

Bootcamp: Business Fundamentals

New Business Bootcamp

Course length: 4 day programme

The New Business Bootcamp is an interactive business experience, offering start-ups and new organisations the opportunity to boost key business skills and develop ideas into a commercially viable offer.

The Bootcamp will focus on early stage start-ups with high capacity for growth. Supported by industry mentors, the four day programme reflects the real journey that creative individuals make into self employment and business start up. With an inbuilt mentoring programme, investor pitch opportunity and post bootcamp support, the focus of the four days is to provide the core knowledge and skills needed to give individuals the confidence to take their business to the next level.

Programme outline

Day 1 – New Business Strategic Planning and Business Modelling:

By discovering the key drivers and potential barriers to success, individuals will explore the challenges and opportunities facing them when converting passion to profit. Individuals will consider the emotional, psychological, physical and financial aspects to running a business, whilst assessing personal action planning. Participants will discover the fundamentals of strategic planning and business modelling.

Day 2 – New Business Marketing:

Individuals will investigate all aspects of marketing, market orientation and customer demand. Breaking down myths, jargon and barriers in PR and communication strategy, as well as social media marketing and market planning.

Day 3 - New Business Practical Finance and Funding:

Focusing on money matters, delegates will be introduced to raising capital, budgeting, reducing costs and financial control. They will also consider all aspects of financial planning, including additional sessions covering; taxation, business banking and accessing funding to ensure investor readiness.

Day 4 – New Business Pitching and Future Growth:

Participants will learn how to improve their pitching skills and align their proposal to client needs and business objectives. The session will highlight the importance of using the right market information in order to make pitches memorable. Delegates will have the opportunity to pitch their business idea to a panel of investors.

Who should attend?

This workshop can be delivered to micro or small businesses. This will benefit new business owners launching their first start-up or existing businesses who recognise gaps in their skills and knowledge base.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information about the full 4 day business fundamentals Bootcamp please contact:

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