

**Enterprise at Warwick**  
**Student Enterprise Fund Development Drive**

The Development Drive is an invitation-only event for all recipients of the Student Enterprise Fund in the academic year 2017/18. The generous support we receive from Santander Universities means we can offer this two-day event to you free of charge. All food and drink will be provided across the two days to allow you to focus on developing your enterprise ideas and getting the most out of the Development Drive. **Registration is essential, please sign up using this web form by 12 noon on Monday 4<sup>th</sup> June: [SIGN UP FORM](#)**

Thursday 14 <sup>th</sup> June		
09.30-09.40	Introductions	Oculus OC1.08
09.40-10.45	Sub-group discussions: challenges and solutions	Oculus OC1.08
10.45-11.00	Break	
11.00-12.00	Topic 1: The practicalities of setting up your business (legal and accounting considerations) <i>30 min talk + 30 min Q&amp;A</i>	Oculus OC1.08
12.00-12.30	Lunch	
12.30 – 13.30	Topic 2: Intellectual Property <i>30 min talk + 30 min Q&amp;A</i>	Oculus OC1.08
13.45-15.45	Topic 3: Market research; understanding, defining, and discovering your target customers <i>Delivered talk plus Q&amp;A and practical application</i>	Oculus OC1.08
15.45-17.00	Facilitated preparation for practical customer discovery/market research exercise to take place on Friday morning. Please bring your laptop/tablet.	Oculus OC1.08
17.00 – 19.00	Drinks and dinner 'Meet the Entrepreneurs' with 2-3 guest entrepreneurs. <i>Short talks with time for Q&amp;A and networking.</i>	Fusion

Friday 15 <sup>th</sup> June		
08.30-09.00	Breakfast and Briefing	Oculus OC1.08
09.00-11.30	Practical market research and customer discovery exercise	Various – on and off campus
11.30-12.00	Reconvene and coffee break Discussion of findings from exercise	
12.00 – 13.00	Topic 4: Marketing Campaigns <i>30 min talk + 30 min Q&amp;A</i>	Oculus OC1.08
13.00-13.30	Free time Prepare for individual round-table sessions	
13.30-16.00	Individual 30 min round-table sessions with advisers/mentors	WBS various rooms
16.00 – 18.00	Drinks and BBQ 2 min reflections/presentations to the group: - Your vision - Your next 2 critical steps - From whom do you need support/buy-in?	WBS café (private hire)
18.00	Close	

Please contact Vicki Murphy if you have any queries: [enterprise@warwick.ac.uk](mailto:enterprise@warwick.ac.uk)