

ENTREPRENEUR HUB

TAKE YOUR FREELANCE CAREER TO THE NEXT LEVEL



2022 - 2023
PROGRAMME

TAKE YOUR FREELANCE CAREER TO THE NEXT LEVEL AND EXPLORE YOUR SELF-EMPLOYED POTENTIAL WITH OUR SPECIALISED SUPPORT SERVICES FOR EARLY STAGE FREELANCERS.

Brunel University London's **Freelance 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 freelance journey.

This collaborative programme will help you as a budding freelancer to understand and develop all elements of your business; from exploring customer needs to how to market 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 freelance business.

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 freelance skillset.



Kay Kukoyi
Founder of
Purposeful Group
Phase 1 - 3



Emmy Botterman
Entrepreneur Hub
Consultant
Phase 4



Emily Arnold
Entrepreneur Hub
Officer
Programme Manager

Benefits of Programme

Mentor support available

If you are accepted onto the programme, you will receive one-to-one support in one or more of the following areas:

- Phase 1 - General business support

- Overview of the business model canvas; cover different online business models and strategies, prepare a simple business plan
- Be recommended a wide range of products, tools and resources that could help shape your freelance journey, perfectly curated for you

- Phase 2 - Marketing and financial support

- Explore practical tips to help with marketing and sales
- How to boost your business with tech
- Explore relevant insurance and expenses, paying your employment and business taxes, billing clients and legal
- Budgeting

- Phase 3 - Personal development

- Manage your time, setting your work hours, keeping track of time spent on projects
- Winning work, negotiating rates, marketing yourself, building a realistic plan
- Improve your confidence, positive thinking, overcoming imposter syndrome, management of stress

- Phase 4 - Sales

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

Other external support

- Sell yourself & perfect your pitch

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

Other benefits...

- Regular 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 and opportunities to learn from and grow with like-minded freelancers

Incubator Timeline

The Freelance Incubator Programme has three intakes a year (October, February, June) that sees the most promising Brunel freelancers join the programme and become a member of a small community of likeminded budding freelancers over 3 months. You will meet the fellow freelancers and mentors at an online introduction session.

Within this community, you can reach out to the other freelance members if you wish to share your month's freelance progress as well as get advice, help and support from your peers. It is great to surround yourself with other self-employed individuals, especially when starting your journey as freelancing can be lonely - this is the perfect opportunity to network and build long-term key relationships you can rely on in the future.

Key Dates

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

You will also be required to attend two essential training sessions at the beginning of the programme - the dates of these sessions will be shared with you once you have joined 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.

Optional 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 growing a business and validating your idea.

Mandatory workshops

As mentioned above, you will be required to attend two group online 60-minute training sessions with your mentor at the beginning of the programme.

You will be joined by other Brunel students and recent graduates not on the programme - these sessions are open to all.

The workshops will cover relevant freelance topics which will help you to develop your freelance knowledge before starting your 1-1 mentoring sessions.

- Workshop 1 - Introduction to Freelancing
- Workshop 2 - Marketing and Sales for Freelancers

Want to explore the workshop descriptions? Please find all Entrepreneur Hub workshops here: <https://www.eventbrite.co.uk/o/brunel-entrepreneur-hub-6777199623>

Ongoing support and community

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 freelance business.

You are also welcome to join the Brunel Freelance Incubator community via a LinkedIn group, specifically for the freelancers who have taken part in the programme. We will share relevant events, workshops, funding opportunities with you (and you can also share opportunities and resources you come across with other Brunel freelancers!). Within this group, you can of course also share your tips/ tricks and collectively celebrate your wins and help solve any challenges you may face with others.

Is this Programme for you?

Brunel Freelance Incubator programme is available to early-stage freelancers with a viable freelance business, founded by a Brunel student, researcher or recent graduate. There will be some spaces for graduates over 3 years too.

Your freelance business can be in any industry.

There are limited spaces on the programme. These spaces will be awarded to the most promising freelance 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 freelance business happen
- You will be able to evidence your interest in self-employment
- You have identified a specific skill you'd like to bring to the market and researched competitors to have a better understanding on where your skills lie
- You have tested some features of your product or service with potential users to demonstrate demand

What we are looking for...

- You must have a desire, aptitude, passion, time and energy to run your own business or social enterprise
- You must have a freelance idea (product or service) which you are capable of delivering to customers
- You have the time to spend outside of 1-1 sessions to explore, research and complete tasks discussed throughout sessions with your mentor
- Organisation and commitment
- Self-discipline

How to apply

To register 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 via an online application form or be given advice on what you need to do to be considered.

If you have any questions or would like to request a 30-minute meeting with your consultant, please contact hub@brunel.ac.uk

Testimonials



DIANA CIRLIG | CHARACTER ILLUSTRATION AND DESIGN

Design (BA)

"I had very little knowledge of everything that freelancing requires. The incubator gave me all the tools to start, everything tailored to my business. It gave me the confidence to start and succeed."

https://www.instagram.com/animatedgirl_illustrations/



JADE PETERS | TEZ'ASIYA - CHARACTER ILLUSTRATION AND DESIGN

Digital Media (BSc)

"The programme highlighted how important a healthy work-life balance is as a freelancer, and my mentor offered a huge amount of advice and guidance on seeking opportunity and sustainability. The incubator really helped with shaping the early days of my freelance experience"

<https://www.artstation.com/tezasiya>



JAKE GIFFORD | PERSONAL TRAINER

Sport, Health and Exercise Sciences (PhD)

"Partaking in Brunel's Freelance incubator programme was an insightful and incredibly useful experience. The mentoring sessions helped bring clarity, new directions and reinforce my positioning as a freelancer to grow beyond and pursue my future ambitions. Thoroughly recommend."

<https://jakegifford.co.uk>