

The Get-Go Programme

14 - 16 Sept, 2020

A development programme for
new creative entrepreneurs in
Kent, Essex + East Sussex

**14-16 Sept, 2020
Delivered online**

Watch the taster session:

**It's never a flop: the learning
experience for your next great
business idea**

Learn more about the fundamentals of planning,
testing, and launching your business. How to learn from
failure and achieving success:

If you wish to apply or have any questions,
email admin@southeastcreatives.co.uk

The Get-Go Programme

Just started a new creative business? Or are you preparing to start one up?

Join Uday Thakkar for workshops and seminars that will use value proposition and business model canvases as a framework to improve and develop individual business ideas.

- Better understand the fundamental building blocks of planning and delivering a successful product or service.
- Get to grasp with strategy, value propositions, business model canvases and more
- Learn more about ambition, motivation, limiting your liabilities
- Improve your negotiation skills, price your services/ products, better pitch for investment, and making sure you get paid
- Network with like-minded businesses across the region
- Plus, other bits and pieces that you will find very useful

The programme is completely free for eligible businesses. Places are limited, so:

APPLY NOW

About Uday Thakkar



Uday believes enterprise is a force for good. In a long and varied career as an entrepreneur he has enjoyed some great successes and even more disasters. Undaunted he is now an enterprise support specialist and award-winning mentor. Uday launched **Red Ochre** to support purpose driven businesses. Red Ochre has established a formidable reputation with its training, facilitation, mentoring and business tool development. Red Ochre now works with a range of business sectors, including the creative, technology, food, retail, and service sectors. Many charities, social enterprises and community organisations benefit greatly from their engagement with Red Ochre.

Red Ochre delivers its services nationally and has undertaken enterprise support in 26 other countries. Uday specialises in strategy and business planning, leadership development and motivation, finance, marketing, and lots of common sense. His workshops attract over 1,000 participants annually and he is a popular speaker and presenter and author on aspects of enterprise. He is the winner of a national enterprise mentoring award.

The Get-Go Programme Day One with Uday Thakkar

Sept 14

10:00am
to
12:00pm

Why should anyone buy from you?

- Identifying a gap in the market; has your idea got legs?
- Do you really know who your customers are? Its more than your friends
- What do your customers need? Mostly they don't know, they kind of know what they want, but not what they need
- Designing services & products that satisfies customer needs, only you need to tell them this – "Here is the benefit I am creating for you!"
- Intro to a tool that will help you design a really good Value Proposition (an entrepreneur's term for benefits)

1:00pm
to
3:00pm

Without the roadmap, you are going to get lost Why you need strategy

- Understanding why you need to know where you want to get to, what's in it for you, and what you need to do to get there
- Vision & strategy – the easy bit – nice and woolly.
- The hard bit is knowing how to deliver the service or product
You need a Business Model
- Better still – we are going to use a great visual tool:
The Business Model Canvas to create your business model

The Get-Go Programme Day Two with Uday Thakkar

Sept 15

10:00am
to
12:00pm

I wish someone had explained that to me before

- Get a grip – what do you want to get out of your business?
- Creating personal resilience – learning to live with rejection
- Motivating yourself – go out and be a success
- Understanding costs – so that I know how to price my service or products
- Protecting yourself – Terms & Conditions – making sure you and your customer agree on what you are selling and what they are buying
- You come up with something pretty good – so how do you stop someone copying you – you need to Protect your Intellectual Property
- You want to get on, well then, you've got to make friends. Let's talk about networking, finding mentors, and other support. You are not alone

1:00pm
to
3:00pm

Want to remember what you are supposed to be doing? You need a Business Plan

- What is a business plan and why you need it
- What needs to go in a business plan and why, (it also depends on who's going to read it!)
- What are financial forecasts and what have they got to do with business plans?
- Looking for money – loans and investments and why those that have money need a business plan

The Get-Go Programme Day Three with Uday Thakkar

Sept 16

10:00am
to
12:00pm

The Dragon's Den moment – pitching your business/ business idea

- If you want to succeed you need to shout
- Customers, supporters, and investors buy you first
- So how do you sell yourself and your business?
- Preparing to pitch, the key steps
- Practicing the pitch

1:00pm
to
3:00pm

Everything in life has to be negotiated – let's get you doing it better

- Fundamentals of negotiations and developing negotiation skills
- Using models to better understand where you can get to an agreement – The Best Alternative
- Pitfall, tips & tricks

- END OF THE GET-GO PROGRAMME -

SOUTH EAST CREATIVES

About South East Creatives

South East Creatives offers different ways to support your business in its growth: [check out our website for more info](#). This event has been organised by the South East Creatives Workshop + Mentoring Programme.

You cannot receive a grant and be part of the Workshop +Mentoring Programme.

Stay up-to-date and follow South East Creatives on: [Instagram](#), [Twitter](#), and [Facebook](#).

The Workshops + Mentoring programme is delivered by [SPACE](#). It runs from September 2019 to September 2020.

About Eligibility

- Based in Kent, Essex or East Sussex
- Sole-trader or limited company HMRC registered for under 12 months. You may need to provide supporting documents as evidence

(if you haven't registered yet we can help you to do so before joining the programme)
- Be working in creative, cultural or digital industry, or currently looking to do so as a freelancer or business
- Committed to attending the sessions in full
- Open to working collaboratively with a group of like-minded people and developing your business

APPLY NOW