



Capital  
City  
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Group

# Global Trends and Making a Pitch Workshop 2

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Wendy Breakell, Entrepreneur

# Today's session

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- ✓ The UK start up economy- KEY TRENDS
- ✓ The start up business model
- ✓ Strategies to grow the business

Time for questions and discussions

# Trends UK ... Anything tec .....

## Micro Businesses

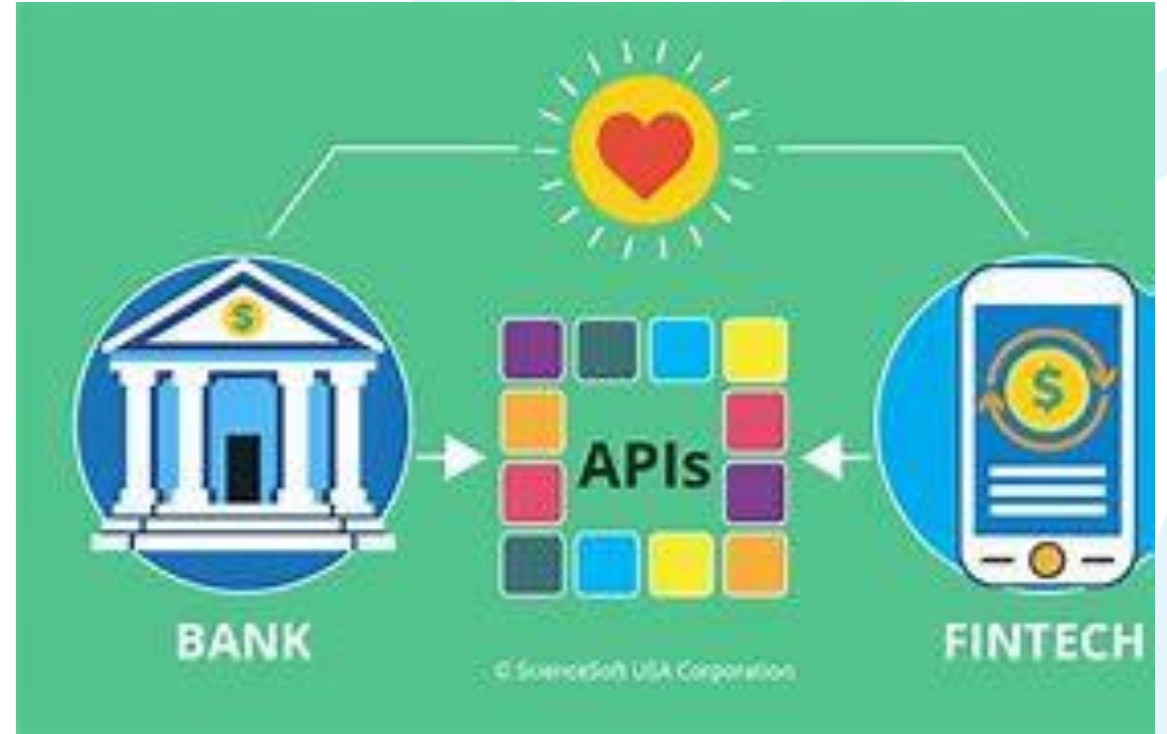
- Med Tec
- Fin Tec
- Health tec
- Civ Tec
- Ed Tec

Micro business –10 employees

Business model – depends on Buy outs

Start again

Plus Organic , vegan food ,Sustainable fashions,  
Alternatives to alcohol



# Entrepreneurship is flourishing in the UK

- 83% of 18-24 year olds have ambitions of self-employment
- 51% progress to starting a business ( types / success rates vary)
- Trend developing since turn of 21c Century and is increasing+
- Average age for founders of start ups 35
- Many experimented at University
- Side hustles

Why increase in Youth Entrepreneurs?



# But what makes the success

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- Fewer than half of UK Start-ups make it beyond 5 years
- 60 % of new businesses will go-under within three years
- 20% of new businesses will close their doors within just 12 months

# Success factor one : the team

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- Motivations – what motivates you?
- Aptitudes – how do you think and behave ?
- Know how – who and what do you know?

# Motivations – driving forces

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- Economic
- Personal
- Political
- Other...

# Some key Aptitudes in a successful start up

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## Incredible self-awareness required

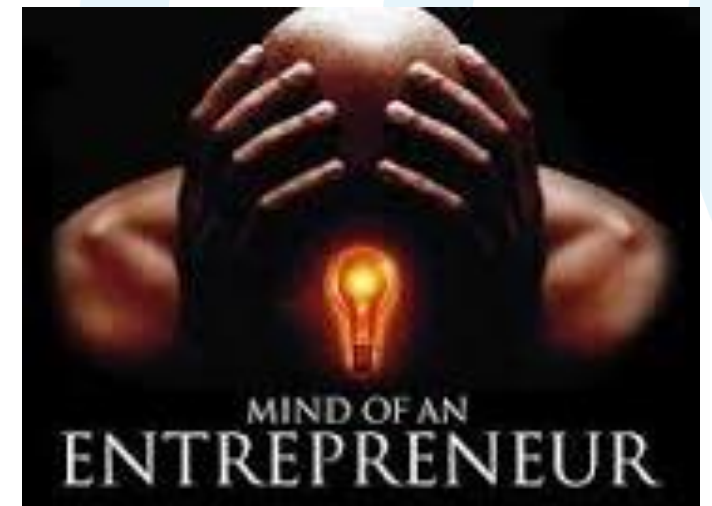
- ✓ Resilience – pool of optimism - determined, solving problems, seeks solutions, up side.
- ✓ Agility – what's next – can we improve - grabs opportunities ---- curious, research, flexible, resists stagnation, complacency
- ✓ Handling Risk – leadership quality – risk assessment, taking decisions, accepting responsibility, spinning plates

**Bottom line managing the process**

**Everyone has to work hard**

**Take responsibilities**

**Entrepreneurs get things done**





# Know how

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What do you bring to the table – it's got to matter

- The product
- The networks
- Key skills – name some!

# Success Factor two : Eco systems /support

- Education and academia
- Charities
- Government aid ... Start up loans
- Enterprise scheme for unemployed
- Growth Hubs .. Provided by commercial organisations, Universities, Banks
- Silicone Roundabout London

## Universities –

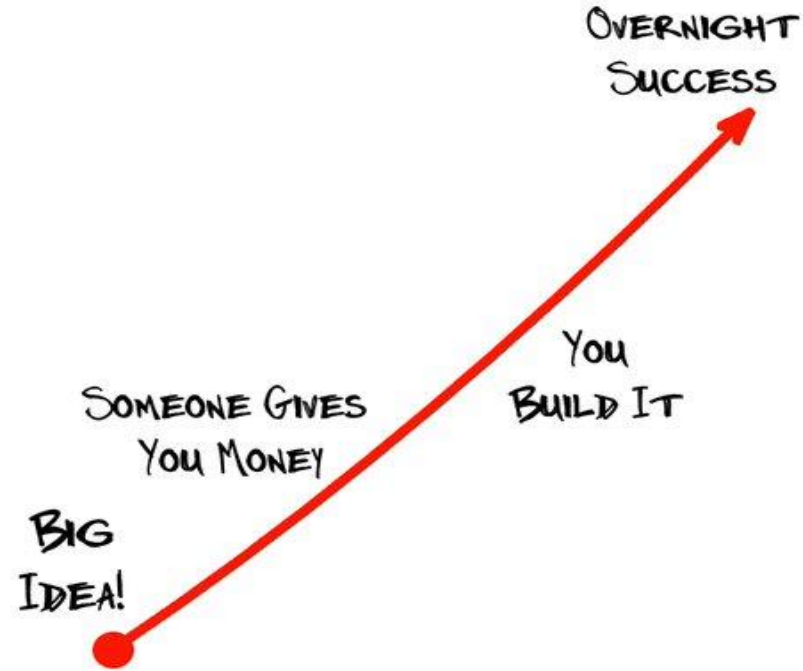
- Incubator hubs
- Funding streams
- Access to investors
- Joint investment
- Access to facilities
- Remember Bariquins



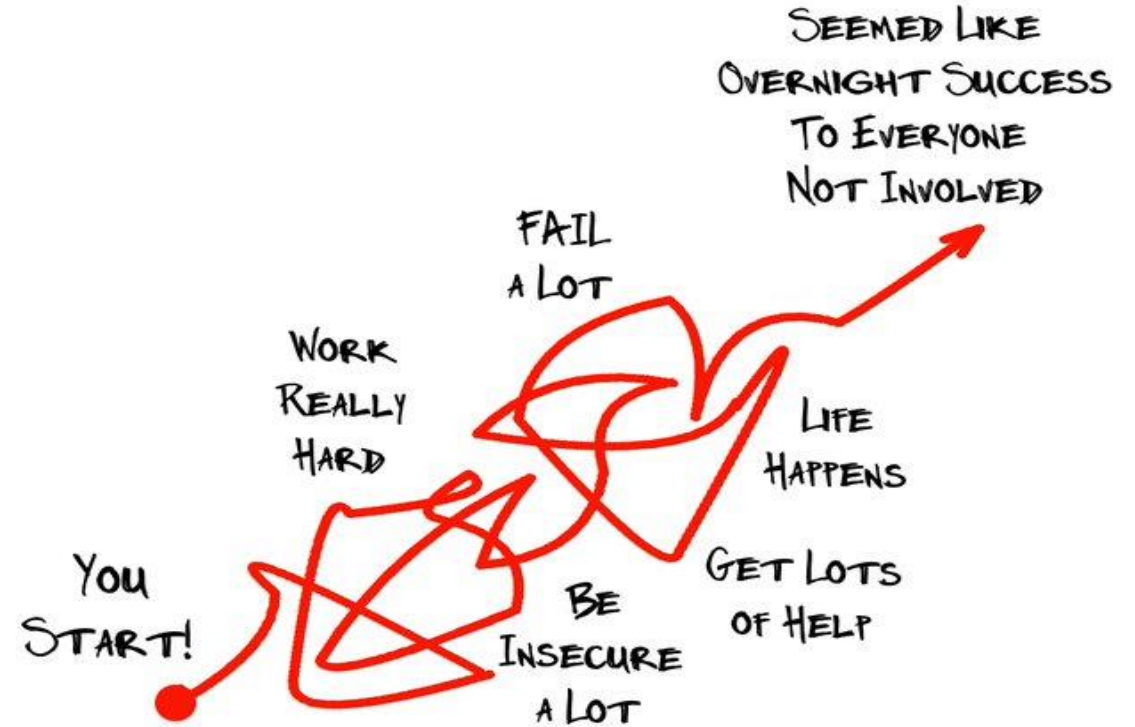
# University Support Kings College London

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# Success Factor 3 Types of Start up models



WHAT PEOPLE THINK IT LOOKS LIKE ...



WHAT IT REALLY LOOKS LIKE ...

# The lean start up model

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Key problem - young entrepreneurs saw lack of access to funding as a major barrier to growth

## Solution

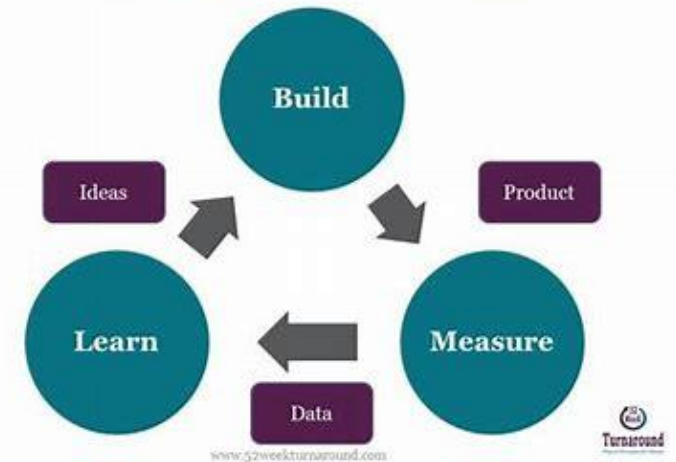
The Lean Startup -asks two key questions

1 "Should this product be built?" and

2 "Can we build a sustainable business around this set of products and services?"

***Create a foundation rich in data that provides the nutrients to enrich the business.***

## Lean Startup Model



# Strategy for growth

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***Create a foundation rich in data that provides the nutrients to enrich the business***

***Should this product be built?***

**Methodology - Build-measure-learn feedback loop.**

Step one - the problem that needs to be solved

Step two - developing a **minimum viable product (MVP)**

Step three- Validated learning – if it sells ..... Unit of learning

**Move to a sustainable position**

Start to manufacture more = commit to more investment – seek investment

– grow the solution – develop the product –return to step one

**Return to lean start up model for next stage of development – Product / Service**

Start to manufacture more = commit to more investment – seek investment

– grow the solution – develop the product –return to step one

# Consider the first three steps

## Create the MVS – scaled

- Should we create this product – a basic recording studio
- Problem – emerging music scene in Manchester and not enough accessible recording studios
- Created an Easy access, affordable, basic facility.
- Maintained and grew this offer with a second and a third similar facility



# Test and develop- growth

From 1990 - 2000

- Problem – Music scene growing in Manchester ( google Hacienda Manchester).
- New focus outside London
- Lack of high end professional facilities for bands being
- signed and sound engineers and music producers to work with them
- Test and developed concept of studios to take recording experience to higher professional level AND train sound engineers

**Solution : Created Mid range and advanced facilities for musicians**

**With in house training facility for sound engineers and music producers**

GROWTH – BANK LOAN AND LEASE

Moved location – 3 storey building in out of city position- cheaper to acquire and renovate

Finance model : lease , flexible terms, short terms then renegotiate

Payment structure – secure contract then use that to agree bank support

Between 1983 - 2,000 company GREW 500%

Staff from micro (6 staff) to 30 staff (plus freelancers) 100 PEOPLE





# Stage three 2000- 2021

## Diversification- growth not scale

Problem – growth through direct government policy to locate huge media production companies in regions of the UK

Manchester was one. MEDIA CITY

Created huge generation of new associated businesses – special effects, Post production, design and arts.....

Launched into new services

- Products ; tv, film, gaming
- Markets – London and international through franchise

Test and develop model

With stakeholders ( partners in the territories – trade experts )

Investment supported by bank

Political bodies regional economic development agencies supporting business growth in the UK

NEVER DO THIS STAGE ALONE!



# The vision – the purpose of the company

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Be clear in the what you are transforming and the impact your business will have

- ✓ Describe the desired future state of a business within a 5-10 year timeframe
- ✓ Guides the direction of the business's efforts.
- ✓ The first step in building a highly-effective business strategic plan.
  
- To bring inspiration and innovation to every athlete in the world.
- To be the world's best quick service restaurant experience
- To become the world's leading streaming entertainment service.
- To craft the brands and choice of drinks that people love, to refresh them in body & spirit
- To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online
- To accelerate the world's transition to sustainable energy

# Success factor four the business offer

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The Big Why – the ultimate aim

The What – a clear statement of what offer

And then – why customers buy from them

Underpinning all of this is EVIDENCE based on that empathy with your target customers

This is based on the work we did on the user experience

# Competitor analysis – Competitive edge

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Provides the most powerful data on your WOW

Analyse their Strengths and weaknesses to arrive at your  
**COMPETITIVE EDGE**

- Innovative – content, how it is received, extra services
- Price point – freemium, subscription, accessibility.
- Customer service – flexibility, terms and conditions, additionality
- Values – ethical, sustainability, worker's rights, political issues

# A marketing strategy

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Addresses all the key P's- sets timescales, schedules activities

Marketing mix – apply it in differing ways

- Place – where you sell
- Price – what you sell it for – MARGIN for success- successful business pay attention to the margin. Overall business must achieve at least 25% MARGIN
- Promotion – what you say to attract customers – target customers key- personas
- Physical evidence – shop / appearance of the brand
- People – the team, who is involved, key stakeholders
- Product – the business offer – features, benefits, values, problem to be solved
- Process – how to get it market ready – logistics/ suppliers

This makes the sales happen!



# How do we create the business?

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- Structure
- Organisation
- Financials
- Plan
- Communicate the vision, potential to our audience



# And finally that pitch

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- A deep understanding of the problem to be solved and the user experience
- A solution that is capable of being repeated and scaled
- A clear understanding of the financials that underpin the business – the costs – the pricing – the sales targets and profits to be made YR 1-3
- A belief in the team ! Personality, characteristics, strengths.

# Examples of great pitches

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# Examples of great pitch decks

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Have a look at some of these [pitch decks](#) what makes them great?



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