



BRUNEL INCUBATOR

TAKE YOUR BUSINESS IDEA TO THE NEXT LEVEL WITH THE ENTREPRENEUR HUB

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Brunel Start-up Incubator

Take your business idea to the next level and join an exciting new entrepreneurship incubator programme offered by Brunel University London!

At the Entrepreneur Hub, within the Professional development Centre and part of Brunel Careers, we have recently launched an incubator for the university's most promising start-ups.

Our Brunel Start-up Incubator consists of free in-depth tailored and personalised support from 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. The programme is collaborative and will help you, as a budding Brunel entrepreneur to understand and develop all elements of your business idea from exploring customer needs to how to protect your idea. You will also be developing your transferable skillset throughout. 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.

The programme has been designed so that you can drive the speed and progress yourself. Our highly professional team of specialist mentors will be available to you at your request – you get their help when you want it. An opportunity not to be missed!

Who can join the Brunel Start-up incubator?

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. There will be some spaces for graduates over 3 years too.

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

We have 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 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 ideal budding entrepreneur looks like that will join our incubator...

- you must have a desire, aptitude, 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 are capable of delivering to customers
- Organisation and commitment
- Self-discipline

Benefits of joining the Brunel Start-up incubator

If you are accepted onto the programme, you will get assistance in the following areas:

- one to one support with our internal and external specialists who will mentor you throughout on the following:
 - Business Model Canvas
 - Hone your BMC and get repeat help on all sections throughout the programme
 - Detailed Design
 - Work with our specialist to explore the below topics in-depth
 - Understanding your customer
 - Operating model and USP design
 - Profit & loss planning
 - Team building
 - Writing sales and marketing copy
 - Pitching
 - Develop your pitch deck and content optimisation
 - Explore your delivery style and perfect your persona
 - Improve your communication and presentation skills
 - Implementation planning and personal development
 - Build a realistic plan
 - Uncover your personal strength and behaviours
 - Sales
 - Build your sales pipeline
 - Learn how to get your first customer
 - Business structure
 - Explore accounting and reporting
 - Intellectual Property Protection
 - Identification of areas for protection and potential payment to help you patent these areas
- monthly check-ins with your very own Entrepreneur Hub experienced entrepreneurship advisor
- access to workshops and training events
- make connections and build relationships with our specialists
- peer support groups with monthly networking sessions 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 access 3D printers and other tools at the Central Research Laboratory in Hayes. 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 by Brunel University and is without an exchange of equity.

ENTREPRENEUR HUB – for start ups and freelancers



When to apply for the Brunel Start-up incubator

We welcome new early stage start-ups into the Incubator programme at any time throughout the academic year.

How to apply

To register your interest, you will need to have a 1-1 consultation with your Entrepreneur Hub business consultant.

Your business consultant will assess your readiness and suitability for the programme. At the end of the meeting, you will either be invited to apply or be given advice on what you need to do to be considered. Request a 30-minute meeting with your consultant by completing [this form](#).

Meet our start-ups who have previously taken part in our Brunel Start-up incubator



View our start-ups 2-minute pitch videos they created during the programme [here](#).

Key dates

This programme is completely tailored to you – the times and days you work with our specialists will be decided by yourself, however we do recommend completing the programme within 6-8 weeks as feedback from previous cohorts have suggested this helps the start-ups to keep up momentum.

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

It is also strongly recommended that you attend monthly networking sessions with your peers.

Monthly networking sessions

The Entrepreneur Hub will be hosting monthly networking sessions via Zoom for Brunel's start-ups, these sessions will include entrepreneurial students and recent graduates and will take place on the first Wednesday of each month, between 17:00 – 17:45 hrs (UK/BST).

We would love if you could join each session to share your month's entrepreneurial progress and get advice, help and support from your peers as well as our professional business consultants Mike Herman and Emmy Botterman, whilst building long-term key relationships with likeminded entrepreneurs.

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In each session, each attendee should be prepared to share an **ask**, this could be about anything relating to your start-up journey, for example, you could ask the other Brunel entrepreneurs about something you're currently struggling with. You should also be prepared to share something you can **offer** the others, for example, a piece of advice which has helped you on your entrepreneurial journey so far or an answer and suggestion for another Brunel entrepreneurs **ask**.

Note, once your place is confirmed on the programme, we will send you a calendar invite for each session.

If you have any questions, please contact hub@brunel.ac.uk for further help.