

Steps to starting a business



Commended

City
Guilds

LifeSkills

Being enterprising and being an entrepreneur

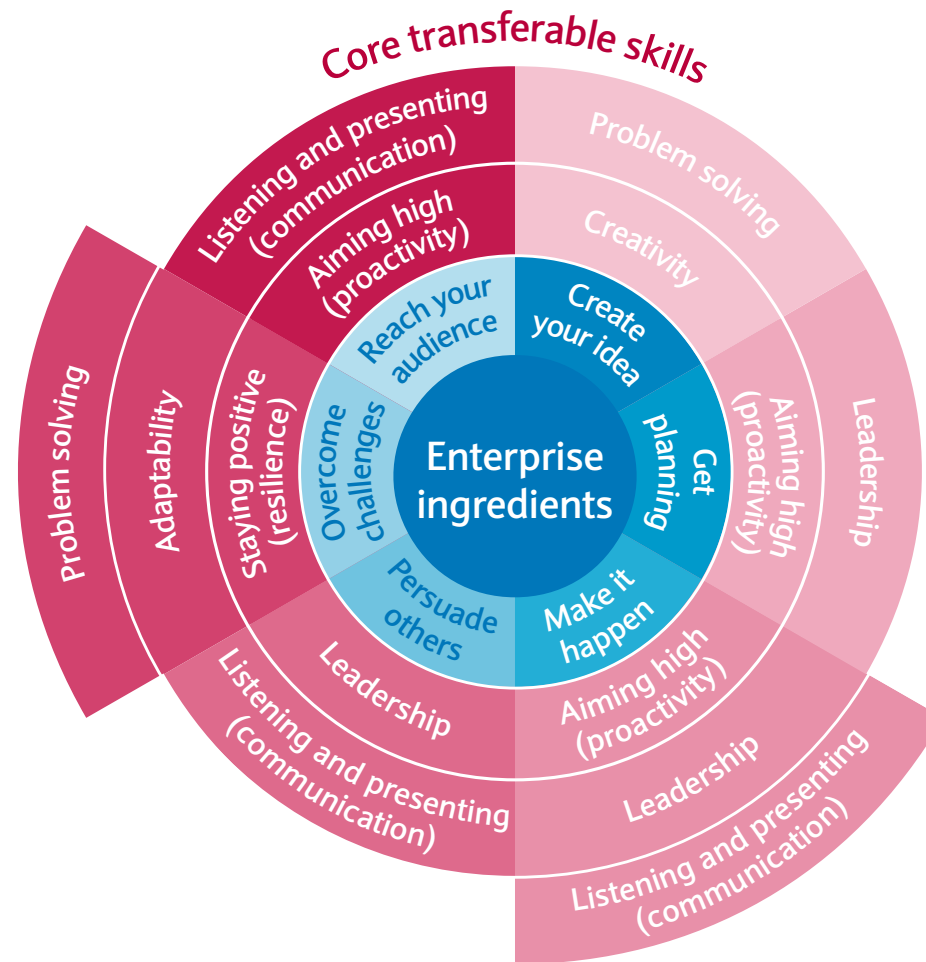


Small business owners tend to make carefully calculated decisions and want to be more certain of the outcomes involved. The vision and/or scale of their business may be small, and in some cases there will be a community link to their business



Entrepreneurs are also business owners, but often have ideas which are unique. They might not even know if their ideas are possible or will be successful – so there is a high amount of risk involved

Mindset for success



Doing what you love

LifeSkills

James Gold

presents

SKINNY DIP

LifeSkills
Created with BARCLAYS

Generating a business idea

| Course | Interest/skill | Business idea |
|-------------|--------------------------------------|---|
| Geography | Curious – likes trying new things | An online business running adventure holidays |
| Biology | Creative – loves web design | An app for people with diabetes tracking their sugar intake |
| Childcare | Great at planning/ meeting deadlines | An app for scheduling babysitting appointments |
| Engineering | Helping people solve problems | A computer repair service |

Types of business

| Business type | Who makes the decisions? | How does it make money? | Who gets the profits? | Who carries the risk? |
|-------------------|---|----------------------------------|--|--|
| Sole trader | Sole trader, i.e. person who set it up | By selling products or services | Sole trader | The sole trader: all their assets are at risk (i.e. home, car, etc.) |
| Limited company | Business owners and shareholders: could be director(s) or people who own shares in the company (shareholders) | By selling products or services | Business owners and shareholders | The business itself and shareholders bare a limited risk |
| Charity | CEO with support of staff and board of trustees | By raising funds from supporters | Profits must be used to support charity's mission | The charity itself and the board of trustees |
| Social enterprise | Business owners | By selling products or services | Profits must be used to support its social mission | The business itself |

Look out for examples of these core transferable skills in the case studies:



Case studies



Damian, Director

My friend and I worked in jobs that weren't our true passions. We knew how to manage a business and about the outdoor industry, so we made the decision to combine these together and create Skyhook Adventure.

We wanted to be the world's biggest mountaineering school originally. We loved rock climbing, but found that it simply didn't sell. We very quickly got rid of it and moved onto the next thing. We did **a lot** of market research and looked at what was making our competitors money.

We are proud to now be one of the biggest providers of ice climbing and our treks to Everest Base Camp are really popular.

Advice for people setting up a business

It sounds clichéd, but if you are passionate enough about something then you can make it work. Learn how to fail fast and accept your mistakes. Failure is a positive and simply guides you to success.

Do your research. Don't just jump at the first solution that presents itself. Stay positive and smile as often as you can. You will be amazed at the psychological benefits it has on your work and success.

Damien, Director
Skyhook Adventure

Case studies



Sarah, Founder

I used to work as a scientist researching cures for various diseases, but realised that my true passion was fitness. I became a group exercise instructor, and when one of my class participants told me that, thanks to me, she had lost 10kg and had new perspective on life, that's when I knew – I could help others by doing what I loved.

I left my office job to launch my own fitness class programme called Fetch Fitness, and a home organising consultancy (as I love tidying). My main aim is to help people realise their full potential and uncover what makes them happy. If I can inspire one other person to become the best version of themselves, then it will all be worthwhile.

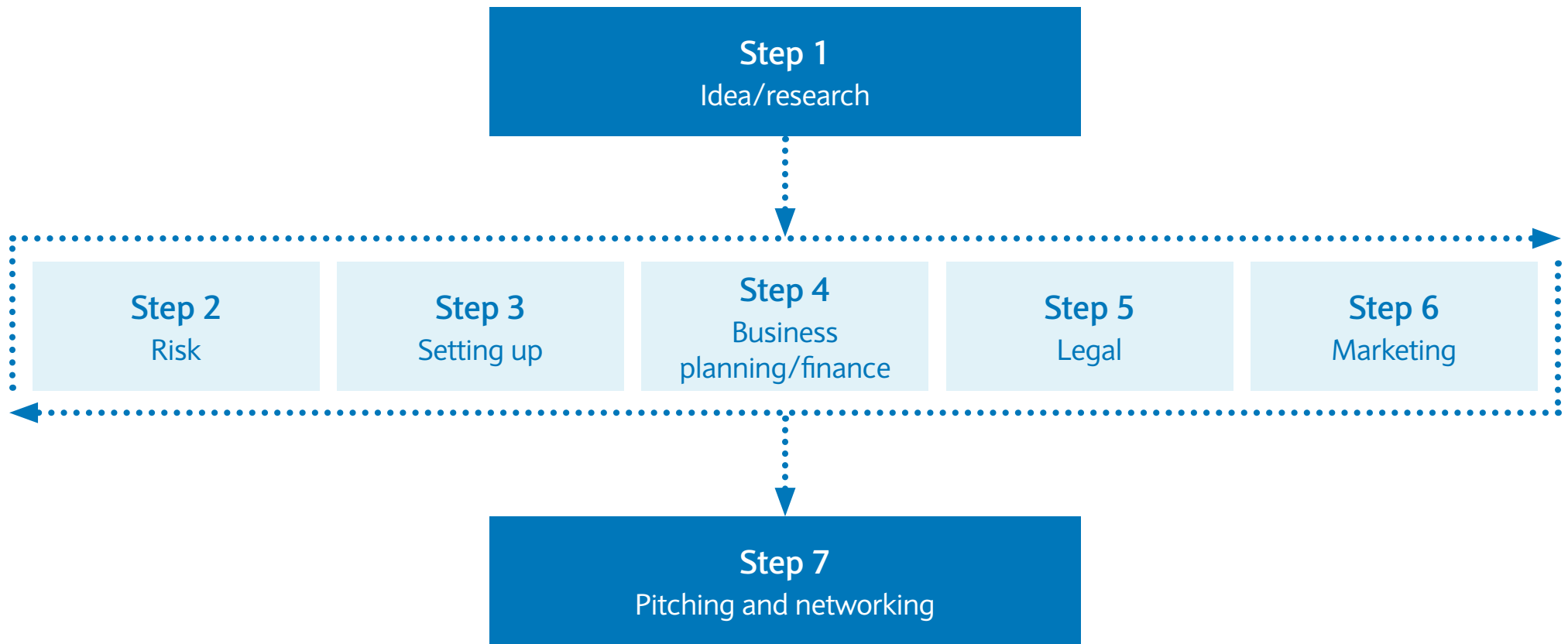
It's not easy. But nothing that's worth having is easy. I work from 6am to 10pm to build my products, market them through social media, deliver classes in exercise and tidying, and then do all the follow up with clients to keep a really great relationship with them.

Advice for people setting up a business

Do it because you want to deliver the best possible product or service for your clients. Do it because it's something that you love and are passionate about, and the hard work will be worth it.

Sarah, Founder
Fetch Fitness

7 steps to starting a business



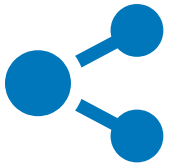
Which step do each of these statements relate to?

| No. | Statement | Step |
|-----|--|------|
| 1 | Finding out the failure rate for independent restaurants in their first five years | |
| 2 | Calculating how many diners you will have to serve to break even | |
| 3 | Checking the premises you want to rent meet fire safety regulations | |
| 4 | Deciding you will need to hire an accountant | |
| 5 | Setting up an online event for your opening night | |
| 6 | Visiting a potential competitor's restaurant | |
| 7 | Introducing yourself to the other business owners on the street you are planning open on | |

Pitching and presenting



A pitch is a **presentation** for potential investors



Opportunity to **showcase** your business and attract support



An **elevator pitch** is a useful way of summarising your business succinctly



Top tips for pitching success

Before:

- ✓ Anticipate **questions** and plan answers
- ✓ Know your **audience**
- ✓ Practice. Practice. Practice.

During:

- ✓ Maintain eye contact
- ✓ Stick to your **time limit**
- ✓ Assert your tagline and key points

After:

- ✓ **Network** with your audience, if there's the opportunity to

Remember to include the key points of your business idea in a concise way and highlight what problem you are solving or what opportunity you are taking