

welcome to

Strive.

the nicest place to start something

WHAT'S GOING ON HERE?

A guide to everything going on as part of your Strive project.

Strive has three core elements: StriveLive workshops, one-to-one advice sessions, and our on-demand online start-up courses.

StriveLive Sessions are two hours of fun, easy-to-understand concepts, tips, stories and useful tools for building a new business. You can see all the topics we'll cover later in this guide.

One-to-One Advice Sessions are a great way to dive into the details of a topic or hack together a solution to a specific problem you're facing. Our team have all started and managed businesses, which doesn't make them perfect – but does mean they understand what you're facing and might have a handy tip or two.

Online Start-Up Courses on more than twenty business topics can get you started on everything from bookkeeping to marketing. Pick and choose what and when you learn through our online learning portal.

We like our Strive projects to have a little extra. In addition to our core elements you'll find a range of extra things you might like.

Strive Weeklies invite you to cut through the hype and clutter to figure out and share what's important to your business.

Strive Awards are a great way to show what your business can do. Oh, and win a micro-grant for your business.

Press Support with press releases and advice can help you make the most of the PR opportunities from being part of Strive.

Community. Meeting a 'gang' of fellow start-ups could be the best part of joining the project. So, get involved.



TOPICS

LIVE SESSIONS

A NICE WAY TO LEARN TOGETHER

You'll find we like to have fun in our StriveLive sessions. They are a mix of discussions, tricks, tips and stories from the team about the businesses they've run and some core principals any size of business can use.



WEEK 1

Nicknamed 'the best bit' by the team, this is when we first get to meet all the other cool people who've joined your Strive project and learn what they're striving to do.

Topics: WHERE YOU FIT?
BUSINESS IDEAS
CUSTOMERS
COMPETITION

WEEK 2

Week two (AKA 'Grand Plans') is going kick off looking at your grand plan for the business, before trying to understand the weird and wonderful world of pricing.

Topics: GRAND PLANS
FROM DREAMS TO ACTION
COSTS & FIGURES
PRICING

WEEK 3

Week three we look at your brand, what it'll be and how to create it. Then it's time to unlock the power of 30 start-ups, as we all share and swap solutions to problems that we all face.

Topics: BRANDING
SWAPPING SOLUTIONS

WEEK 4

Week four we explore the exciting topic of how to promote our start-ups. To balance out all that excitement we also tackle different types of businesses and the tax they pay.

Topics: MARKETING
SOCIAL MEDIA PLANNING
REGISTERING A BUSINESS
TAX & EXPENSES

WEEK 5

From getting your first sale to handling a tricky complaint, in week five we dive into the world of making, managing, and predicting sales for a new business.

Topics: SALES SKILLS
CASH FLOW PROJECTION
CUSTOMER JOURNEYS
KEEPING CUSTOMERS

WEEK 6

In our last week, we'll blitz through some nitty-gritty topics before handing it over to everyone in the project to share some wise advice or pitfalls to dodge from their own experience.

Topics: TAX | LEGAL STRUCTURES
GDPR | DATA
BOOKKEEPING
INTELLECTUAL PROPERTY

GRAND FINALE

It's time to meet our friendly dragons, get some tips and advice, and find out who they've picked as our Strive Award winners!

STRIVELIVE WEEKLIES

A NICE WAY TO FOCUS ON WHAT IS IMPORTANT

At the end of each live session the Strive team ask you to think about two 'simple but not easy' things:

- one deep and meaningful thing to ponder as an entrepreneur, and
- one practical topic that is critical to building a great business.

Each week we will invite you to come back and talk for a minute about our practical topic. You don't need to report back on your 'deep and meaningful' topic, that one is just for you.

WEEK 1 to share week 2

After week one, your challenge is to go away and come to week two able to explain where your business fits in just 60secs. Who'll be your customers, competitors?

WEEK 2 to share week 3

After week two, your weekly challenge is to come back able to share your grand plan and critical next steps in one minute.

WEEK 3 to share week 4

Can you bring your brand to life in one minute? Share what you want your brand to represent and how you'll get that brand reaction from customers.



WEEK 4 to share week 5

It's marketing time. What's your plan for reaching your customers? How will you promote your business?

Remember you only have one minute.

WEEK 5 to share week 6

In week five we're taking a look at how to predict our sales, and spending too...

...so, in week six we'll ask you share some of your predictions.

WEEK 6.

We are off to our finale in week seven, so we'll be giving you a few tips to make sure you have a great time when you meet them.

60 SECS

Why 1 minute?

Just starting out? Up and running? Either way there's a lot to think about, perhaps too much. Sometimes, we need to get back to what's truly important to the business. Only having 60secs is a great way of forcing us to focus on what's important.



OH, AND THE **BIG** ONE

A NICE WAY TO SHARE ALL YOUR WORK

Our big challenge is to bring together our weekly one minute challenges into one five minute video or presentation which explains:

- Your business idea and where your business fits (customers, competition)
- The grand plan and key next steps
- How you'll brand it
- How you'll market and promote it
- How much you're planning to sell/make?

Alongside your video pitch, you can share a link, an image, and we ask you to complete a very short two-page form.

We're pulling together a panel of experts to be friendly dragons at our grand finale. Together they'll review the video pitches, pick our winners, and give you some extra feedback.

This isn't make or break, it's just some fun!

Winning an award does create a nice marketing opportunity for your business and comes with a micro-grant, but not winning doesn't mean we don't think you're going to have an amazing business!

STRIVE

HOW

TO JOIN THE LIVE SESSIONS

All our StriveLive sessions, happen over Zoom. You can join from a computer or a phone. You don't need to install Zoom's software (or app) but it does improve your experience, enabling you to take part in every poll and group activity.

We email you a link 2hrs before the session and text you 15mins before we start, just click the link to join us.

TO BOOK A ONE-TO-ONE

When you book a one-to-one you can choose whether it happens over the phone or Zoom. You can also tell us if you want a chat, some advice or help to 'hack' something together.

To book a one-to-one head to www.homeofstrive.com and click [book](#) and pick a time that suits you.

TO ACCESS THE STRIVE PORTAL

Our Strive portal is packed with all sorts of fun and useful things for anyone starting a new business. Each week you can unlock a new set of online courses by passing a quick fun quiz on the previous week's topics.

Using the Strive Portal:

1. **Create an account with your email and setting your own password**, using a special link that we'll text you during the first StriveLive session.
2. **Log into your account** after you've set up your account, just head to www.homeofstrive.com and click [log-in](#).
3. **Click an online course and enjoy** unlocking more topics each week by passing a 5-minute quiz.

TO JOIN THE COMMUNITY

We create a WhatsApp group for each StriveLive incubator project, so you can connect and talk to the other people in your group.

To join the group, you need to send a message via the WhatsApp app to 447481344213, telling us you want to join. *When you join the group other people will be able to see your WhatsApp number.*

TO CONTACT US

If you need to contact any of the Strive team during the project, we encourage you to contact us via our team's central details – that way you get the fastest and best support.

Email : theteam@homeofstrive.com

Phone | Text | WhatsApp : 447481344213