



## **The Creative Entrepreneurs Programme**

### **Start Your Entrepreneurial Journey Now**

The UK's **premier** incubator for start-ups in the performing and creative arts.



### **About the Course**

***90% of all businesses supported by the programme are now profit making.***

Creative Entrepreneurs is the UK incubator dedicated to establishing and growing businesses in the performing arts, giving creatives the opportunity to learn essential skills for building businesses in the arts and culture industry.

The programme is the only course in the UK for entrepreneurs in the cultural sector, which is delivered by some of the UK's leading entrepreneurs from creative backgrounds.

Creative Entrepreneurs was designed to address the clear need for entrepreneurialism in the arts:

- With public funding for the arts being systematically reduced, there is a significant need for those in the creative arts to seek new income streams and develop diverse business models.
- In the year to April 2019, small to medium size enterprises contributed £1.9 trillion to the UK economy<sup>1</sup> - there is significant opportunities for those with the skills and knowledge to succeed.

Furthermore, whilst the COVID-19 situation has led to a significantly challenging environment for businesses globally, the crisis has created opportunities for businesses to become more innovative. Facing external pressures, business leaders are stepping out of their routines and comfort zones to become creative problem-solvers, rediscovering their entrepreneurial spirit.

**At a time when traditional models of business and work are being challenged, Creative Entrepreneurs will give you the tools to launch or grow your business successfully.**

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<sup>1</sup> <https://iwcapital.co.uk/the-importance-of-entrepreneurship-to-the-uk-economy/>

We know that many of those entering the world of entrepreneurship from a creative background have never had the training required for business management. Creative Entrepreneurs is here to provide you with that training, and to guide you through launching your new enterprise.

Creative Entrepreneurs will provide you with expert training, through a one week residential, and ongoing 1:1 support and mentoring to empower you to launch your enterprise in the creative market.



During the course, you will receive tuition in subjects covering the fundamentals of entrepreneurship, including

- developing a business plan;
- budgeting & finance;
- marketing & PR;
- pitching & presentation;
- legal guidance;
- and more.

***“Entrepreneurship is not an innate skill but one that needs to be learnt and continuously developed... The Creative Entrepreneur scheme is a great way for any aspiring entrepreneur in the creative sector to kickstart this.”***

**Anthony Impey MBE, Founder of Optimity and judge for the Creative Entrepreneurs programme**



The programme is delivered by leading experts from across the creative sector including:

- **Michelle Wright**, Founder and CEO of Cause4, awarded Best Female Entrepreneur at the NatWest Start Up Awards 2011;
- **Lucy George**, Mayor of Wordville, winner of UK PR Agency of the Year at the Innovation & Excellence Awards; and
- **Frances Tipper**, owner and director of Spoken Word Limited.

Each is an expert in their field and brings invaluable experience to help you start your entrepreneurial journey.

To complement this training, alumni of the programme will return to discuss what they learnt through Creative Entrepreneurs, and how their enterprises have continued to develop since completing the programme.

## Who is it For?

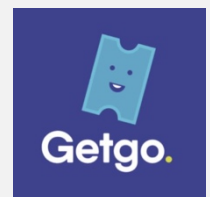
*“I have been recommending the Creative Entrepreneurs course ever since I graduated, I think it has changed my thinking a lot and I cannot describe how much I learnt from it.”*

Alex Dariescu, Alexandra Dariescu Productions

This course is for anyone wanting to set up or grow their own business in the performing arts, whether you have a new idea or want to scale an enterprise that is already established. The scheme is open to performing artists across all disciplines as well as individuals in the wider sector, such as producers, arts marketers and technicians.

### **Case Study: Get Go Culture**

Get Go Culture was established in 2018 and is the first arts subscription of its kind. An app-based service that provides users with handpicked tickets to arts events that are tailored to the individuals' preferences and availability, it aims to get people out the house, and into the arts.



Founder, Joshua Beecham, an alumnus of the Guildhall Preliminary Acting Course, started his business in order to provide easy access to the arts for a time-poor public and fill the 4.5 million theatre seats that go empty each year. His business also employs artists in need of flexible, paid work opportunities.

Through participating in the Creative Entrepreneurs programme in 2017-18, Joshua has been able to springboard his new business idea. Get Go Culture has since run a successful crowdfunding campaign and is in its first round of investment, to allow the business to grow.

*“The Creative Entrepreneur’s Incubator sent me on my way to becoming a business owner. From the financial support, to the hands-on intensive sessions with staff, the course supported me throughout and gave me the confidence to take the daunting first steps of launching a business. There’s no question that without Cause 4’s guidance and expertise, I would not be running a company.”*

Joshua Beecham, GetGo Culture

## Course Structure

We understand that every potential entrepreneur has different needs for training and support. As such, we have created core elements for this course, from which you will be able to build a bespoke programme based on your own development objectives.

### Residential

A one-week residential with a group of fellow entrepreneurs, this element includes:

- 1:1 training, support and advice sessions on a number of key topics outlined above
- Guest speakers from across the creative sector
- In depth workshops in finance, innovation, market research and business planning



- Training modules covering funding, marketing, PR and international enterprise
- A live pitching event allowing participants to pitch businesses to a panel and public audience

The residential includes all food for the week and is perfect for anybody who wants to delve into the skills required to manage a successful creative enterprise whilst developing a particular business plan. The week also allows entrepreneurs to come together and learn from each other, forging new relationships across disciplines. For 2021, the residential, pending the ending of Covid restrictions, in September 2021. A venue will be confirmed shortly.

### **Expert Support**

To build on your learning as part of the residential, the final element allows entrepreneurs to access up to 20 hours of bespoke support from a leading creative entrepreneur over a period of six months as you prepare your business for launch or growth.

Delivered through a combination of 1:1 calls and meetings, feedback on key documents including business plans and budgets, and mentorship, this option is ideal for those seeking expert support as they start or grow their venture and put into practice knowledge gained through the residential.

As part of this, you will be provided with a personal ‘mentor’ from our expert panel of creatives.

### **E-Learning (available from 2022)**

From 2022, we are launching a new 10-hour e-learning course in creative entrepreneurship, to which you will have free access. This is perfect for anybody who wants to refresh their understanding of the fundamentals of creative entrepreneurship. By taking part in 2021, you will get free access to this course as soon as it is launched.

Fee Structure Options	
<b>Residential</b>	<b>Expert Support</b>
<ul style="list-style-type: none"> <li>• <b>E-Learning</b></li> <li>• <b>Residential</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>E-Learning</b></li> <li>• <b>Residential</b></li> <li>• <b>Expert Support</b></li> </ul>
<b>£1,750 + VAT</b>	<b>£2,500 + VAT</b>

## **Benefits**

***Creative Entrepreneurs will give YOU the power to LAUNCH or GROW your business!***

Creative Entrepreneurs is your opportunity to turn your brilliant business idea into a successful start-up. Through the course, you will get the unique benefit of expertise and guidance of people from some of the leading industry creative entrepreneurs. In doing so, you will gain:

- A thorough understanding of the essential skills of entrepreneurship,
- The skills and knowledge to develop a robust business plan, with the input of industry experts.
- the opportunity to pitch your idea to a panel and a public audience, giving your start-up an early boost, and providing a valuable practice at pitching your idea and responding to questioning from investors.

At the end of the course, you will have a comprehensive understanding of key elements of entrepreneurship, on top of a fully developed business plan and strong pitch for investment going forwards.