

ENTERPRISE PROGRAMME ACTIVITY – AUTUMN 2020 AND SPRING 2021 SEMESTERS

YOUR IDEA: Intro to the Enterprise Programme (workshop)	Thu 24 th Sept 17:00-18:00 hrs <i>Online (Teams)</i>	Have you ever considered developing an idea, starting a business, commercialising your research, or broadening your skillset? Learn about entrepreneurial and intrapreneurial opportunities and the comprehensive range of support available at the University of Stirling for our students, staff and recent graduates.
YOUR IDEA: Business model planning (workshop)	Thu 1 st Oct 17:00-18:00 hrs <i>Online (Teams)</i>	Join the Enterprise Programme and the Scottish Institute for Enterprise (SIE) for an interactive session that will introduce you to the Business Model Canvas; a game-changing tool that will enable you to think-through and begin developing a plan for your idea. BONUS: learn about the activities and support that SIE provide aspiring student and graduate entrepreneurs!
YOUR IDEA: Marketing 101 (workshop)	Thu 8 th Oct 17:00-18:00 hrs <i>Online (Teams)</i>	Can you even have a business if you don't have a market?! Learn some of the basic marketing essentials that aspiring entrepreneurs and intrapreneurs alike need to understand in order to effectively develop ideas and start-ups. This session will provide a general overview of key marketing activities, such as conducting market research, determining market demand and accessing customers.
YOUR IDEA: Digital strategy (workshop)	Thu 15 th Oct 17:00-18:00 hrs <i>Online (Teams)</i>	Now more than ever, incorporating digital strategy into your business plan can be essential to your start-up's overall resilience. This session will explore how entrepreneurs can employ various digital strategies to meet business needs.
MASTERCLASS: Financial strategy for start-ups	Wed 21 st Oct 12:00-14:00 hrs <i>Online (Teams)</i>	Join the Enterprise Programme and our expert speaker to learn about the financial planning essentials that will help you to develop a commercially viable business model and a start-up that stays in the green. You can't afford to miss this session!
YOUR IDEA: Investment and funding sources (workshop)	Thu 5 th Nov 17:00-18:00 hrs <i>Online (Teams)</i>	We all wish we had a magic money tree in the backyard, but in lieu of this, make sure you find out about the various funding sources for start-ups in Scotland. This session will cover key topics, such as investment, grants, crowd-funding, and more, as well as discussing the advantages and disadvantages to each.

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YOUR IDEA: Business for good (workshop)	Thu 19 th Nov 17:00-18:00 hrs <i>Online (Teams)</i>	Back by popular demand, our friends at Firstport Scotland will discuss the different ways that businesses can be set up to create positive social and/or environmental impact. If you're interested in social enterprises or non-profits be sure to join us! BONUS: learn about the funding and support that Firstport Scotland provide aspiring social entrepreneurs and their businesses!
ENTREPRENEURS IN DISCUSSION: Why Not Now?	Thu 26 th Nov 17:00-18:00 hrs <i>Online (Teams)</i>	Always a highlight of the autumn semester, don't miss this inspiring discussion panel, featuring some of our very own University of Stirling alumni entrepreneurs! Hear their start-up stories, ask your questions and get a big dose of motivation for 2021!
YOUR BUSINESS: Leadership (workshop)	Thu 21 st Jan 17:00-18:00 hrs <i>Location TBC</i>	What does it take to be an effective leader? And importantly, how do you develop your own leadership skills? Join the Enterprise Programme and our guest speaker to learn some of the key lessons about self-awareness, skills-development, and important aspects of building and leading a winning team.
YOUR BUSINESS: Growing your team (workshop)	Thu 4 th Feb 17:00-18:00 hrs <i>Location TBC</i>	People are often regarded as a business' greatest asset... So when the time comes, how can you strive to grow your own team with care? Join us for a high-level overview of relevant topics, such as the various types of employment, employer obligations, the importance of organisational culture, and the case for embedding equality, diversity and inclusivity in your workplace.
LEGAL MASTERCLASS: Protecting your idea/business	Wed 10 th Feb 12:00-14:00 hrs <i>Location TBC</i>	When it comes to legal issues, it's often said that 'the devil is in the detail'. Our expert speaker will provide an overview of intellectual property (IP) matters and contract issues that early-stage start-ups may come across.
YOUR BUSINESS: Pitching 101 (workshop)	Thu 11 th Feb 17:00-18:00 hrs <i>Location TBC</i>	Self-presentation and communication are important skillsets, especially when it comes to pitching your business idea! Join the Enterprise Programme to develop pitching and presentation skills, as well as your confidence. We'll help you prepare to seal the next deal!

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Competition Information Session	Thu 18 th Feb 17:00-18:00 hrs <i>Location TBC</i>	Learn about the University's annual student and graduate idea and start-up competitions; Pitch & Progress and the Entrepreneurial Quest, which both will take place in March 2021. Please note: attendance to the information session is required in order to register for either Pitch & Progress or the Entrepreneurial Quest. Contact innovationandenterprise@stir.ac.uk for more information.
PITCH & PROGRESS (competition)	Mon 8 th March 13:00-16:00 hrs <i>Location TBC</i>	Based on the format of the BBC's Dragon's Den programme, Pitch & Progress is the University of Stirling's annual start-up competition. Eligible entrepreneurs have the opportunity to pitch their business to a panel of judges for the chance to be selected as the institutional candidate for Santander Universities UK's Emerging Entrepreneurs competition, where they will compete for an impressive national prize pot! * Please ensure that you register to attend the mandatory Competition Information Session on Thursday 18 th February prior to registering for Pitch & Progress.
THE ENTREPRENEURIAL QUEST 2021 (competition)	Thu 18 th March 16:00-19:30 hrs <i>Location TBC</i>	Don't miss participating in the University of Stirling's annual student ideas competition, the Entrepreneurial Quest! Pitch your business idea, gain constructive feedback from three expert judges, and compete for a one-year residence package in the campus business incubator, The Hive! *Please ensure that you register to attend the mandatory Competition Information Session on Thursday 18 th February prior to registering for the Entrepreneurial Quest.