor feels that you are not devoting an appropriate amount of time and effort to the programme and has communicated this to you but no change has occurred, your mentor will notify the Entrepreneur Hub to discuss next steps and potentially removing you from the programme.

If i'm accepted onto the programme can I change the start date?

You must start and complete the programme within 3 months of being accepted onto the programme – the sooner you start, the better! This will ensure you are able to fully immerse yourself into the programme and get as much as possible out of your allocated mentoring sessions.



TESTIMONIALS



Francis Jones, founder of STEM@Home

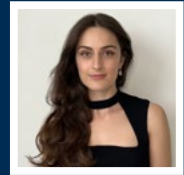
Education Secondary (PGCE)

“Brunel’s Incubator programme was essential for an entrepreneur like me without any professional business training or background. The tailored support I received from every person involved was vital to my development as an entrepreneur and I wouldn’t have got this far without them.”

Gracen Rubo, founder of Imprint

Sustainability, Entrepreneurship and Design MSc

“Starting a business felt overwhelming at the beginning, but the Entrepreneur Hub was instrumental in helping me turn my business idea into reality. They have provided practical support around creating a business model, building a financial plan and connecting me with resources within their network to push my business forward. I can’t recommend the programme enough!”



Georgia Williams & Joshua King, founders of Zeal

Industrial Design and Technology (BA) & Product Design (BSc)

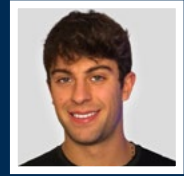


“The Entrepreneur hub has been a huge support in our journey to launch our own start-up Zeal-Lifestyle! They have helped us raise investment, network, learn how to pitch & most recently register for our own trademarks & design rights!”

Simone Panella, founder of Dyamotech

Business and Management (Entrepreneurship and Innovation BSc)

“This programme was an amazing opportunity! My business idea before this incubator was completely different – all the help and support enabled me to refine and evaluate my idea, see what worked and what didn’t.”



Jeffrey Oyinlola, founder of Pick Up The Mic

Sustainability, Entrepreneurship and Design MSc

“Learning from experts in a wide range of fields and knowledge really helped me to think about the ways I can develop, both as an individual and an entrepreneur. It has helped me think about what my business means to both me and my customers!”

brunel.ac.uk/pdc/entrepreneur-hub

Connect with us



hub@brunel.ac.uk



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[@Brunel_PDC](https://www.instagram.com/brunel_pdc)

