

WALKING WITH STEVE

Thanks to the D2 Business Starter programme, Steve Jones has validated his business idea and is ready to launch in January 2018.



The Programme

Steve attended the 10 themed workshop sessions that cover the essentials for starting a new business.

“Each workshop was wonderful, I found an exciting group of people, great conversations, networking opportunities and the support we shared with each other was incredible.”

Before joining the D2 Business Starter programme, Steve had no idea how to go about setting up a business. Until that point, he had never really had an idea of what he could do or sell that people would buy, so being able to explore his concept in such a safe environment was invaluable to him.

The idea

Steve Jones joined the programme in January 2017 and used it as an opportunity to explore his business idea Walking with Steve. As a qualified mountain leader in his spare time, Steve is looking to share his passion for the countryside and walking with other people, providing private, tailor-made guiding, group walks or even wild camping experiences to the general public.

The focus groups enabled Steve to get some real, direct, customer feedback about his business idea and helped him to better understand how his potential customers would view his concept and how he should approach selling to them.

“The focus groups were eye-opening – it helped me realise that I really can’t assume that people will have a clue about anything I am talking about.”

The mixture of workshops, one-to-one’s and events, accompany you through the practical steps that you need to take and provide you with the relevant framework, models and information to be able to do it yourself.

“On the whole, the D2 Business Starter programme was upbeat, exciting, fast paced and full of information. I highly recommend it to anyone who wants to explore the idea of running their own business.”

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Challenges

The most challenging aspect for Steve was managing the density of information on offer,

“The course covers a lot of material, with lots of detail and many new things to think through. I had to go away, look back over the content in my own time and start unpicking everything ready to be able to apply it to my own business project.”

There was also a personal switch to make in convincing his heart that he could do it. One of the D2 Enterprise Advisers, Sarah Smith, worked with Steve to help him to overcome this and to have the confidence to actually get on with it.

Moving forward

Today, Steve has completed the programme and although he hasn't launched the business officially yet, he is getting everything in place ready to launch in 2018.

He is currently working with Sarah to determine how to best market the business, creating the design of his new leaflet, developing his Facebook page @bootsonthehill and thinking about building a new website.

“Take the trouble to showcase yourself effectively and convincingly. Ask yourself what your qualities are or the qualities of your product and convince other people. Make your business pitch as convincing and professional as possible. We are English and don't like to blow our own trumpet, but when you are running your own business it is essential.”

The D2 Business Starter programme

An exciting and fully-funded initiative giving all Derbyshire residents the opportunity to explore their business potential and learn how to set up a new business.

Delivered by experienced professionals, the programme offers a wide range of support, including:

1.

Workshop programme

10 themed workshops covering start up essentials.

2.

One-to-one support

Guidance and mentoring through the process.

3.

Specialist IT advice

Exploit social media and get your online presence right.

Whatever stage your business idea is at, the support on the programme will help you get your business started and become a successful entrepreneur.

For more information, workshop dates and locations and to register your interest in joining the programme visit:

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