

DAY 1 – ENTER THE EXPERIENCE

2:00pm **Start**

Start your journey to becoming a high-flying entrepreneur. Over the next 5 days you will be fully immersed in practical workshops and discover the fundamental steps to becoming a successful entrepreneur:

- i) you will work in teams to develop your very own start-up
- ii) cover all major aspects of building a successful business including strategy, marketing and finance & technology
- iii) enhance your public speaking skills and deliver a knockout pitch to private equity professionals. Throughout the Experience you will work with alongside inspiring professionals from a number of fields including entrepreneurship, marketing, finance and private equity.

Afternoon **The Experience Begins**

- Keynote speech by the Programme Director: discover what the experience has in store and how to make the most of this unique experience
- Immersive group activities: develop crucial entrepreneur skills for the Experience ahead, including teamwork, public speaking and attention to detail
- Interactive networking session: meet your fellow interns – talented and ambitious students from around the world who can act as powerful contacts for your future career

6.00pm **Close**

DAY 2 - THE WORLD OF AN ENTREPRENEUR

10:00am **Start Adopting an Entrepreneurial Mindset**

Today you will meet with some of London's brightest entrepreneurs as you commence on the journey to build your own start-up

- Identify the stand-out qualities of the world's leading entrepreneurial figures and learn how to adopt a leader's mentality
- Develop the key skills required to excel as an entrepreneur in today's increasingly competitive and saturated business landscape
- Bright ideas: discover the industry secrets behind idea generation and development
- Receive the hotly anticipated business brief, meet your fellow budding entrepreneurs and put your interpersonal skills to the test by establishing individuals' strengths and areas of expertise

Afternoon **Strategies for Success**

- Find your market: Find the gap in the market and choose your industry
- Transform your brands bold vision into a reality as you work together to strategise and spot value in your unique business model
- Prepare your plans for rapid growth alongside industry specialists and transform into a market-disrupting scale-up
- Outwit the competition: analyse the competitor landscape, identify your innovative USP and assert your dominance in the market
- Work alongside global brand leaders to understand the secrets behind their success

5:00pm **Close**

DAY 3 - BUILD YOUR START-UP (PART I)

Morning **Maximise Financial and Human Capital**

This morning will be dedicated to understanding the importance of robust finances and strong people management within your start-up

- Making commercial decisions: work with industry experts to understand the risk and reward of key strategic choices
- Learn the fundamental knowledge surrounding cost, revenue and profit and meticulously plan your businesses financial strategy for short-, medium- and long-term growth opportunities
- Onboard your first full-time employees and understand how to maximise human capital so that it best serves the interests of your business
- Develop a business culture, goals and ambitions internally and externally to enhance your image and workplace philosophy

Afternoon **Become the Visionary: Build Your Brand**

- Learn valuable marketing techniques and put them into practice as you differentiate your brands product, look and vision
- Work alongside experienced marketers to discover the tricks of the trade as you design your brands innovative marketing strategy
- Digital revolution: harness the power of social media and build your brand through online influence
- Attend a private networking event and Panel Q&A with industry disrupting entrepreneurs and have your burning questions answered

5:00pm **Close**

DAY 4 - BUILD YOUR START-UP (PART II)

10:00am **Start Crisis Management**

The world of start-ups is fast paced, today will be dedicated to learning how to react and adapt when adversity comes your way

- Hear from an experienced industry professional on how to tackle urgent issues in business and come out on top
- New kid on the block: There is a new competitor on the scene that is posing a significant threat to your business and has the potential to capitalise on your weaknesses, how will you respond to this challenge?
- Race against time to prepare an emergency strategy with your team and limit the damage to your brand
- Review your current business model and implement the relevant changes to ensure your brand weathers the storm and emerges stronger than ever

Afternoon **The Finishing Touches**

- Arrange your final consulting meetings with marketing, finance and strategy experts to refine your unique business model and deliver an industry-disrupting brand
- Prepare to come face-to-face with top-level Private Equity investors as you develop your negotiation skills with the best in the business
- Receive expert feedback from seasoned entrepreneurs and make the relevant changes to your business model
- Work with your team as you begin to prepare your knockout pitch and establish how you will drive home the success of your brand to secure investment

5:00pm **Close**

DAY 5 - PITCH TO INVESTORS

10:00am **Start Enter the Den**

Throughout today, you will present your business plan to a panel of investors in one of London's most iconic skyscrapers and get their feedback

- Attend a bespoke public speaking workshop and learn valuable techniques on how to manage stress during high-pressured professional situations
- Realise your dreams as you make the final preparations from one of London's most famous skyscrapers
- Crunch time: enter the board room and pitch your visionary brand to Private Equity giants and strive to secure investment
- Receive personalised feedback on your unique business model from experts in marketing, growth, strategy and finance

5:00pm **Close**