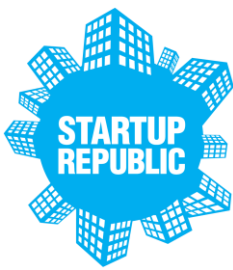


**Kingston**  
**University**  
London

# **Outline of Programme for Bright Ideas Accelerator 3-5<sup>th</sup> June 2016**

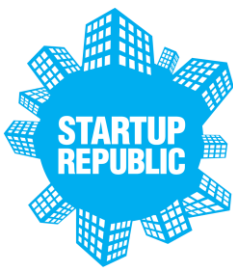




**3<sup>rd</sup> June: What's my unfair advantage?**

<b>Time:</b>	<b>Name of Session</b>	<b>Lead Facilitator</b>
09:30 – 09:35	Welcome, objective of the bootcamp, what to expect, what is expected	MM/DR
09:35 – 10:00	Icebreaker – Marshmallow Challenge	CL
10:00 – 13:00	What is my business <ul style="list-style-type: none"> <li>• Value Proposition Canvas</li> <li>• Business Environment Canvas</li> <li>• Dude, where's my market – is it big enough?</li> </ul>	CL/HW
<b>13:00 – 14:00</b>	<b>LUNCH</b>	
14:00 - 17:00	Assumptions make an Ass out of you and me: <ul style="list-style-type: none"> <li>• What are the riskiest assumptions behind your business</li> </ul>	CL/HW
	How to test them: <ul style="list-style-type: none"> <li>• Building testable hypothesis</li> <li>• Designing Experiments to test</li> <li>• Setting success metrics</li> </ul>	CL/HW
<b>19:00</b>	<b>DINNER</b>	
Evening Work	Define total addressable Market Use BMC to identify potential revenue vs associated cost: <ul style="list-style-type: none"> <li>• What is your breakeven</li> <li>• What happens if your costs double and sales half</li> <li>• Contingency planning</li> </ul>	

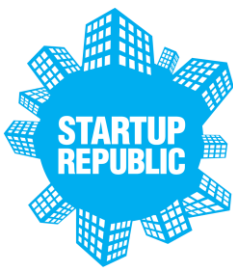




## Day 2: Customer Discovery & Development

Time:	Name of Session	Lead Facilitator
<b>08:15 – 09:00</b>	<b>BREAKFAST</b>	
09:00 – 09:15	Welcome to day 2, reflections from Day 1, warm up activity	MM/DR
09:15 – 10:15	Who is your customer & Where to find them	CL
10:00 – 11:00	Talking to Customers	JS/CL
11:00 – 13:00	Preparing to get out of the building, power of customer research	
<b>13:00 – 14:00</b>	<b>LUNCH</b>	
14:00 - 17:00	Getting out of the building, finding your customers and validating a need	JS/CL
	1-2-1 Mentor Time	Mentors
	What to do with your customer data	CL
<b>19:00</b>	<b>DINNER</b>	
Evening Work	Update persona's and value propositions/BMC based on customer feedback. What's been confirmed, what's changed.	

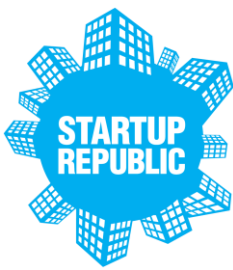




### Day 3: Pitching for and Raising Investment

<b>Time:</b>	<b>Name of Session</b>	<b>Lead Facilitator</b>
<b>08:15 – 09:00</b>	<b>BREAKFAST</b>	
09:00 – 09:05	Welcome to day 3, reflections from Day 1, warm up activity	MM/DR
09:05 – 10:30	Why raise investment <ul style="list-style-type: none"><li>• Growth</li><li>• EIS &amp; SEIS</li><li>• What are investors looking for?</li></ul>	CL/Bill Morrow/Marin Spiller
	How to Raise Investment: <ul style="list-style-type: none"><li>• Friends &amp; Family</li><li>• Angel Networks</li><li>• Crowdfunding</li></ul>	
10:30 – 12:00	Building a Pitch Deck, Presenting skills, tell the story, body language	Emma Zangs
<b>12:00 – 13:00</b>	<b>LUNCH</b>	
13:00 – 14:00	Rehearse Pitches & feedback	
14:00 – 15:30	Pitch me baby one more time... <ul style="list-style-type: none"><li>• 5 min max</li><li>• 2 min Q&amp;A</li><li>• Feedback</li></ul>	TBC
15:30 – 16:00	Next steps, feedback & Close	





**Current Mentor team:**

Paul Humphries  
Logan Hall  
Emma Jayne Parkes  
Craig Strong  
Julia Shalet  
Henry Warren  
Product Designer TBC

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<b>Catch-up sessions:</b>		
<b>Date</b>	<b>Location</b>	<b>Time</b>
Wednesday 29 June	KHBS2038	5pm
Tuesday 26 July	KHBS3035	5pm
Thursday 8 September	TBC	5pm

<b>Pitching event:</b>		
<b>Date</b>	<b>Location</b>	<b>Time</b>
Wednesday 28 September	TBC	5pm

