



## Events & Programmes 2018/9



### About Aston Enterprise

*Our mission is to help curious students & graduates to explore, experiment & launch new ideas.*

Being entrepreneurial doesn't just mean starting up a business. It means being an opportunity spotter, a creative problem solver & a passionate doer. We have a number of events & programmes on offer to help you develop these important skills.

We focus on giving you real-life insights from entrepreneurial people in diverse industries, opportunities to work with other engaged students to learn in a practical way & on encouraging you to think differently.

### Events & Competitions

Throughout the year, Aston Enterprise hosts a number of events & competitions; from our long-running pitching competition (Aston Enterprise Competition), the Birmingham Youth Challenge, to a brand new 'How To...' Event Series.

**SIGN UP NOW:** [astonenterprise.eventbrite.co.uk](http://astonenterprise.eventbrite.co.uk)

### Start-up Programmes



*Have a business idea or interest in entrepreneurship but not sure how to take those first steps?*

Apollo is a six week part-time programme (run once a term) for budding entrepreneurs to experiment with their ideas – each week we'll cover a key theme involved in starting up, such as lean startup or marketing on a budget. With a mix of taught masterclasses, lessons from real-life guest entrepreneurs & practical group learning, Apollo will give you what you need to take your idea into orbit.

**APPLY NOW:** [astonapollo.co.uk](http://astonapollo.co.uk)



*BSEEN is a start-up support programme for current students & recent graduates (up to 5 yrs) who are ready to commit to their business.*

Across a 12 month period, successful applicants can access a wide range of support: a co-working space shared with like-minded entrepreneurs, a £500 business grant to get things off the ground, a 5 day intensive bootcamp, mentoring, networking opportunities & more. The next application period for the programme will be in Feb 2019.

**FIND OUT MORE:** [b-seen.biz](http://b-seen.biz)

## What are you waiting for?

See all of our events:  
[astonenterprise.eventbrite.co.uk](http://astonenterprise.eventbrite.co.uk)

Get in touch:  
[enterprise@aston.ac.uk](mailto:enterprise@aston.ac.uk) // 0121 204 5253

Follow us & be part of  
[#enterprisingaston](https://twitter.com/enterprisingaston)

Search "Aston Enterprise" on:

[aston.ac.uk](http://aston.ac.uk)



### POWERED BY



**Aston Enterprise's mission is to help curious students explore, experiment & launch new ideas.**

We're here to help at every step of your journey, whether you're looking to get an insight into entrepreneurship, learn more about self-employment, set up a business or develop the enterprising skills you need to have the biggest impact you can in your career & on the world around you.

**Where will your journey begin?**

## Explore

*Get involved with our programme of inspirational events*

# enterprise events

Think differently about your future work life

Develop the enterprising skills you'll need for success

Be inspired by real life entrepreneurs & intrapreneurs

**Get involved:**  
[astonenterprise.eventbrite.co.uk](http://astonenterprise.eventbrite.co.uk)

## Experiment

*Try out your business ideas & propel them into orbit*



Develop the skills to turn a big vision into action

Expert masterclasses & guidance from mentors

Connect with a community of entrepreneurial students

**Apply now:**  
[astonapollo.co.uk](http://astonapollo.co.uk)

## Launch

*Push your project to the next level & launch a new business*



12 months of support to get your start-up off the ground

5 day intensive bootcamp, mentoring, business grant & more

Supportive community of student entrepreneurs

**Get involved:**  
[b-seen.biz](http://b-seen.biz)



# birmingham youth challenge.

12th – 14th October  
MB415 // Aston University

## A weekend of creative problem-solving to build a better future for Birmingham's young people.

Birmingham is a vibrant city with a young population. However, low skills & educational attainment, poverty & poor health are holding back some of our most disadvantaged young people.

Across a high energy weekend, 50 students will collaborate alongside expert mentors, to come up with innovative solutions to the biggest problems faced by local young people.

Kicking off after lectures on Friday 12th October, join us for a jam-packed weekend if you want to:

- Have a positive impact on your community
- Learn from leaders in social enterprise & entrepreneurship
- Develop skills for the future workplace
- Collaborate with like-minded students
- Enjoy free food for all your hard work
- Put your ideas to the test – pitch & win prizes

Get involved:  
**birminghamyc.com**



## AUTUMN TERM

**3rd October**  
**Creating Successful Business Ideas (Workshop)**  
MB304 // 2 – 5pm

Learn how to spot money-making or socially driven opportunities & how to see if they could become a real business. Led by award-winning entrepreneur & Aston alumnus Mike Bandar.

 **17th October**  
**Test your business idea on a budget (Workshop)**  
MB304 // 2 – 5pm

Have you ever come up with a business idea but don't know where to start? Learn from Will Pritchard at Uncaged Ventures about how to validate your idea & get started using the famous tried & tested lean startup methodology.

 **24th October**  
**Creating your own website (Workshop)**  
Universities Centre (opp Gosta Green) // 10am – 4pm


Every new project needs a website. Join our day-long workshop (led by Grow Beyond) to learn the basics about how websites work, design principles, wireframing, SEO, measuring success & how to build a site that works for you.




**31st October – 5th December**  
**MB304 // 1 – 4pm – 6 weeks, every Wednesday afternoon**

Got a business idea but not sure how to take the first steps into making it a reality? Apollo is a six week programme to help you test out your business ideas & propel them into orbit. Each week will feature a masterclass on a different topic, opportunities to learn from successful entrepreneurs & connect with a community of like-minded students. Turn that big vision into action.

Apply now (30 spots available): [astonapollo.co.uk](http://astonapollo.co.uk)


 **13th November**  
**How To... Start a Food Business**  
MB206 // 4:30 – 6:30pm

If you're passionate about food, you've probably dreamed about starting your own foodie venture; whether it's street food, a restaurant or seeing your product on a supermarket shelf. Join the first Aston Enterprise 'How To' event to hear from a panel of entrepreneurs who are making waves in the industry about their successes, failures & tips for starting out.


 **22nd November**  
**How to... Start a Social Enterprise**  
MB304 // 4:30 – 6:30pm

If you have a business or project idea with a strong purpose that's about more than turning a profit, then the world of social enterprise might be for you. Our second 'How To' event will take you through what a social enterprise actually is, & give you the opportunity to ask a panel of successful social entrepreneurs about their experiences. One not to be missed for any student with an interest in business that has a focus on improving our world.

## SPRING TERM

 **31st January**  
**How To... Start a Tech Business**  
MB512 // 4:30 – 6:30pm

Over the past few years, Birmingham & the UK in general has had a booming tech start-up scene – technology & how we use it to improve our lives has never been more exciting. If you've got an idea for a tech business in the back of your head, come along to hear from a panel of inspirational tech entrepreneurs on how they got started and what they've learned the hard way.

 **7th February**  
**How To... Start a Fashion Business**  
MB512 // 4:30 – 6:30pm


The fashion industry is creative, vibrant & ever-changing. Lots of people dream about starting up a clothing line or working in fashion in some way, but aren't sure where to get started. This event is designed to give you real-life insights from a panel of entrepreneurs in the industry on how they took their first steps & what's needed to succeed.



**13th February – 20th March**  
**MB204 // 1 – 4pm – 6 weeks, every Wednesday afternoon**

Got a business idea but not sure how to take the first steps into making it a reality? Apollo is a six week programme to help you test out your business ideas & propel them into orbit. Each week will feature a masterclass on a different topic, opportunities to learn from successful entrepreneurs & connect with a community of like-minded students. Turn that big vision into action.

Apply now (30 spots available): [astonapollo.co.uk](http://astonapollo.co.uk)

 **5th March**  
**How To... Get Into Freelancing**  
MB404B // 4:30 – 6:30pm

More & more people are becoming their own boss & embracing the freedom & opportunities that come with freelancing life, in a variety of industries. Come & hear from a panel of freelancers on how they got their first clients, how they market themselves, common pitfalls when you're starting out & what it's really like to work for yourself.

 **14th March**  
**Aston Enterprise Competition**  
Wright Lecture Theatre // 5:30 – 7:30pm

Join us for the grand finale of our annual Aston Enterprise Competition. Following a tight selection process & training, student entrepreneurs will pitch their ideas to the audience – vote for your favourites to win cash prizes.



**21st – 22nd March**  
**Birmingham City University // 9am – 5pm**

Apply for our dedicated start-up programme BSEEN & if successful you'll be invited to attend a 2 day intensive start-up bootcamp, covering all the essential topics you need to launch your new venture.

## Talk to Us

*Interested in all of this but not sure where to start, or have some specific questions to ask us? There are two times each month where you'll be able to informally meet the Aston Enterprise team & understand more about what we do.*

### Monthly Entrepreneurs Meetup – first Wednesday of the month

Join us at our informal monthly gathering of students & alumni to talk all things entrepreneurship – all Aston students are welcome! You can expect friendly faces, inspiring guest speakers & thought-provoking discussions.

**3rd October / 7th November / 5th December 2018**  
**16th January / 6th February / 6th March / 3rd April 2019**  
**5:30 – 7:30pm – Venue details are on our Eventbrite page**  
**[astonenterprise.eventbrite.co.uk](http://astonenterprise.eventbrite.co.uk)**

### Monthly Enterprise Café

Each month, we'll be available at a different place on campus over a lunchtime to answer your questions about enterprise & entrepreneurship at Aston. Talk to us about your ideas, the support you need & more.

Join our mailing list to receive updates on where we'll be:  
**<http://bit.ly/astonenterpriseupdates>**