



# D2 BUSINESS STARTER PROGRAMME

Thinking of starting a new business?

Do you want to be your own boss?

Do you have the beginnings of a business idea that could make you money?

The **D2 Business Starter Programme** is ready to take the next steps by building on the success of our support programme over the last three years, where we have successfully supported over 190 businesses to start and thrive in Derbyshire. We have just one purpose; to seek out and assist owners of brilliant ideas across Derbyshire.

Our new programme will allow you to share and learn from our online interactive series of workshops:

#### 1. Engagement session

A great opportunity to find out more about the programme and tell us more about you and your business ideas and plans, to ensure we tailor our delivery to meet your needs.

#### 2. Business goals, vision and values

Start to look at what your business could be and what you want it to achieve, by assessing your skills, ambitions and goals. Think about what you need from your business and what you can offer people and start to design your brand. This session will give you the solid foundations for your business plans and the springboard to develop your business idea.

#### 3. Business basics

Why should people buy from you as a new business? We will start to consider ways to boost your credibility. Learn about the different business models and legal structures to decide the best way to establish your business. You will gain an understanding of all your legal requirements and discover the support available to you. You will start to develop your networking circle and decide the best approach to gain effective support for your new venture.

#### 4. Customers & competitors

We will look at who are your customers and how to find out about their needs. Time to consider who can help you find out more to design a business that can satisfy a demand. We will give you the tools to assess your marketplace, define your target market and learn what the competition looks like, to ensure your new business will flourish and thrive. Discover how to set yourself apart by understanding and defining your unique selling points.

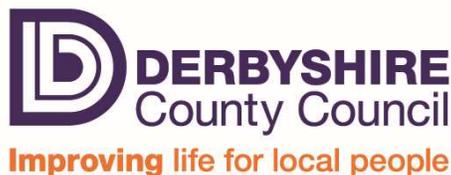
#### 5. Sales and marketing

Discover effective marketing techniques to identify your best customers, understand their needs and design your business around them. How will you attract and retain customers as well as how to create sales and marketing plans to provide ongoing support for your venture. We will look at how to engage with customers and start to make the valuable connections for a sustainable business.

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### 6. Financial planning

Learn how to achieve financial stability through deciding how to fund your new business, what start-up costs and business expenses do you need to consider. You will develop your personal survival budget to really understand what your business needs to achieve and forecast your business cash flow by understanding basic accounting methods. We'll show you how to keep effective records along with strategies for pricing, putting you on the path towards a profitable and successful business.

### 7. Laws & legislation

We will guide you through how to protect your intellectual property along with all the laws and legislation you need to start your business on a legal and compliant basis. We will share information on the wealth of support available to navigate your business with ease and efficiency. You will review and plan to meet your business needs in areas including GDPR, Health and Safety and insurance.

### 8. Business planning

What has your market research told you so far to enable you to define your unique selling point and create the image you want your business to have to attract customers. Design what to build into your business plans to overcome the challenges ahead. We will share how to ensure you have a business plan to really showcase your ideas. Learn about National Insurance, tax and plan for when to register your business.

### 9. Enterprise graduation

Time to gather together your plans and start to finalise and plan your next steps. We offer you a fantastic opportunity to celebrate your progress through sharing and perfecting your business ideas in our Enterprise presentations. We will support you to develop innovative action plans detailing the next steps in your new business venture.

For further information or to **book** to attend this free workshop programme, please email [derbyshirestartup@emc-dnl.co.uk](mailto:derbyshirestartup@emc-dnl.co.uk) or call **01332 851289**.

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