

Warwick Enterprise Start-Up Programme

Duration: 12 Months

- The 12- month duration allows for MVP development and (product-market fit) validation, with enough time to potentially demonstrate early (user-experience or commercial) traction
- The duration also accommodates students and graduates involved in full time study or work

Programme Support

- At least 1 x 1 hour progress call per month with Startup Coach
- Monthly progress report against Milestone and Action Plan (“MAP”) document
- Workshops introducing programme candidates to:
 - Brand building
 - Business Modelling
 - Legal and Compliance (IP)
 - Operations Management
 - Financial Planning
 - Investment Readiness

Criteria for Business Selection:

- Idea is innovative, viable and shows potential for scale (demonstrated in business plan and financial model)
- Strong founder/leadership team with a clear vision

Applications Windows: Three per year

- 1 March – 31 March
- 1 July – 31 July
- 1 November – 30 November

Intake Windows: Three per year

- 1 January – 31 January
- 1 May – 31 May
- 1 September – 30 September

Programme Structure:

1. Onboarding and Laying the Foundation (Month 1)

- **Duration:** 4 weeks
- **Activities:**
 - Programme Orientation workshop where we will define programme expectations
 - Initial 1:1 with Start-up Coach to identify personalised business development road map and review initial MAP
- **Outputs:** MAP document with initial personalised business development road map

2. Foundations and Validation (Months 2-8)

- **Objective:** Validate product-market fit, firm up business model
- **Activities:**
 - **Business Model Workshop:** Focuses on refining the value proposition, target market, product-market fit and confirming the business case
 - **Brand Building and Marketing Workshop:** Focus on establishing a clear brand identity and foundational marketing plan
 - **Intellectual Property Guidance Workshop:** Cover intellectual property (other related regulatory aspects)
 - **Market and Customer Validation:** Conduct market research and customer feedback sessions.
 - **MVP Development and Testing:** develop MVP, conduct beta testing and validate product-market fit
- **Outputs:** Validated product-market fit, refined business model, initial brand and marketing strategy, identification of potential IP

3. Building Operational Capacity (Months 5-8)

- **Objective:** Develop internal operations processes and introduce potential growth strategies (eg: prepare the team and business for growth/scale)
- **Activities:**
 - **Operations and Process Management Workshops:** Focuses on SOP's, CRM
 - **Operations and Process Management:** Create efficient processes, establish SOPs.
 - **Technology and Tools for consideration:** Consider tools for CRM and operations management that can support startup to scale
 - **Customer Acquisition and Retention:** develop customer acquisition and retention strategies
 - **Team Development:** Team structure optimization, skills/resource audit and recruitment planning.
 - **Financial Planning Workshop:** Focus on financial management, establish financial foundations, including budgeting, cash flow management, and runway analysis
 - **Cash Flow Forecast and Budgets:** develop cash flow forecasts, budgets
- **Outputs:** Documented operational processes (including customer acquisition and retention strategies), proposed team structures (for current position and growth), cash flow forecasts, budgets, preliminary financial model

4. Preparing for Investment and Scale-Up (Months 9-12)

- **Objective:** Introduce participant to investment readiness preparation & early-stage investment
- **Activities:**
 - **Investment Readiness Workshops:** Educate on investor expectations, pitch development
 - **Financial Modelling, Budgeting and Fundraising Journey:** Create projections, budgets, and a clear fundraising roadmap.
 - **Demo day and Fundraising:** Present at a demo day for exposure to investors (angel investors, venture capitalists)
- **Outputs:** Fundraising roadmap, clear financial projections, pitch deck, candidate confident in pitching for investment

Outputs and Milestones

- **Validated Business Model:** Validated product-market fit, refined business model, initial brand and marketing strategy, identification of potential IP
- **Operations and Financial Management:** initial operational processes, proposed team structures (for current position and growth), cash flow forecasts, budgets, preliminary financial model
- **Customer Acquisition and Retention Systems:** initial strategies for acquiring and retaining customers
- **Investor-Ready Pitch:** Initial funding strategy for continued growth, pitch deck, and investor materials (for data room).

For more information please click [HERE](#) to schedule in a call with the Startup Coach.