

Daily Programme Young Entrepreneur

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**

Morning **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 1)

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 marketeers 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 (part2)

10:00am **Start**

Morning **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**

Morning **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

Afternoon **Career Coaching: How to Become a Successful Entrepreneur**

- Your path to success: understanding the key decisions ahead and how to maximise your chances of success
- Subject choices at A-level/IB/university and more
- Securing work experience, designing impactful CVs/resumes and powerful interview techniques
- Coaching from experienced entrepreneurs on what you can do now to stand out in the future

Day 6 – Data driven decisions

10:00am **Start**

Now you have discovered the fundamental aspects of entrepreneurship, and the steps you need to take to become a highly successful entrepreneur, it is time for you to take a deep dive into the world of business and

- experience a range of visits to rapidly scaling start-ups,
- network with business giants and uncover the day-to-day life of an entrepreneur,
- work with a range on stakeholders on a series of projects and deliver knockout presentations. Throughout the next five days, you will be working alongside and networking with professionals from a whole host of industries including marketing, finance and consulting.

Morning **Experimental Visits to Multi-Million Dollar Firms**

Today you will delve into the world of data as you explore how advanced analytics and data-centred solutions are revolutionising the start-up scene

- A brave new world: enter an iconic company headquarters who are utilising data driven decisions to charge their overall performance
- Discover how data has been used to revolutionise decision making in some of the world's largest super-brands
- Understand how to harness the power of data in an ethical manner to unveil consumer behaviours and meet the needs of customers
- Network with top-level experts who interact with big data on a day-to-day basis and discover the secrets behind this innovative industry

Afternoon **Advanced Analytics in Marketing**

- Utilise real life data to make key business decisions and unlock the full potential of your brand
- Work in teams to use consumer data to identify the key trends that will define your marketing strategy
- Enhance your skills beyond digital design and creativity to understand the analytics aspects of the industry
- Make your visions a reality and pitch your business plan to industry experts

5:00pm **Close**

Day 7 – Visit successful start-ups in London

10:00am **Start**

Morning **Building a Resilient Brand**

- Understand the power that start-ups hold in a post-pandemic business landscape and the impact they are having on the UK economy
- Experience the inner workings of a tech start-up and see how they have worked to scale their business during the greatest financial uncertainty of the past century
- Step into the shoes of a world-leading entrepreneur working in a fast-paced start-up environment and discover the tricks of the trade
- Rub shoulders with inspirational business leaders and hear how they have overcome complex challenges and the actions they have taken to succeed in a highly competitive landscape

Afternoon **From Start-up to Scale-up**

- Experience success stories from some of the UK's fastest growing companies and gain an inside track from leading executives
- A changing world: explore the impact the pandemic has had on entrepreneurship and which companies have been able to scale despite the uncertainty
- Emerging industries: hear from experts leading in some of tomorrow's opportunity industries, including sustainability, decentralised finance and many more
- Sizing up the competition: understand how firms have got an edge on their competitors within huge industries

5:00pm **Close**

Day 8 – Master of the art of marketing

10:00am **Start**

Morning **The World of Marketing**

A great idea is not enough, today you will learn how entrepreneurs harness the power of marketing to super-scale their businesses

- Marketing is one of the most powerful forces in business: uncover the key frameworks and techniques used to win the hearts and minds of consumers
- The psychology of marketing: product, place, price, promotion, people, positioning and packaging
- An ever-changing landscape: discover the rise of digital marketing and where creativity meets analytics
- Hear from expert marketeers with experience in a variety of industries on what they have found to be the most successful pathway to scalability

Afternoon **Steps to Scalability**

- Work closely with external consultants to formulate the brand vision, and blueprint the ultimate marketing strategy that will transform your business into a stratospheric scale-up
- Know your audience: break into the mind of the consumer and identify the industry trends that have dominated the market
- Inclusivity: consider the impact of marketing decisions and how fostering diverse perspectives can lead to greater brand recognition
- Prepare to implement the new and improved marketing strategy and work alongside the consultants to overcome any unforeseen challenges

5:00pm **Close**

Day 9 – Entrepreneurship in London

10:00am **Start**

Spend the day around London taking in the breath-taking views and the understand the role London has played as a global hub for business

Morning **East London Tech City: Exploring London's Answer to Silicon Valley**

Spend the day around London taking in the breath-taking views and the understand the role London has played as a global hub for business

- Explore London's exhilarating East End and City, a global hub in all fields of entrepreneurship
- Take in the sites of the city and view premises occupied by global powerhouses
- Understand how the edgy side of London's bustling centre has boomed over the past three decades and become the second biggest start-up hub on the planet
- Realise your dreams of working in a global city as you come face to face with iconic landmarks

Afternoon **Micro Businesses: Meet With London's Market Traders**

- East London is famed for its vibrant and eclectic markets, meet with traders who have turned their passions into profits
- Visit London's iconic and historic Spitalfields Market
- Understand the legalities and challenges of trading in a competitive tourist hub
- Learn how East London has become a global centre of artisan activity

5:00pm **Close**

Day 10 – The Fintech Forum

10:00am **Start**

Today you will become a fintech expert as you tackle a complex assignment alongside experts from a range of professional backgrounds including finance, software engineering and marketing

Morning **Life Inside a FinTech**

- Experience a series of talks from formidable fintech experts on their experiences within the field and receive the highly anticipated brief for your collaborative fintech assignment
- Work in teams comprised of the fastest growing industries in the modern world and assign project roles that reflect individuals' areas of expertise
- Display your team's project at an exclusive Fintech fair attended by industry leading professionals
- Receive live feedback on your work from the experts and reflect on your team's performance

Afternoon **Private Networking Event**

- Put your newfound knowledge to the test
- Take part in a private networking session with successful entrepreneurs from a range of industries
- Have your burning questions answered by those in the know
- Receive valuable advice from experts in the field

5:00pm **Close**

Day 11 – Careermax week

10:30am **Start**

Over the next five days, you will receive personalised coaching on how to succeed in each of the major milestones on the road to landing your dream job:

- i) securing a place at a top-tier university
- ii) excelling in your studies
- iii) mastering every aspect of the recruitment process and starting your entrepreneur career post-university.

In addition, you will receive inspirational coaching on key employability skills from high-profile figures including politicians and Olympic athletes.

Your future starts now: discover the essential skills needed to thrive in Entrepreneurship and the journey of your own start-up

Morning **Enter Career Max**

- Personal development plan: work with a careers expert in small focus groups to plan the next steps in your journey
- 'Big results require big ambitions': hear from a world-class Olympic athlete on the importance of being a self-starting, ambitious individual in today's increasingly competitive climate
- 'The art of communication is the language of leadership': hear from a high-ranking politician on how best to improve your communication skills and captivate a large audience

Afternoon **University Applications**

You're in your final year of school and it is time to start thinking about what comes next

- Inside UCAS: an interactive session with a university admission expert, with guidance on how to ace your applications and bag your first-choice university
- University and degree choices: making the right decisions to maximise your career potential
- Eye-catching extracurriculars: using extracurricular activities to boost your application
- Personal statement workshop: expert coaching on the art of personal statement writing
- Interview training: a masterclass with senior admissions tutors from top UK universities
- You become the admissions officer: step into the shoes of a university admissions tutor; review a collection of personal statements and interview prospective students for a place at a world-renowned educational institution

5:00pm **Close**

Day 12 – Enter the University of Oxford

10:30am **Start**

Morning **Welcome to University!**

Congratulations! You have been accepted into your first-choice university – it's time to start preparing

- University tour: private tour of the Oxford University campus led by students, who will guide you through the abundant opportunities available to you there
- Academic lecture: meet with academics from multiple departments such as business, economics and finance, hear about the research they are undertaking in their specialist field and experience a university-style lecture
- Meet the university team: attend an exclusive networking lunch with students and academics

Afternoon **Step into the Shoes of a Student**

- The academic seminar: discuss the contents of the morning lecture in a seminar group led by an academic, reflect on the topics raised with likeminded individuals and begin to generate your initial hypotheses
- The research project: work effectively as part of a team to research and plan for a knock-out group presentation
- The group presentation: present your team's finding to your peers and academics
- The feedback: receive feedback on your presentation and reflect on your team's performance

5:00pm **Close**

Day 13 – After University: founding your first start-up

10:30am **Start**

Morning **Setting the Stage for Success**

You're in your final year of study and it is time to start thinking about life after university

- Standout work experience: learn the importance of securing relevant work experience and the impetus it can add to your experience and knowledge
- Mobilising your network: using connections made at university to supercharge your future
- Excelling with extracurricular: using societies and opportunities outside of your course to build your knowledge and opportunities for success

Afternoon **Founding your first Business**

For entrepreneurs, your dreams don't have to wait until you graduate, take steps today to launch your career

- The legalities: understand the steps you need to take to build a business in the UK
- Detangle myths that surround business founding and begin to take steps towards your dream path
- Standing out: network with university entrepreneurs and understand how they've balanced study and business and see how you can do the same

5:00pm **Close**

Day 14 – Scaling your business

10:30am **Start**

Congratulations! You have founded your first business, now let's get you through the first year and secure all important funding

Morning **Enter the World of Start-ups**

- A year in the life: understand the life cycle of a fledgling business over the first year and develop a plan for your own business
- Recruitment and management: look at the skills entrepreneurs need to grow, scale and nurture a successful team
- In tray exercise: put yourselves in the shoes of a founder and understand the daily tasks that need to be completed to ensure success

Afternoon **Funding and Scaling**

- Uncover the mysterious world of funding, equity and debt as you undertake a masterclass in how to fund your startup
- Create a bespoke fundraising pitch for one of your ideas to help set yourself apart from the competition
- Key skills: manage your time effectively and wow prospective investors with your outstanding approach to problem solving
- Receive feedback from real entrepreneurs who have gone through the same process

5:00pm **Close**

Day 15 – Personal development plan: your next steps

10:30am **Start**

Reflect on your experiences and summarise all you have achieved across the Experience whilst planning your next steps

Morning **Personal Development Plan**

- Personalised feedback: receive a bespoke summary of your performance during the fundraising exercise, including your strengths and areas for development
- Group reflection: return to your focus groups and reflect on what you have achieved throughout InvestIN's CareerMax week
- Personal development plan: work with a recruitment expert to establish your next steps and create your very own personal development plan
- Farewell speech: a review of what you have gained from the experience, with closing remarks from the experience director

1:00pm **Close**

Exact programme subject to change