



# D2 BUSINESS STARTER PROGRAMME

Thinking of starting a new business?

Do you want to be your own boss?

Do you have the beginnings of a business idea that could make you money?

The **D2 Business Starter Programme** is a dynamic project helping people in communities throughout Derby and Derbyshire to start their own business through a programme of themed workshops and one-to-one support.

Over the past three years, D2 Business Starter Programme has **successfully supported over 190 businesses to start and thrive in Derbyshire.**

We are funded by Derby City Council and Derbyshire County Council and delivered by East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire), the leading business organisation in the region.

**There are no costs to you** - the only eligibility criteria is that people wishing to access the programme are a resident of Derby City or Derbyshire and have the desire to start a business.

With the changes happening across Derbyshire due to the economic impact of the pandemic, we have designed a new innovative programme of

support to ensure our budding business owners receive the support needed now to make a better future.

Our new programme will allow you to share and learn from our online interactive series of workshops. Each four hour workshop includes a lunch break from 12.00 – 12.45pm and time to carry out individual work.

### **One-to-One Support**

If required, participants will receive one-to-one support with an experienced Enterprise Adviser. This will enable you to create and develop realistic and innovative business ideas and motivate you to focus on achieving your business goals.

### **ICT Support**

We are offering participants the opportunity of receiving support to understand, implement, adopt and exploit digital technology to ensure your new business is reaching the widest possible markets.

Register your interest to be part of this programme at:

[www.pushthebuttontoday.com](http://www.pushthebuttontoday.com)  
call **01332 851289** or email  
[derbyshirestartup@emc-dnl.co.uk](mailto:derbyshirestartup@emc-dnl.co.uk)

See overleaf for **FREE WORKSHOP** details

Delivered by:



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Derby City Council



## D2 Business Starter Programme

Overall aim: to explain the basics of self-employment and business practice, and develop business plan content

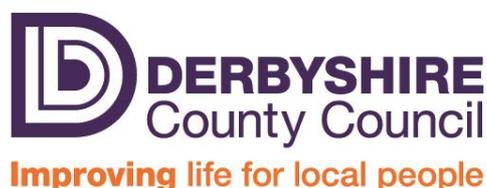
Session Type	Subjects Covered	Date	Times
<b>Taster session</b>	<ul style="list-style-type: none"> <li>Find out more about the programme</li> <li>Tell us about your business idea and plans</li> </ul>	01 March 2022	4pm-5pm
<b>Engagement Session</b>	<ul style="list-style-type: none"> <li>Tell us about your business idea and plans</li> </ul>	09 March 2022	4pm-5pm
<b>Business goals, vision and values</b>	<ul style="list-style-type: none"> <li>Plan what you want to achieve from your business</li> <li>Assess your skills, ambitions and goals</li> <li>Start to design your brand</li> <li>Next steps/goal setting and action planning</li> </ul>	16 March 2022	10am-2pm
<b>Business basics</b>	<ul style="list-style-type: none"> <li>Learn different business models</li> <li>Basic business structures and legal structures</li> <li>Develop a networking circle</li> </ul>	23 March 2022	10am-2pm
<b>Customers &amp; competitors</b>	<ul style="list-style-type: none"> <li>Who are your customers</li> <li>What does your competition look like</li> <li>Tools to assess your marketplace and find your target market</li> </ul>	30 March 2022	10am-2pm
<b>Sales and marketing</b>	<ul style="list-style-type: none"> <li>Understanding your customers and clients</li> <li>Consider your sales, marketing and advertising plans</li> <li>Customer engagement and valuable connections</li> </ul>	06 April 2022	10am-2pm
<b>Financial planning</b>	<ul style="list-style-type: none"> <li>Consider the start-up costs and business expenses</li> <li>Record keeping</li> <li>Pricing structures and models</li> <li>Profit forecasting</li> </ul>	27 April 2022	10am-2pm
<b>Laws &amp; legislation</b>	<ul style="list-style-type: none"> <li>Intellectual Property</li> <li>Practical day to day</li> <li>Legal considerations</li> </ul>	05 May 2022	10am-2pm
<b>Business planning</b>	<ul style="list-style-type: none"> <li>Unique selling point</li> <li>National Insurance, tax and when to register</li> <li>Showcase your ideas through your business plan</li> </ul>	10 May 2022	10am-2pm
<b>Enterprise graduation</b>	<ul style="list-style-type: none"> <li>Finalise and plan your next steps</li> <li>Discuss further support</li> </ul>	12 May 2022	10am-2pm

For further information or to **book** to attend this free workshop programme, please email [derbyshirestartup@emc-dnl.co.uk](mailto:derbyshirestartup@emc-dnl.co.uk) or call **01332 851289**.

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