



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 ready to take the next steps by building on the success of our support programme over the last three years, where we have successfully supported over 190 businesses to start and thrive in Derbyshire. We have just one purpose; to seek out and assist owners of brilliant ideas across Derbyshire.

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.

It is 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.

Enterprise Adviser

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

call **01332 851289** or email

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

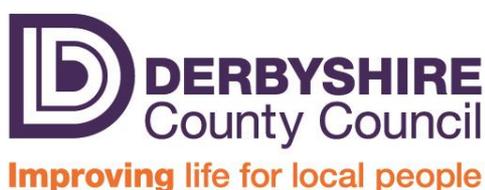
| Session Type | Subjects Covered | Date | Times |
|--|--|-------------------|----------|
| Taster Session | <ul style="list-style-type: none"> Find out more about the programme | 8 September 2021 | 4pm-5pm |
| Engagement session | <ul style="list-style-type: none"> Tell us about your business idea and plans | 15 September 2021 | 4pm-5pm |
| Business goals, vision and values | <ul style="list-style-type: none"> Plan what you want to achieve from your business Assess your skills, ambitions and goals Start to design your brand Next steps/goal setting and action planning | 22 September 2021 | 10am-2pm |
| Business basics | <ul style="list-style-type: none"> Learn different business models Basic business structures and legal structures Develop a networking circle | 29 September 2021 | 10am-2pm |
| Customers & competitors | <ul style="list-style-type: none"> Who are your customers What does your competition look like Tools to assess your marketplace and find your target market | 6 October 2021 | 10am-2pm |
| Sales and marketing | <ul style="list-style-type: none"> Understanding your customers and clients Consider your sales, marketing and advertising plans Customer engagement and valuable connections | 13 October 2021 | 10am-2pm |
| Financial planning | <ul style="list-style-type: none"> Consider the start-up costs and business expenses Record keeping Pricing structures and models Profit forecasting | 20 October 2021 | 10am-2pm |
| Business planning | <ul style="list-style-type: none"> Unique selling point National Insurance, tax and when to register Showcase your ideas through your business plan | 3 November 2021 | 10am-2pm |
| Laws & Legislation | <ul style="list-style-type: none"> Intellectual Property Practical Day to Day Legal Considerations | 8 November 2021 | 10am-2pm |
| Enterprise graduation | <ul style="list-style-type: none"> Finalise and plan your next steps Discuss further support | 10 November 2021 | 10am-2pm |

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

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