



Nottingham Trent  
University

# **NTU Start Up**

## Information for applicants

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## Outline

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**NTU Start Up** is a 12 week programme of free support for NTU students and graduates who are in the early stages of starting a business and need some help.

Facilitated and managed by [NTU Enterprise](#) and Based at the [Dryden Enterprise Centre](#) on NTU's city campus, the programme consists of 12 weekly workshops designed to give you the key tools you need to kickstart the initial phase of your business. You will also have access to networking opportunities and events at the Dryden Enterprise Centre whilst you are on the programme.

The workshops focus on enterprising topics such as business modelling, idea validation, marketing, financial planning and legal considerations.

Underpinning the workshop programme is [EntreComp](#), the entrepreneurship competence framework, which brings together skills and competencies to help you transform ideas and opportunities into key actions. The programme covers a significant amount within a short period of time, so be prepared to work hard!

### Who is it for?

**NTU Start Up** is for any NTU student or graduate from any discipline who is in the start-up phase of their business (this can also include freelancing), and who needs

help with the basics. It doesn't matter if you're registered, unregistered, already trading or not trading. The content of the programme is designed to focus on early-stage business planning, testing and validating a business concept.

We recognise that students juggle many commitments, so we have scheduled the programme to take place 3 times throughout the academic year, so you can choose which programme suits you the best.

**NTU Start Up** differs from our other programmes (Year in Enterprise and Graduate Enterprise Programme) as it spans 12 weeks only, as opposed to a full academic year. Our other programmes also offer additional opportunities which aren't available to businesses on the **NTU Start Up** strand. If you're interested in one of our other offers, please get in touch to discuss your options.

### **What are the aims of the programme?**

Quite simply – to help you get your business off the ground. We give you the tools and support to help you plan and execute actions to start your business. Our team of Enterprise Advisers will provide advice and guidance, and with access to a dynamic community of businesses and entrepreneurs at the DEC, you'll soon be off to a winning start.

### **Programme structure**

**NTU Start Up** is delivered by the NTU Enterprise team and runs for 12 weeks.

It starts with an induction so the cohort can get to know each other and find out more about the programme. Following this, key business topics are covered each week. Please see the timetable for further details and key dates.

The programme will be fast paced and will cover a range of topics that are relevant to starting a business. What you learn will validate your idea – or challenge it. It's a practical programme with tools for you to take away and work on. All resources and materials can be adapted according to your individual needs.

### **Am I eligible?**

- The programme is open to any NTU student or graduate **except international students who are not eligible to apply** as it will contravene student visa requirements.
- If you are an International Graduate from NTU who has secured either a Graduate visa or Innovator Founder visa, you may apply to the programme. Further information for international entrepreneurs can be found [here](#). Please note: your visa status must be confirmed before applying.
- We welcome business ideas from any industry/sector except for businesses in the following categories: politically or religiously motivated, stocks and shares, armaments and weaponry, pornography or gambling.

## Dates

NTU Start Up takes place 3 times per year:

- Cohort 1: 24 September – 10 December 2024  
(Deadline for applications: Friday 6 September)
- Cohort 2: 30 January – 17 April 2025  
(Deadline for applications: Friday 17 January)
- Cohort 3: 15 May – 31 July 2025  
(Deadline for applications: Friday 2 May)

## Timetable

All sessions take place in-person at the Dryden Enterprise Centre.

### Cohort 1: Tuesday 24 September – Tuesday 10 December 2024

Activity	Date/time	Details & Learning Outcomes
<b>01: Welcome to the programme</b>	Tuesday 24 September 10am – 3pm	<ul style="list-style-type: none"> <li>• Introductions – get to know the group.</li> <li>• Outline of programme &amp; what's to come</li> <li>• Developing entrepreneurial ideas and competencies – strengths profile / EntreComp Framework.</li> </ul>
<b>02: BMC Basics 1</b>	Tuesday 1 <sup>st</sup> October 10am – 3pm	<ul style="list-style-type: none"> <li>• Introducing the Business Model Canvas (BMC), a strategic entrepreneurial tool to help you describe, design and challenge your business model.</li> </ul>
<b>03: BMC Basics 2</b>	Tuesday 8 October 10am – 3pm	<ul style="list-style-type: none"> <li>• Using the BMC to visualise and communicate a simple story for your business idea.</li> <li>• The importance of customer profiling</li> </ul>
<b>04: Business Model Validation</b>	Tuesday 15 October 10am – 3pm	<ul style="list-style-type: none"> <li>• Learn how to test, analyse and refine your business idea.</li> </ul>
<b>05: Communicating your business to the world</b>	Tuesday 22 October 10am – 3pm	<ul style="list-style-type: none"> <li>• How to talk confidently and effectively about your business.</li> <li>• Develop and practice an elevator pitch.</li> <li>• Tips on successful networking.</li> </ul>
<b>06: Business Essentials – registration, tax and legals</b>	Tuesday 29 October 10am – 3pm	<ul style="list-style-type: none"> <li>• How to navigate the legal requirements of starting a business.</li> <li>• Learn all about business registration and what's the right route for you.</li> </ul>

<b>07: Your personal and professional development journey</b>	Tuesday 5 November 10am – 3pm	<ul style="list-style-type: none"> <li>• What does the entrepreneurial journey look like? How to adapt to change, increase resilience and stay motivated.</li> <li>• Recognising the benefits of a growth mindset.</li> <li>• The value of coaching and mentoring in enterprise and entrepreneurship.</li> <li>• Case studies from previous graduates.</li> </ul>
<b>08: Marketing for start ups</b>	Tuesday 12 November 10am – 3pm	<ul style="list-style-type: none"> <li>• Providing you with a solid understanding of the basics of marketing for start-ups.</li> <li>• Learn how to make informed decisions when planning your marketing strategy.</li> </ul>
<b>09: Building a brand and creating content</b>	Tuesday 19 November 10am – 3pm	<ul style="list-style-type: none"> <li>• An introduction to branding.</li> <li>• Exploring tools and techniques for creating relevant and purposeful content.</li> <li>• How to navigate social media for your start-up.</li> </ul>
<b>10: Meet the mentor day</b>	Tuesday 26 November 10am – 3pm	<ul style="list-style-type: none"> <li>• Meet with our external mentors for some quick-fire, one-to-one speed mentoring.</li> </ul>
<b>11: Funding your start up</b>	Tuesday 3 December 10am – 3pm	<ul style="list-style-type: none"> <li>• Exploring finance and funding options for start-ups.</li> <li>• Presentation from First Enterprise on Start Up Loans.</li> </ul>
<b>12: Reflection session: next steps for your start up</b>	Tuesday 10 December 10am – 3pm	<ul style="list-style-type: none"> <li>• How to get to the next stage – launching your start up, getting sales and growing your business.</li> <li>• Set specific goals and develop a plan to achieve them.</li> <li>• Next steps with NTU and the DEC.</li> </ul>

### Cohort 2: Thursday 30 January – Thursday 17 April 2025

Activity	Date/time	Details & Learning Outcomes
<b>01: Welcome to the programme</b>	Thursday 30 January 10am – 3pm	<ul style="list-style-type: none"> <li>• Introductions – get to know the group.</li> <li>• Outline of programme &amp; what's to come</li> <li>• Developing entrepreneurial ideas and competencies – strengths profile / EntreComp Framework.</li> </ul>
<b>02: BMC Basics 1</b>	Thursday 6 February	<ul style="list-style-type: none"> <li>• Introducing the Business Model Canvas (BMC), a strategic entrepreneurial tool to</li> </ul>

	10am – 3pm	help you describe, design and challenge your business model.
<b>03: BMC Basics 2</b>	Thursday 13 February 10am – 3pm	<ul style="list-style-type: none"> <li>Using the BMC to visualise and communicate a simple story for your business idea.</li> <li>The importance of customer profiling</li> </ul>
<b>04: Business Model Validation</b>	Thursday 20 February 10am – 3pm	<ul style="list-style-type: none"> <li>Learn how to test, analyse and refine your business idea.</li> </ul>
<b>05: Communicating your business to the world</b>	Thursday 27 February 10am – 3pm	<ul style="list-style-type: none"> <li>How to talk confidently and effectively about your business.</li> <li>Develop and practice an elevator pitch.</li> <li>Tips on successful networking.</li> </ul>
<b>06: Business Essentials – registration, tax and legals</b>	Thursday 6 March 10am – 3pm	<ul style="list-style-type: none"> <li>How to navigate the legal requirements of starting a business.</li> <li>Learn all about business registration and what's the right route for you.</li> </ul>
<b>07: Your personal and professional development journey</b>	Thursday 13 March 10am – 3pm	<ul style="list-style-type: none"> <li>What does the entrepreneurial journey look like? How to adapt to change, increase resilience and stay motivated.</li> <li>Recognising the benefits of a growth mindset.</li> <li>The value of coaching and mentoring in enterprise and entrepreneurship.</li> <li>Case studies from previous graduates.</li> </ul>
<b>08: Marketing for start ups</b>	Thursday 20 March 10am – 3pm	<ul style="list-style-type: none"> <li>Providing you with a solid understanding of the basics of marketing for start-ups.</li> <li>Learn how to make informed decisions when planning your marketing strategy.</li> </ul>
<b>09: Building a brand and creating content</b>	Thursday 27 March 10am – 3pm	<ul style="list-style-type: none"> <li>An introduction to branding.</li> <li>Exploring tools and techniques for creating relevant and purposeful content.</li> <li>How to navigate social media for your start-up.</li> </ul>
<b>10: Meet the mentor day</b>	Thursday 3 April 10am – 3pm	<ul style="list-style-type: none"> <li>Meet with our external mentors for some quick-fire, one-to-one speed mentoring.</li> </ul>
<b>11: Funding your start up</b>	Thursday 10 April 10am – 3pm	<ul style="list-style-type: none"> <li>Exploring finance and funding options for start-ups.</li> <li>Presentation from First Enterprise on Start Up Loans.</li> </ul>

<b>12: Reflection session: next steps for your start up</b>	Thursday 17 April 10am – 3pm	<ul style="list-style-type: none"> <li>• How to get to the next stage – launching your start up, getting sales and growing your business.</li> <li>• Set specific goals and develop a plan to achieve them.</li> <li>• Next steps with NTU and the DEC.</li> </ul>
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**Cohort 3: Thursday 15 May – Thursday 31 July 2024**

<b>Activity</b>	<b>Date/time</b>	<b>Details &amp; Learning Outcomes</b>
<b>01: Welcome to the programme</b>	Thursday 15 May 10am – 3pm	<ul style="list-style-type: none"> <li>• Introductions – get to know the group.</li> <li>• Outline of programme &amp; what's to come</li> <li>• Developing entrepreneurial ideas and competencies – strengths profile / EntreComp Framework.</li> </ul>
<b>02: BMC Basics 1</b>	Thursday 22 May 10am – 3pm	<ul style="list-style-type: none"> <li>• Introducing the Business Model Canvas (BMC), a strategic entrepreneurial tool to help you describe, design and challenge your business model.</li> </ul>
<b>03: BMC Basics 2</b>	Thursday 29 May 10am – 3pm	<ul style="list-style-type: none"> <li>• Using the BMC to visualise and communicate a simple story for your business idea.</li> <li>• The importance of customer profiling</li> </ul>
<b>04: Business Model Validation</b>	Thursday 5 June 10am – 3pm	<ul style="list-style-type: none"> <li>• Learn how to test, analyse and refine your business idea.</li> </ul>
<b>05: Communicating your business to the world</b>	Tuesday 12 June 10am – 3pm	<ul style="list-style-type: none"> <li>• How to talk confidently and effectively about your business.</li> <li>• Develop and practice an elevator pitch.</li> <li>• Tips on successful networking.</li> </ul>
<b>06: Business Essentials – registration, tax and legals</b>	Thursday 19 June 10am – 3pm	<ul style="list-style-type: none"> <li>• How to navigate the legal requirements of starting a business.</li> <li>• Learn all about business registration and what's the right route for you.</li> </ul>
<b>07: Your personal and professional development journey</b>	Thursday 26 June 10am – 3pm	<ul style="list-style-type: none"> <li>• What does the entrepreneurial journey look like? How to adapt to change, increase resilience and stay motivated.</li> <li>• Recognising the benefits of a growth mindset.</li> <li>• The value of coaching and mentoring in enterprise and entrepreneurship.</li> <li>• Case studies from previous graduates.</li> </ul>

<b>08: Marketing for start ups</b>	Thursday 3 July 10am – 3pm	<ul style="list-style-type: none"> <li>• Providing you with a solid understanding of the basics of marketing for start-ups.</li> <li>• Learn how to make informed decisions when planning your marketing strategy.</li> </ul>
<b>09: Building a brand and creating content</b>	Tuesday 10 July 10am – 3pm	<ul style="list-style-type: none"> <li>• An introduction to branding.</li> <li>• Exploring tools and techniques for creating relevant and purposeful content.</li> <li>• How to navigate social media for your start-up.</li> </ul>
<b>10: Meet the mentor day</b>	Thursday 17 July 10am – 3pm	<ul style="list-style-type: none"> <li>• Meet with our external mentors for some quick-fire, one-to-one speed mentoring.</li> </ul>
<b>11: Funding your start up</b>	Thursday 24 July 10am – 3pm	<ul style="list-style-type: none"> <li>• Exploring finance and funding options for start-ups.</li> <li>• Presentation from First Enterprise on Start Up Loans.</li> </ul>
<b>12: Reflection session: next steps for your start up</b>	Thursday 31 July 10am – 3pm	<ul style="list-style-type: none"> <li>• How to get to the next stage – launching your start up, getting sales and growing your business.</li> <li>• Set specific goals and develop a plan to achieve them.</li> <li>• Next steps with NTU and the DEC.</li> </ul>

All advertised workshops are subject to change. In the event of a change of date or time, we will endeavour to let you know as soon as we can.

## Application process

### 1) Complete an Expression of Interest Form

Submit your [Expression of Interest Form](#) by the deadline specified (see 'Dates' earlier in this document). You will be asked to specify which cohort you are interested in.

### 2) Receive a programme offer (or rejection)

After reviewing your expression of interest, we will follow-up with a successful offer of a place or inform you that you have not been successful.

Places on the programme will be allocated on a first-come-first-served basis. If the cohort you have applied for is full, we will offer you a place on another programme.

Please note that we have a high demand for places on our programmes, so we recommend you applying as soon as you can.

## Further information

If you have any queries about **NTU Start Up**, please contact [Enterprise@ntu.ac.uk](mailto:Enterprise@ntu.ac.uk).

## Keep in touch

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[NTU Student Enterprise on Instagram](#)

[NTU Enterprise](#)

[Dryden Enterprise Centre](#)

[LinkedIn](#)

**We look forward to receiving your expression of interest**