



Entrepreneur Hub

# Take your business to the next level

Brunel Start-up  
Incubator  
Programme



**Brunel**  
University  
London



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## 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 to work freelance or start a business.

[students.brunel.ac.uk/career/be-your-own-boss](https://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



**Ayo Abbas**  
FOUNDER OF  
ABBAS MARKETING



**Stuart Hartley**  
FOUNDER OF  
INCREMENTA CONSULTING



**Kay Kukoyi**  
FOUNDER OF  
PURPOSEFUL GROUP



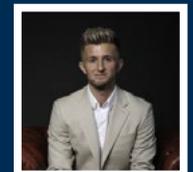
**Andrew Mossop**  
FOUNDER OF  
THE TRAINING GROUND



**Anil Puri**  
FOUNDER OF  
PETINSTINCTS



**Erica Purvis**  
FOUNDER OF  
TECHNICAL NATURE



**Dan Roper**  
CO-FOUNDER OF  
EMBRACE ACCOUNTANTS

### 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 receive one-to-one support in some of the following areas as required:

### Planning and Personal Development

- Build a realistic plan to guide your development throughout the programme
- Set appropriate goals and objectives for the short-term
- Uncover your personal strengths and behaviours and find your gaps

### Business Model Canvas

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

### Funding

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

### Accounting

- Profit & loss planning
- Support with accounting, tax and advisory queries

### Marketing and Operations

- Team building
- Operating model and USP (unique selling points) design
- Writing sales and marketing copy
- Developing your marketing strategy and branding
- Digital marketing

### Pitching

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

### Sales

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

## 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 Plus X Innovation workspace.

Although, not included in the programme, there may be an opportunity to also gain (24/7) hot desk membership with the Plus X Innovation workspace in Slough 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 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 Microsoft Teams 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 Microsoft Teams 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 researched an 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

Before you apply using the following online form, please ensure you have had a 1-1 with your Entrepreneur Hub business consultant first to discuss the programme. Within this 1-1 appointment your business consultant will assess your readiness and suitability for the programme.

Not had a 1-1 appointment yet? Request a 1-1 business consultation here: [brunel.ac.uk/pdc/entrepreneur-hub/consultations](https://brunel.ac.uk/pdc/entrepreneur-hub/consultations) or contact [hub@brunel.ac.uk](mailto:hub@brunel.ac.uk)



Online application link:  
[forms.office.com/e/qMTBim6Hv5](https://forms.office.com/e/qMTBim6Hv5)

**Top tip:** We advise you to prepare your answers in advance using the question guide below, then copy and paste them into the online application form. All of the questions stated below on this information pack are listed on the online form in the identical order they appear here.

Please contact [hub@brunel.ac.uk](mailto:hub@brunel.ac.uk) if you have any questions.

## About You

1. Full name
2. Email address
3. Telephone number
4. Student ID number
5. Course – what do you study at Brunel?
6. Are you a...
7. Level of study?
8. College
9. Are you an international student (or being sponsored for a student visa?)
10. Which areas of the programme are you interested in receiving support from?

11. 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?
12. When would you like to start this programme?
13. Brunel University London currently have desk space (including use of facilities and workshops) at the Plus X Innovation workspace in Slough to help support start-ups, would this be something you would be interested in exploring further?
14. Why are you exploring your business idea now? What are the key motivating reasons?
15. What have been your biggest achievements to date individually and/or as a team?

## About your business idea

16. Business name (if you are yet to decide on this, make one up!)
17. Business idea summary
18. What is your business idea? A product or service?
19. What is the problem or unmet need that your idea addresses for your customer?
20. Who is experiencing this problem or need? (who are your customers?)
21. Who are your competitors and how are you different?
22. How do you plan to make money from your idea? What's your business model?
23. What is the key risk to your business? How are you going to test or overcome your biggest risk?
24. Have you already launched your idea? Is your idea currently running as a business?
25. If Yes, please provide the company registration number, date the company started and a brief summary of what you're currently doing
26. What else would you like to tell us about your idea? Is there any other information you think will be beneficial or noteworthy to know about you or your business.

## HOUSE RULES

### Being proactive and meeting expectations of mentors

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.

### Changing your programme 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.

If you are no longer able to devote an appropriate amount of time to the programme after starting, please contact the Entrepreneur Hub to discuss this.

### Confirming your sessions

Please ensure you respond to mentors via email within 48 hours of receiving a suggested mentoring session. It is important that you reply to the mentor's initial email or the calendar invite in order to either confirm or decline these sessions (and keep track of these sessions and any updates in a diary or calendar you check regularly!).

### 48-hours cancellation notice

When on the programme, if you are unable to make a scheduled mentoring session please ensure you cancel directly with your mentor via email, with at least 48 hours' notice.

We have a three-strike policy for this, if you fail to provide your mentor/s with enough notice on up to three occasions, you will be removed from the programme (unless you have an extreme circumstance that impacts this - please contact the Entrepreneur Hub to further discuss this).

Please note, the Entrepreneur Hub pays our external mentors for their services to provide one-to-one mentoring for you. Failure to attend scheduled mentoring sessions not only impacts our mentors but also the Entrepreneur Hub and other budding Brunel freelancers and entrepreneurs. We ask you to please be respectful of this.

### Failure to use allocated hours

If you have not used your allocated hours within 3 months of being accepted onto the programme, you will not be able to use these and your journey on the programme will come to an end.

## TESTIMONIALS



### Francis Jones, founder of STEM@Home

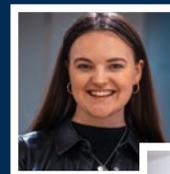
Education Secondary (PGCE)

"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 with 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!”



### **Joey Pang, founder of Websprint**

**Computer Science (BSc)**

“Brunel’s incubator programme has been instrumental in instilling the confidence needed to run a successful tech business. Before university, I struggled to start my own venture due to a lack of direction. The Entrepreneur Hub, recommended by one of my professors, has provided invaluable support in defining our unique selling proposition and honing our marketing strategy. Their guidance on articulating the distinct advantages of WebSprint to our clients has been crucial to our journey as a startup, a feat only achievable with the assistance of the Entrepreneur Hub team.”



### **Louie Harvey, founder of Funky Bird**

**Design (BSc)**

“The Incubator Programme has been a fantastic source of support and guidance for my start-up Journey! Having a team to support me has been incredibly helpful, especially when I’ve been unsure on what to do. The team at Brunel is just amazing!”



